

COURSE OUTLINE: SMALL AND MEDIUM BUSINESS MANAGEMENT

GENERAL

SCHOOL	HUMANITIES AND SOCIAL SCIENCES		
ACADEMIC UNIT	ECONOMIC SCIENCES		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OE801	SEMESTER OF STUDIES	8 th (MAJOR C)
COURSE TITLE	SMALL AND MEDIUM BUSINESS MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures and Practical Exercises	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	YES (Principles of Administration-Management, 5th Semester)		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	http://eclass.uth.gr/eclass/modules/document/?course=ANTMB146		

LEARNING OUTCOMES

<p>Learning Outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <p><i>Guidelines for writing Learning Outcomes</i></p> <ul style="list-style-type: none"> • Learning Outcomes
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The Small and Medium Enterprise Management course aims to:

- Enhance understanding the role of small and medium-sized enterprises (SMEs) in the economic life of Greece, but also of other countries
- Highlight the characteristics of SMEs as well as their advantages and disadvantages compared to large enterprises
- Delineate distinct management functions in SMEs
- Shed light to franchising, as a method of developing SMEs
- Identify the specificities of family businesses and the required succession procedures
- Highlight successful and unsuccessful practices in SMEs

Upon successful completion of the course, students will:

- Become aware of the particularities of SMEs, so that they can integrate into them in a smooth and meaningful way.
- Be to estimate whether they have the characteristics and skills required, before deciding to open their own business and, if not, which skills they must develop before they proceed.
- Be able to identify successful and unsuccessful cases and practices of SMEs

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Searching, analyzing and synthesizing data and information, using the necessary technologies
- Decision making
- Problem solving
- Autonomous work
- Teamworking
- Critical thinking
- Communication skills
- Time management
- Free, creative and inductive thinking
- Presentation skills

COURSE CONTENT

Small and medium enterprises (SMEs) form the backbone of the Greek and European Economy, offering jobs and highlighting the traditional goods produced on the old continent. This course focuses on the presentation of the role and key components of the successful operation of SMEs as well as the challenges faced by entrepreneurs and their employees. The subjects it covers are the following:

- Definition of SMEs and their significance
- Risks – Mortality of SMEs
- SMEs and main sectors of activity
- The entrepreneur in SMEs
- Family businesses
- SME Management and Marketing
- Human resource management in SMEs
- Franchise
- Internationalization of SMEs
- Supply chain and customer relationship management in SMEs
- Innovation and creation of new products in SMEs
- Analysis of cases of successful and unsuccessful SMEs

TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	<p>In the classroom. Each lecture analyzes a specific issue of the SMEs. Accordingly, during the lectures, students will be given the opportunity to demonstrate understanding of the subject through a range of methods such as group discussions, examples, case studies and simulation activities.</p> <p>SME entrepreneurs are invited to the courses, with the aim of presenting real examples and experiences on the issues addressed in the field of SME.</p>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • E-class platform, for posting (a) notes, (b) assignments, (c) announcements, (d) communication with students • Use of digital content creation applications (e.g. Quizlet, Mentimeter). These are tools that enable the instructor to create quizzes and interactive activities, engaging students in a game of knowledge and real-time assessments. • Use of the MS TEAMS platform with the aim of enhancing collaboration and communication with students. 	
TEACHING METHODS	Activity	Load Six - month work
	Lectures	33

<p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	Independent Study	50
	Individual work	27
	Teamwork	40
	Total Course (25 hours of workload per credit)	150
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>I. Individual Work or Work of 2 people (40%), which includes:</p> <ul style="list-style-type: none"> - Investigation of a subject of the course in an SME of the students' choice -Public presentation <p><u>Assessment purpose:</u> The direct interaction of three with SME entrepreneurs and the in-depth and practical understanding of the issues addressed in this course.</p> <p>Testing the skills developed by students and their ability to plan and implement a project individually.</p> <p><u>Assessment criteria:</u> The oral part of the paper is assessed using criteria such as:</p> <ul style="list-style-type: none"> • Understanding the assigned subject • The quality of the information collected for the SME under consideration • The completeness and clarity of the file to be presented • The stand-alone presentation, without the use of notes • The ability and adequacy to respond to questions asked by the instructor and the audience. 	

	<p>II. Thematic Work (60%), which includes:</p> <ul style="list-style-type: none"> -Written work (research paper, on specific issues concerning SMEs, in specific sector(s)) -Public presentation <p><u>Assessment purpose:</u> To test the skills developed by students and their ability to plan and implement a project in a team.</p> <p><u>Assessment criteria</u> are as follows: The written part of the paper is evaluated using criteria such as:</p> <ul style="list-style-type: none"> • the degree of fulfillment of the specifications set • the classification of concepts and terms • the organization and adaptation of available material • the structure and clarity of the written text • the wealth and quality of the sources that have been exploited • the overall picture of the writing. <p>The oral part of the paper is evaluated using criteria such as:</p> <ul style="list-style-type: none"> • The completeness and clarity of the file to be presented • The stand-alone presentation, without the use of notes • The ability and adequacy to respond to questions asked by the instructor and the audience.
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RECOMMENDED - BIBLIOGRAPHY

<p>Books to choose from:</p> <ul style="list-style-type: none"> • Longenecker JG, Moore CW & Petty J. W. (2018), « Management Small and medium-sized enterprises <i>Business - Starting and Developing Business Activities</i>”, Broken Publications Hill , Nicosia. • Murphy M. (2007), "Management of Small and Medium-sized Enterprises", Kleidaritmos Publications, Athens. <p>Related scientific journals:</p> <ul style="list-style-type: none"> • Journal of Small Business Management • Journal of Small Business and Entrepreneurship • Journal of Small Business and Enterprise Development
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