Department of Business Faculty
Subject Syllabus

Subject Code : EL03
Subject Title : Management of Small Medium Enterprise
Subject Specification : For Management Study Program

Subject Overview :
This course is to prepare business students to start their own business with Small Business Enterprise Management. Students will be exposed to understanding step by step how to land their product into the market. Upon the completion of this course, students will be able to deeply decide what kind of task each team should be prepared in terms of launching the product or services.

Course Objectives :
Upon completion of this course, students will be able to:
1. Understanding the SME Management
2. Understand the step by step product launch process
3. Understand the SME team management
4. understand the VC approach.

Course method :
1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:
1. Knowledge:
    a. Entrepreneurial Mindset
    b. Minimum Viable Product
    c. Managing Team

2. Skills:
    a. Product Requirements Detail
    b. Partnership Modeling
    c. Financial Forecasting

Course content :
This course will be delivered in 14 sessions as follows:

Week	Topic
1	Entrepreneurial Mindset & Foundation of SME (H)
2	Minimum Viable Product (H)
3	Product Requirement Details (S)
4	Entrepreneurial Teams and Modeling Team Effectiveness (H)
5	Digital Marketing and Strategy (S)
6	Brand Planning (M)
7	Marketing Plan Presentation
8	**Mid Term Examination (Launch Product)**
9	Financial Projection (M)
10	Investment and Funding Approach (S)
11	Business Roadmapping (M)
12	Partnership Model (H)
13	Legal and Tax (S)
14	Measuring Division with KPI (OKR) (M)
15	Final presentation: Final Report & Online Presences
16	**Final Examination (Sales/Traction Report)**

Grading System

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Entrepreneurial Mindset & Foundation of SME	Reminding about the social entrepreneurship mindset as fundamental to making impactful products or services.	Lectures, case studies, class discussion
2	Minimum Viable Product	Measuring how clear the project of students is in the form of an MVP that includes value proposition, business assumption, validation, and through what channel will be delivered.	Lectures, class discussion
3	Creating a lean product requirement details.	In this week, the lecturer would teach how to fill the PRD form in the first half-hour, then the rest of the class would be used to practice creating PRD.	Lectures, group work
4	Entrepreneurial Teams and Modeling Team Effectiveness	Understanding how to plot and create a job description for each team.	Lectures, group work
5	Search Marketing as the fundamental part of online marketing strategy.	Understanding digital marketing techniques to launch the product includes Intent & Context, Asset & Channel, and Optimization. .	Lectures, group work
6	Creating an effective branding strategy through the 5 steps of the brand planning process.	Understanding Strategic Thinking, Brand Planning Process, and Logo & Typography.	Lectures, group work
7	Partnership Model	Understanding Principle & Ethics, Model, Contract of partnership.	Lectures, group work
8	**Mid Term Examination**	Group	Group

		presentation	presentation
9	Build a reliable financial projection as one of fundamental guidance of a business.	Understanding the Type of costs, Revenue and Cash flow .	Lectures, group work
10	Build and secure investor funding	Understanding types of investment proposals and How to structure the investment proposal	Lectures, class discussion
11	Develop a strategic plan to define company values and chart a direction for the long term growth.	Understanding SWOT Analysis, Product Development and Market Development .	Lectures, group work
12	Partnership Model	Understanding Principle & Ethics, Model, Contract of partnership.	Lectures, group work
13	Legal & Tax	Understanding shareholders agreement, Business as a corporation and Trademark	Lectures, group work
14	Finding the KPI Formula that suits the business.	Understanding the SMART Indicator and Defining the goals in measuring performance of the team.	Lectures, group work
15	Group Presentation	Tractions Report	Group presentation
16	**Final Examination**	Submission	Group Submission

Guidelines

Midterm Exam Guideline **:** Submit Product Launching Report
Final Exam Guideline **:** Final report and group presentation of Sales/Traction Report

Outline Final Report:

1. The final report is made with a reference given by lecturers after the mid exam

2. The final report is made in A4 format by combining elements of text and images

Text Book :

1. Eric Ries, (2017), The Lean Startup:How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Publishing Group.
2. Matthias Fink, Sascha Kraus, (2009). The management of small and medium enterprises,Routledge.
3. Antonie Jetter, (2006). Knowledge Integration The Practice of Knowledge Management,Heidelberg.

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