

Course title: Managing the development of small businesses			
Lecturer: Nenad Penezić			
Course status: Required, Second Semester			
ECTS: 8			
Requirements: none			
Course aim Managing the development of small businesses is meant to enhance understanding of the significance and role of the entrepreneur in the modern economic environment and to help in mastering basic skills in entrepreneurial management, studied through the phases of a small business life cycle.			
Course outcome The student will be able to independently evaluate a business's chances of success, its market value, estimate his/her own entrepreneurial skills and strategies, as well as to model a business plan, which are the prerequisites of successful running of one's own business and its operations in the climate of a market structure.			
Course content <i>Theory classes:</i> Modern entrepreneurship (entrepreneurial revolution, entrepreneurship-developmental concept, internal entrepreneurship); entrepreneurial perspectives (understanding specific entrepreneurial perspectives, development of creativity and innovativeness); initialization of entrepreneurial ventures (evaluation of business prospects, organizational structuring of entrepreneurial ventures, legal mechanisms of protection, financing entrepreneurial ventures); making of a business plan (environment analysis –preparations for an entrepreneurial venture, market analysis, financial projections of an entrepreneurial enterprise, modeling an integral business plan); growth and development of entrepreneurial ventures (strategic planning of an entrepreneurial venture, managing growth and development of an entrepreneurial venture, global possibilities for entrepreneurship); founding a small business (entrepreneurship in practice --entrepreneurial management); concrete economic reality of a small business (elements of investment and results, relation between elements of investment and results, factors); Principles of small business operations (understanding the expenditures and costs, principles of the economy of reproduction of small businesses); modern challenges to entrepreneurship (continual challenges before entrepreneurs, managing ventures – succession and continuity, prospects of a family business). <i>Practice classes:</i> Practice on practical examples from initialization and managing of entrepreneurial ventures – project presentations, seminar papers and drafts, case studies.			
Recommended Literature: 1. Penezić, Nenad, Ivošević, Slobodan: <i>Preduzetnički algoritam-proces, principi, praksa</i> , Moba Partner, Novi Sad, 2018. 2. Penezić, Nenad: <i>Preduzetništvo – savremeni pristup</i> , Fakultet poslovne ekonomije, Univerzitet Educons, S.Kamenica, 2009. 3. Penezić, Nenad: <i>Upravljanje razvojem malih preduzeća</i> , Zadužbina Andrejević, Beograd, 1998. 4. Birley, Sue; Mazyka, Dan: <i>Mastering Entrepreneurship</i> , Pearson Education Limited, Harlow, UK, 2000.			
Number of active teaching classes:		Theory classes: 2	Practice classes: 2
Teaching methods Lectures, practice, revision, consultations, analysis of specific problems in entrepreneurship and presentations of projects and seminar papers.			
Knowledge assessment			
Pre-exam	points	Final exam	points
In-class activity	10	written exam	
practice classes	10	oral exam	30
mid-term tests	20+20	
seminar papers	10		