



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Business Enterprise

Claire Jacqueline Manning, BA, MBA, PGCE

WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you the appropriate skills and knowledge to contribute effectively to the creation of a small business with prospects for long-term survival and growth.

After completing this subject, you will be able to :

- Identify and research business opportunities.
- Develop proposals that would have a high likelihood of acceptance by prospective investors.
- Identify the key success factors and resultant actions that would be required to make a sound business proposal operable.
- Identify and assess the possible contribution of forms of support for new business ventures.

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an expert.

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- The factors that influence entrepreneurs.
- Innovation and entrepreneurship
- Evaluating the business idea.
- Etc.
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT

In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

1. Develop a business plan for a business of your choice

STUDY LITERATURE AND OTHER RESOURCES

Supporting study materials elaborated by the lecturer (available online in the study system)
--

E-books available online:

P.Burns Entrepreneurship and Small Business ISBN-10 1137430354
--

Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):

Other useful resources (videos, online professional groups, blogs, discussions etc.):
--

- | |
|--|
| <ul style="list-style-type: none">• Relevant Academic Journal Articles |
|--|