

Entrepreneurship and SME Management

Master Degree – 120 ects

Study cycle's objectives:

This Master degree program aims at bringing together recent tendencies and developments in Management Sciences, the global economic environment and the consolidation of a knowledge economy and society, and the requirements and idiosyncrasies present in business start-ups and SME's management, with special emphasis on the setting up and management of micro and small enterprises.

The Master program provides students with high qualification level, enhancing their competence to take active part in business start ups and in the innovation, restructuring and development processes of existing businesses, both as entrepreneurs and at management level.

The Master program provide students with competence to:

- Conceive business plans;
- Start up new businesses;
- Conceive, implement and follow up business strategic plans;
- Conceive, implement and follow up performance evaluation systems;
- Develop marketing plans;
- Financially structure and restructure businesses;
- Conceive, implement and follow up innovation systems;

Year	semester	Curricular Unit	ects
1	Winter	Global and Knowledge Economy	6
1	Winter	Analysis and decision support Statistical Methods	6
1	Winter	Competitive Strategies	6
1	Winter	Entrepreneurship and business innovation	6
1	Winter	SME legal framework	6
1	Summer	Logistics and Operations	6
1	Summer	Investments and Financial markets	6
1	Summer	Human Resources and Organisational Behaviour	6
1	Summer	Applied Marketing	6
1	Summer	Performance assessment	6
2	Winter	Research Methods	6
2	Winter.	Seminar	6
2	Winter.	Project / Internship	18
2	Summer	Project / Internship	30