

## **Syllabus**

### Course Description

Course Title	Management of SMEs
Course Code	27341
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/08
Language	English
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	Dott. Lorenzo Pratici, Lorenzo.Pratici@unibz.it https://www.unibz.it/en/faculties/economics- management/academic-staff/person/48467
Teaching Assistant	
Semester	First semester
Course Year/s	3
СР	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	
Contents Summary	The course "Management of SMEs: Fundamentals of Family Business Management" focuses on the essential aspects of managing family small and medium-sized enterprises (SMEs), including strategic planning, financial management, and marketing strategies.  It covers the challenges and opportunities faced by Family SMEs in the global market, emphasizing innovation, sustainability, and growth.
	Students will learn about the importance of family leadership,



	professionalization, change management, succession planning, sustainability & CSR, human resource management, and effective communication in the success of SMEs.
	The course also includes case studies for each topic and practical exercises to provide real-world insights into the management of SMEs.
Course Topics	On successful completion of this course, students should be able to:
	-Identify the definitions, characteristics, and distinctive traits of
	SMEs (circles, stages, theories, and models) (Introduction to SMEs
	and family firms)
	-Compare and contrast family and non-family small businesses
	-Describe the fundamentals of business administration and
	decision-making in SMEs and family firms
	-Enumerate goals and goal setting in SMEs and family firms
	-Explain governance structures and architectures in SMEs and
	family firms
	-Identify power and succession dynamics in SMEs and family firms
	-Develop strategies for growth and performance measurement in
	SMEs and family firms
	-Relate the management of innovation and technological change in
	SMEs (e.g., incremental innovation vs. radical innovation) and family firms
	-Assess the management of green innovation, sustainability
	(SDGs), and corporate digital responsibility (CDR) in SMEs (family firms)
	-Explain the management of internationalization of SMEs.
	-Apply change management mechanisms in SMEs and family firms.
Keywords	SMEs
	Family Business
	Succession Planning
	Professionalization
	Business Case Studies
Recommended Prerequisites	Not Foreseen
Propaedeutic Courses	
Teaching Format	Frontal lectures, discussions, case studies, and project assignments (for attending students only).

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	Guest lectures from small business leaders, family firms,
	consultants, and experts
Mandatory Attendance	Attendance not compulosry but strongly recommended
Specific Educational	Knowledge and understanding
Objectives and Learning	
Outcomes	Scope: understanding the enterprise
	knowledge of business and organisational models
	knowledge of management and organisational objectives, plans and functions
	knowledge of business decision-making methods and strategic
	management
	knowledge of decision-making concepts and models on new
	product launches, pricing, distribution channels and (digital)
	communication tools
	understanding of social responsibility, consumer protection,
	sustainable marketing
	knowledge of concepts, models and tools for critically analysing
	business and corporate strategies
	understanding of different management theories and
	organisational behaviour and their relevance to different business
	and economic contexts
	in-depth knowledge in international marketing, the management of
	multinational companies, the analysis of consumer behaviour or
	the management of operational and technical functions
	in-depth knowledge and understanding in management control
	knowledge of the mechanisms underlying effective communication
	of theoretical and empirical business arguments in three
	languages: Italian, German and English.
	"Ability to apply knowledge and understanding
	Economic field
	being able to recognise and analyse the evolution of business
	structures and the development of organisational forms
	being able to apply contextually appropriate management
	principles, theoretical models and empirical analysis tools to
	complex problems in typical managerial situations
	being able to apply concepts, models, tools and techniques suitable
	for analysing markets, market strategies, programmes and



activities through teamwork, and to communicate research results in accordance with international professional standards in three languages: Italian, German and English

being able to formulate strategies and identify critical steps in the implementation of a competitive strategy

knowing how to apply the appropriate analysis tools and models to evaluate the strategic choices and strategies implemented by companies

knowing how to use the specific tools of auditing in different business contexts

know how to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English

#### Autonomy of judgement

identify the most important problems in complex decision-making situations

perform a critical analysis of facts and situations to be addressed use logical reasoning to combine information and analytical methods, including modern software packages, to arrive at a solution.

#### Learning skills

analyse, critically process and integrate data, information and future experience, also using advanced software

# Specific Educational Objectives and Learning Outcomes (additional info.)

Knowledge and understanding

- Understand basic principles behind the management and administration of SMEs and family firms
- Understand the distinctive strategic and managerial challenges to manage small firms and family firms effectively
- Appreciate and understand the role of families in SMEs

Applying knowledge and understanding

- Assess the role of families in creating and sustaining competitive advantage and disadvantages
- Understand key dimensions of family influence and their implications for business administration and organizational outcomes in SMEs
- Critically evaluate the strengths and weaknesses of SME firms in the context



	Making judgments
	Make judgements about the distinctive organisational and
	managerial implications of SMEs' influence on business
	organizations
	Critically appraise alternative approaches to managing SME
	firms for longevity
	<ul> <li>Evaluate the advantages and disadvantages of family SME</li> </ul>
	firms
	Communication skills
	Develop communication skills for presenting and discussing
	small business cases or other projects
	assignments in the context of small firms
	Learning skills
	Detect critical issues in small business management and
	identify organizational solutions
	Systematically make decisions between different routes of
	action in the small business
	Develop and evaluate concepts related to small firms
Assessment	Written exam: open and closed-ended questions with review
	questions to test knowledge of theory and application skills (for
	both attending and non attending students).
	Written group assignment + presentation (mandatory for
	attending students) is a project work carried out in groups in the
	mid-term in the form of a presentation or report.
	Non-attending students, written exam with open and closed-
	ended questions.
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	NOTE: Written group assignments are valid for one academic year
	and cannot be carried over beyond that time frame.
Evaluation Criteria	50% written exams.
LValuation Cittoria	The written exam consists of review questions or critical
	assessments of topics related to the management and economics
	of SMEs (multiple-choice questions and/or a variable number of
	open-ended questions).
	50% project work (only for attending students).
	The midterm assignments (project works), presented as a .ppt file,
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	involve analyzing and discussing management challenges and issues in the context of SMEs and family firms. The lecturer assigns project work, which is delivered before the end of the course. The presentations are expected to be based on theoretical concepts covered in class and the extant literature.  It is relevant for the written exam: clarity of answers based on the knowledge provided in readings, textbooks, slides, and verbal information (including the practitioners' workshops), ability to summarize, evaluate, and establish relationships between topics, ability to analyse small business issues critically.  It is relevant for project work: the ability to work in a team, creativity, critical thinking skills, the ability to summarize in one's own words, and presentation skills.
	100% Written exam for students who do not attend lessons (Students who will not attend at least 50% of classes).
	A written exam (100%) will assess the knowledge and skills learned throughout the course.
Required Readings	Recommended texts and notes will be provided at the end of each lecture and included in the lecture slides. Before each lecture, the slides and required readings will be uploaded to the <i>OLE platform</i> . Moreover, a list of selected resources for small business education, including books, movies, magazines, and teaching cases, will be made available in the initial lecture. Below is a list of some of the most recommended readings, which serves as a general guide.  Non-attending students should focus on everything uploaded on OLE platform
Supplementary Readings	
Further Information	
Sustainable Development	No poverty, Zero hunger, Partnerships fot the goals, Sustainable



Goals (SDGs)	cities and communities, Industry, innovation and infrastructure	
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