

## Faculty of Economics and Political Science

### Small and Medium projects

#### Information :

**Course Code :** ECO 208

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Economics

#### Instructor Information :

Title	Name	Office hours
Lecturer	Heba Elsayed Mohamed Elsayed Tolba	

#### Area Of Study :

This course covers the basic concepts and definition of small and medium enterprises (SMEs) and their origin; it identifies the operational basis of small and medium projects, fundamental challenges, different methods of financing, credit facilities, types of risks and its management with a special highlight on the principles of marketing. It also emphasizes the role of SMEs in the country's economic development. The course uses multiple case studies illustrating different country experiences.

#### Course Goals:

1- Acquaint students with SMEs History and Evolution.

2- Introduce the concept of Entrepreneurship.

3- Correlate the different factors of starting a small and medium business with successfully running the operations of the business.

#### Description :

This course covers the basic concepts and definition of small and medium projects and their origin; it identifies the operational basis of small and medium projects, fundamental challenges, different methods of financing, credit facilities, types of risks and its management with a special highlight on the principles of marketing. It also emphasizes the role of small and medium enterprises in the country's economic development. The course uses multiple case studies illustrating different country experiences.

#### Course outcomes :

##### **a. Knowledge and Understanding: :**

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|-----|---|
| 1 - | Discover the different between different types of business. |
| 2 - | Identify the basic tools used in project evaluation.        |
| 3 - | Define the concepts related to small and medium projects.   |

##### **b. Intellectual Skills: :**

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|-----|---|
| 1 - | Describe the concept of Entrepreneurship.   |
| 2 - | Recognize the importance of SMEs.           |
| 3 - | Examine the impact of SMEs and the Economy. |

**c. Professional and Practical Skills :**

1 -	Show different sources of finance for projects.
2 -	Relate the importance of managing a project to building a successful business.
3 -	Sketch different obstacles that face small and medium enterprises.

**d. General and Transferable Skills :**

1 -	Experience with conceptual frameworks effective for problem solving and decision making.
2 -	Acquire analytical reasoning skills, numeric and clear effective communication skills.
3 -	Test the ability of students to work under pressure and as part of a team.
4 -	Read and analyze financial news and reports including stock market prices, foreign exchange rate prices.

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Course Outline and Course Overview	3	1	
Entrepreneurship	3	1	
Micro, Small and Medium Projects Evolution	3	1	
4. Managements of SMEs: ~ Finance ~ Managerial Issues ~ Ethics	6	2	
Case Studies	3	1	
Midterm Exam		1	
SMEs: Strength and Weaknesses	6	2	
SMEs Development	3	1	
SMEs and The Economy	3	1	
Case Studies	6	2	
Paper Presentation	3	1	
Final Exam		1	

**Teaching And Learning Methodologies :**

Demonstration videos
Presentations
Group discussion
Research Paper

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper & D	30.00		To assess understanding and to assess theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills.

Midterm Exam(s)	30.00	7	To assess professional skills.
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**Recommended books :**

1. Reconstruction and Development, The World Bank, Washington DC, 2008.
2. George Malcotsis (et. al.), How to Prepare Your Business Plan, United Nations Conference on Trade and Development, UNCTAD/ITE/IIA/5, Geneva, 2002.
3. R. K. Blundel (et al.), Entrepreneurial Social Responsibility: Scoping the Territory, in Spence, L.J., and M. Painter-Morland (eds.), Ethics in Small and Medium Sized Enterprises, The International Society of Business, Economics, and Ethics Book Series 2, C Springer Science+Business Media B.V, 2010.
4. Tom Gibson and H. J. van der Vaart, Defining SMEs: A Less Imperfect Way of Defining Small and Medium Enterprises in Developing Countries, Brookings Global Economy and Development, September 2008.

**Periodicals :**

1. Cecile Nieuwenhuizen and Jaap Kroon, The Relationship between Financing Criteria and The Success Factors of Entrepreneurs in Small and Medium Enterprises, Development Southern Africa, Vol. 20, No. 1, March 2003.
2. Hee Song Ng and Daisy Mui Hung Kee, Development of Intangible Factors for SME Success in a Developing Country, International Journal of Academic Research in Business and Social Sciences, Vol. 2, No. 12, December 2012.
3. Hussein Elasrag, The Developmental Role of SMEs in the Arab Countries, Munich Personal RePEc Archive, No. 40608, August 2012.
4. Jane Tonge, A Review of Small Business Literature Part 1: Defining The Small Business, Manchester Metropolitan University Business School Working Paper Series, WPS025, November 2001.
5. S. D. Kalpande (et. al.), A SWOT Analysis of Small and Medium Scale Enterprises Implementing Total Quality Management, International Journal of Business, Management and Social Sciences, Vol. 1, No. 1, 2010.

**Web Sites :**

1. Khrystyna Kushnir, How Do Economies Define Micro, Small and Medium Enterprises (MSMEs)?, Companion Note for the MSME Country Indicators. Available at: <http://www.ifc.org/wps/wcm/connect/624b8f804a17abc5b4acfd29332b51/MSME-CI-Note.pdf?MOD=AJPERES>
2. Method 1 2 3, Project Management Guidebook, Method123 Ltd, 2003, Available at: [www.method123.com](http://www.method123.com)