



**EUROPEAN
SUMMER SCHOOL**

COURSE SYLLABUS

BUSINESS MANAGEMENT

LECTURER: CIARAN SEAMUS KELLY

DESCRIPTION

Business Management will concentrate on operating a small business. While business theories and case studies will be used, the majority of this course will be a true workshop in which the student will learn real life applications on how to manage a small business. Real life issues of finance, taxes, staff and employees, marketing, vendors, inventory, ops and quality control will be utilized to give as realistic view as possible for the students enter the business world.

Through examinations of key strategic decisions taken at a number of real, successful small businesses, the learners will be creating a solid foundation for further studies in business, or will be able to apply these insights directly to their own budding business ventures. Students will be taught to write a realistic business plan.

SKILLS:

Upon successful completion of this course, you will be able to:

- analyze the processes through which business ideas are evaluated
- identify the characteristics of successful business
- identify and describe strategies for supporting a business
- distinguish between business ideas and opportunities
- creating a formalized business plan, and perform this task
- create a marketing plan, and perform this task
- knowledge about financing business ventures
- knowledge about leading and staffing a business
- identify and describe teambuilding dynamics

COURSE SCHEDULE

Day 1

- What is a Small business/Entrepreneurship?
- Business Skills
- Strategic Ownership/Mgmt
- Franchisement
- Buying an existing business

Day 2, 3 and 4

- Building a business plan (SWOT)
- BRIE Model
- Marketing/Guerrilla Mktg
- Creating a solid financial plan
- Managing CashFlow

Day 5 and 6

- Small business Mkg strategies
- Pricing and credit
- Integrated Mtkg communications
- E-commerce and the Entrepreneurship

Day 7

- Funding
- Equity, Debt Financing
- Budgeting
- Location, location and location
- Layout and physical facilities

Day 8

- Business Mgmt 101
- Purchasing, quality control and vendors
- Project Management
- Staffing/HR

Day 9

- Staffing/HR
- Delegation/Monitoring
- Motivation

Day 10

- Legal, Ethics and Govt Regs
- Sucession Mgmt and Risk Mgmt
- Value based firm

The student is eligible to receive up to 5 ECTS credits.