



Syllabus

Term: 2025/26/2 **Subject name:** Small Business Management and Development **Subject code:** B19GMB08E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. RIDEG András

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

The module is intended to bring students closer to understand the process of creating a business concept around an innovative idea, company project or technology. Students develop skills in business planning, modeling and company creation by actively participating in the process. Using experiential learning methodology students will proactively work with companies as clients with implementable project ideas and will develop a business concept around these initiatives. Teams of students will have to engage with the stakeholders of the project in the framework of validation activities to make their business concept as implementable as possible. During the lean business concept development process students will get acquainted with a particular issue, problem that the client company is intended to solve that will broaden their knowledge horizon. The real life process of business concept development and validation will also advance the networking skills of the participating students.

Contents:

1. Introduction,
Team formation,
Video discussion:
https://www.ted.com/talks/ernesto_sirolli_want_to_help_someone_shut_up_and_listen?language=en
2. Reading assignment discussion:
Why Write a Business Plan? How do you see the project? Team formation.
Project:
Create your consulting company, set up your team, roles and responsibilities. Show your organization's website. What will be your industry focus in terms of expertise? How can you help your future client? How can you be competitive?
3. Reading assignment discussion: Developing and Screening Business Ideas
Project:
Introduce your client, its core business, company set up. What does your client need help in? What will be the project you have to assist your client in by designing a BP?



Syllabus

Term: 2025/26/2 **Subject name:** Small Business Management and Development **Subject code:** B19GMB08E

Contents:

4.
Reading assignment discussion: The Litmus Test of a Plan
Project:
No project presentation and discussion, work on your project alone in a remote fashion.
5.
Reading assignment discussion: Introduction, Executive Summary, and Company Description
Project:
Present the finalized project plan. What is the objective of the client company with the project? What is the target industry and market segment?
6.
Reading assignment discussion: Industry Analysis
Project:
Industry analysis of the project. Are there any disrupters within the industry? How risky is it in terms of technological change?
7.
Reading assignment discussion: Market Analysis
Project:
Make sure you segment the market and the you help your client to find the first adopters if it is about the introduction of a new/old product in a existing/new market.
8.
Reading assignment discussion: Marketing Plan
Project:
Recommend channels and means to reach out to new customers. Don't forget about customer relationship!
9.
Reading assignment discussion: Management and Organizational Structure
Project:
How will your plan to possibly expand your client's operations effect its organization setting and structure? Does your client need additional human resource capacity?
10.
Spring break
11.
Reading assignment discussion: Operations Plan and Product Development
Project:
How will the planed activity effect your client's daily operation? Will it need new facility, IT infrastructure, vehicles, etc.?
12.
Reading assignment discussion: Analysis of Financial Projections
Project:
What does the project mean to your client in terms of funding (investment outlay) and additional costs to run the new operation? Where it will get the funding from? Help to prepare a presentation to acquire the funding.



Syllabus

Term: 2025/26/2

Subject name: Small Business Management and Development

Subject code: B19GMB08E

Contents:

13.
Final presentation of your BP and discussion of the takeaways of the course.

14.
iExpo

System of examining and valuation:

Name of the element	Weight	Type	Details	Retake opportunity	Req.*
Final deliverables(group)	35%	report	Business plan, marketing materials, financial plan	one retake opportunity	yes
Weekly reading assignment	2x5%=10%	oral	oral presentation	non	no
Reading assignment report	10x1%=10%	document	ppt file to be uploaded into Neptun on the weekly base	non	no
Consulting company profile	20%	document, website, social media profile	website, online presence, value proposition, portfolio of activity, etc.	non	yes
Final presentation (group)	20%	oral		non	yes



Syllabus

Term: 2025/26/2

Subject name: Small Business Management and Development

Subject code: B19GMB08E

System of examining and valuation:

Class participation (individual)	5%	oral		non	no
----------------------------------	----	------	--	-----	----

Bibliography:

- Barringer: Preparing Effective Business Plans: An Entrepreneurial Approach, Global Edition, 2015.
- Mariotti, et al.: Entrepreneurship and Small Business Management, Second Edition, Global Edition, 2015.
- Michael H. Morris: Nuts and bolts of a great business plan, Florida State University, 2015.
- You can purchase books at: www.prospero.hu, www.universitatis.hu, tnusser@ibs-b.hu
- HBR articles distributed during the semester

Bibliography: