



Short Program of Course:

Academic Year: 2021 – 2022

Retail business management

"Bachelor" in "Agribusiness Management"
First Cycle Study Program (180 ECTS)

Type of activity	hours
Lectures:	37
Seminars:	15
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

Credits:	4
Discipline:	B

Total workload	4 x 25 = 100
Class workload:	52
Individual workload:	48

Code:	AGR-A-15A
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Description of Course

1	<p>ENTREPRENEURSHIP 1. The nature of entrepreneurship and its myths. 2. Personal characteristics of the enterprise. 3. The benefits of entrepreneurship. 4. Potential disadvantages of entrepreneurship. 5. Entrepreneurship and stress.</p>
2	<p>THEORETICAL CONCEPTS ON ENTREPRENEURSHIP 1. Theoretical concepts on entrepreneurship 1.1 Introduction. 1.2 Theories of industrialization and economic initiation. 1. 3 Theories on the role of the state versus the market. 2. The main contributors to the theory of entrepreneurship. 2.1 French Tradition. Classics and Marxists.</p>
3	<p>SMALL BUSINESS - VITAL COMPONENT OF THE ECONOMY 1. The importance of small business in the economy. 1.1 Small businesses in our economy. 1.2 Characteristics of small business managers. 1.3 What is a small business? 1.4 Advantages of owning a small business.</p>
4	<p>OPPORTUNITIES TO START/ BUY A NEW BUSINESS 1. Possibilities of owning a small business. 2. Starting a new business. 2.1 Three main arguments for starting a new business. 2. 2 Main types of ideas to start a new business. 2. 3 Resources for ideas for starting a new business. 2.4 Determining the factors that determine the investment opportunity.</p>
5	<p>FRANCHISE AND ENTREPRENEURSHIP 1. Understanding the franchise. 2. Franchise agreement. 3. Standard operating procedures. 4. Advantages and disadvantages of franchising. 4.1 Professional assistance and qualification. 4.2 Benefits in the activity. 4.3 Financial assistance. 4.4 Benefits from the well-known name of the firm.</p>
6	<p>FAMILY BUSINESS 1. Family business as a single institution. 1.1 What is a family business? 1.2 The combination of family and business. 1.3 Decisions that affect both the family and the business. 1.4 Advantages of family involvement in business. 2. The culture of a family business. 2.1 Traces of the business founder in its culture.</p>

7	<p>THE ROLE OF THE BUSINESS PLAN FOR A NEW FIRM 1. What do we mean by a business plan? 2. The need to have a business plan. 2.1 Reasons to prepare a business plan 2.2 Internal users of the business plan. 2.3 External users of the business plan. 2.4 Understanding the investor's perspective. 3. How much a business plan is needed. 4. Preparation of business plan.</p>
8	<p>CREATING A COMPETITIVE ADVANTAGE 1. Understanding competitive advantage. 1.1. The basic nature of competition. 1.2 Competitive advantage strategies. 2. Market segmentation strategies. 2.1 The need for market segmentation. 2.2 Types of market segmentation strategies. 2.3 Segmentation variables.</p>
9	<p>MARKET ANALYSIS AND MARKETING PLAN FORMULATION 1. Small business marketing. 1.1 Adapting a customer orientation. 1.2 Factors influencing a marketing philosophy. 2. Marketing research for the new enterprise. 2.1 The nature of marketing research. 2.2 Steps in the marketing research process. 3. Assess market potential.</p>
10	<p>CHOICE OF LOCATION AND PHYSICAL FACILITIES 1. Decision on location 1.1. Importance of location decision. 1.2. The main factors that determine a good location. 2. Location selection process. 2.1. Choice of region. 2.2. Choice of city. 2.3. Choosing a specific place.</p>
11	<p>ACCOUNTING AND FINANCIAL REQUIREMENTS 1. Accounting statements - tools to determine financial needs. 1.1 Income statement. 1.2 Balance sheet. 1.3 Statement of monetary turnover. 2. Feasibility assessment. 3. Analysis of reports based on the statement of income and expenses and the balance sheet 4. Financial</p>
12	<p>FINDING SOURCES OF FUNDING 1. Financing using debt or equity. 1.1 Potential benefit. 1.2 Financial risk. 2. Sources of funding. 3. Individuals as sources of funds. 3.1 Personal savings. 3.2 Friends and relatives.</p>
13	<p>CONSUMER BEHAVIOR AND PRODUCT STRATEGY 1. Consumer understanding. 1.1 Consumer decision making. 1.2 Psychological factors. 1.3 Social factors. 2. Product management. 2.1 Product marketing versus service marketing.</p>
14	<p>PRICE AND CREDIT STRATEGIES 1. Setting a price 1.1 Determining the cost of pricing. 1.2 Demand factors in pricing. 2. Use of border point analysis for pricing. 2.1 Examining cost-income relationships. 2.2 Include sales forecast in the analysis.</p>
15	<p>PROMOTION 1. The meaning of promotion. 2. Determining the selected group. 3. Communicative features and benefits of the product. 3.1 advertising. 3.2 sales promotion. 3.3 personal sale.</p>