

Course title: SMALL AND MEDIUM ENTERPRISE IN THE EU

Lecturers	Full Prof. Ksenija Vuković, Ph.D. Ivana Fojs, M. Econ. Tamara Šmaguc, Ph.D.
Language of instruction	Croatian and English
Study level	Master
Study programme	Economics of Entrepreneurship
Semester	2 nd (summer)
ECTS	5
Goal	The aim of the course is to enable students to critically analyse local, regional and national SME policy in more integrated EU environment.
General and specific learning outcomes	
Content	<ol style="list-style-type: none"> 1. Introducing the course content and agreeing on the way of work. Economic fundamentals of the EU. Strategic orientation and common economic policy measures. Development and importance of SMEs for the EU economy. Introduction to the principles, conception and implementation of EU policy related to the development and support of the EU SME sector. (2 hours) 2. Economy as a set of different sizes enterprises. Enterprise size distribution in economic theory. Conventional-technological approach to enterprise size. Implications of transactional cost theory on the enterprise size distribution. Imperfect competition and size of the enterprises – theory approach on developed EU industrial organization switch. Dynamic models and enterprise sizes. (2 hours) 3. Growth of SMEs. Fast growing enterprises. Growth traps and sustaining growth problem. Obstacles to the growth of small enterprises. SMEs growth in the EU. (2 hours) 4. Productivity of SMEs. The importance of the business innovation and internationalization for the enterprise and economy. The relation between productivity, innovation and internationalization of SMEs. (2 hours) 5. SMEs in different individual EU countries. Distribution of enterprises, employees and market shares in EU countries. Enterprise size distribution by industries. The position of small enterprises in the Croatian economy. Distribution of employees, market shares and profits. Small enterprises distribution by activities in the Croatian economy. (2 hours) 6. Position of medium-sized enterprises in the Croatian economy. Distribution of employees, market shares and profits. Distribution of medium- sized enterprises by activities. EU support policy for SME sector: incentives for the development and competitiveness of the SME sector. European Charter for small enterprises: ten basic principles for implementing entrepreneurship incentives at EU and member state level. Green paper on entrepreneurship. (2 hours) 7. EU support strategy for creating entrepreneurial culture and entrepreneurial mindset. The role of educational institutions in shaping the entrepreneurial mindset. EU strategy to encourage individuals to become entrepreneurs. Reducing the stigma of failure. Supporting business transfer. Social security for small business owners. (2 hours) 8. EU Strategy on supporting women and national minorities in entrepreneurship and the participation of small businesses in national market and creation of innovative clusters. Facilitating access to EU funding sources for SMEs. (2 hours)

	<p>9. Entrepreneurship in selected areas of entrepreneurship: rural entrepreneurship, entrepreneurship in agriculture, youth entrepreneurship, family entrepreneurship and crafts, ICT entrepreneurship. Encouragement policies for selected areas of entrepreneurship.</p> <p>10. A strategy to help EU SMEs utilize the opportunities provided by the EU single market and promote the promotion of knowledge and skills in SMEs as well as other forms of innovation. The business environment and market mechanisms failures. (2 hours)</p> <p>11. A strategy for creating a public administration that responds to needs of SMEs. Examples of good practice in EU SME support policy. Social entrepreneurship in the EU. (2 hours)</p> <p>12. Entrepreneurial indicators. Structural indicators of entrepreneurial population. Entrepreneurial performance. Determinants of entrepreneurship. Micro and macro determinants of entrepreneurship. Determinants on the supply side. Determinants on the demand side. (2 hours)</p> <p>13. Entrepreneurship in Croatia. Entrepreneurship indicators in Croatia: results of the GEM (Global Entrepreneurship Monitor) survey. Examples of good practice in fostering entrepreneurship. Enterprises with growth potential. Attributes of people who initiate entrepreneurial ventures in Croatia. Motives for starting your own business in Croatia. (2 hours)</p> <p>14. The importance of entrepreneurship in Croatia from the employment point of view. Unemployed people and self-employment opportunities. Distribution of entrepreneurial capacities by regions of the Republic of Croatia. Croatia's entrepreneurial activity in terms of international and European perspective. Insufficient export orientation. (2 hours)</p> <p>15. SME incentive programs in Croatia. Objectives and implementation. Strengthening competitiveness. Improving the quality of entrepreneurial infrastructure. Even regional development. Reducing administrative barriers. Creating an entrepreneurial climate. Helping SMEs in Croatia find cooperate opportunities and prepare to enter the EU market. (2 hours)</p>
Exercises	
Realization and examination	<p>Classes: Lectures and seminars</p> <p>Exam: Written and oral exam and seminars</p>
Related courses	
Literature	<p>Basic:</p> <p>Družić, G. Croatian economic development and the EU (Gospodarski razvoj Hrvatske i EU), Školska knjiga, Croatian Academy of Sciences and Arts, Zagreb, 2009.</p> <p>Kandžija, V., Gospodarski sustav Europske unije, Ekonomski fakultet Rijeka, Rijeka, 2011.</p> <p>Additional:</p> <p>European Commission, Think small first, A small business act, 2008</p> <p>Select Committee on the European Union: The Commission's Green Paper: Entrepreneurship in Europe, with Evidence, published by Authority of the House of Lords, London – the Stationery Office limited, 2003</p> <p>Europska komisija: Europska povelja o malom gospodarstvu (European Charter for Small Enterprises)</p>

	<p>Singer, S., What Makes Croatia an Entrepreneurial Country, Results of GEM Croatia Research, Zagreb, 2006.</p> <p>Mcdonald, F., Dearden, S., European Economic Integration, 4. Izdanje, 2004.</p> <p>Kovačević, Z., Restrukturiranje hrvatskih poduzeća, Politička kultura, Zagreb, 2001.</p> <p>Kandžija, V. Gospodarski sustav Europske unije, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 2003.</p>
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