

Business Administration for Small and medium Entrepreneurs



Course description

Support of small and medium business is viewed as one of the strategies for economic development, employment and overcoming of poverty. The course aims at assisting the development of small business. The course is a simulation of business-planning. Theory is combined with practical tasks and case-studies.

The participants of the course will get acquainted with various theories of business management and use the learned methods for the concrete teaching examples.

Who might be interested in the course?

- Small and medium entrepreneurs and managers involved in small and medium businesses;
- People who are willing to start a small business and have no special education in the field of business;
- - Small entrepreneurs who seek investors or try to obtain credits for the enhancement of their business.

Benefits of the course

- Analysis of your entrepreneurship capacities
- Organization of all activities necessary for business management
- Identification and planning of business management resources
- Awareness of the techniques of business planning
- Evaluation of the viability of business ideas
- Awareness of many practical tools that will assist in the practical management of marketing, sales, financial and operational issues.

Content

- Entrepreneur, entrepreneur features, business vision;
- Small and medium business strategy, finding one's own place on the market;
- What is market? How do we study and describe market growth, customers,, competitors and market environment?
- Definition and description of product/service, how do you differ from others?
- Marketing communication. How do we inform the customers about our products/services?
- Distribution and intermediaries. How and where do we provide our product/service to our customers?
- The means and methods of pricing;
- Business organization and management of work processes, business scheduling, capacity calculation, stock management, location, human resources, quality management;
- Planning of income, expenditures and profit;
- Balance and planning of balance;
- Cash flow and budget;
- The easiest ways of investment evaluation. Is it worth to invest in a concrete business?
- How do we offer investors our business--proposal, what is the pattern of business-plan?
- Legal and tax issues.