

Syllabus

Descrizione corso

Titolo insegnamento	Gestione delle PMI
Codice insegnamento	27341
Titolo aggiuntivo	
Settore Scientifico- Disciplinare	SECS-P/08
Lingua	Inglese
Corso di Studio	Corso di laurea in Economia e Management
Altri Corsi di Studio (mutuati)	
Docenti	dott. Lorenzo Pratici,
	Lorenzo.Pratici@unibz.it
	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/48467
Assistente	
Semestre	Primo semestre
Anno/i di corso	3
CFU	6
Ore didattica frontale	36
Ore di laboratorio	_
Ore di studio individuale	-
Ore di ricevimento previste	
Sintesi contenuti	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.
Argomenti	On successful completion of this course, students should be able
dell'insegnamento	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 SMEsApply change management mechanisms in SMEs and family firms.
Parole chiave	SMEs
	Family Business
	Succession Planning
	Professionalization
	Business Case Studies
Prerequisiti	Not Foreseen
Insegnamenti propedeutici	
Modalità di insegnamento	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
Obbligo di frequenza	Attendance not compulorry but strongly recommended
Obiettivi formativi specifici e	
risultati di apprendimento	
attesi	
Obiettivi formativi specifici e	Knowledge and understanding
risultati di apprendimento	Understand basic principles behind the management and
attesi (ulteriori info.)	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
	 Evaluate the advantages and disadvantages of family SME
	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
Modalità di esame	 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.
	NOTE: Written group assignments are valid for one academic year and cannot be carried over beyond that time frame.
Criteri di valutazione	50% written exams. 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, 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.
Bibliografia obbligatoria	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
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo	Sconfiggere la povertà, Sconfiggere la fame, Partnership per gli
Sostenibile (SDGs)	obiettivi, Città e comunità sostenibili, Innovazione e infrastrutture