



Federation for **E**Ducation in **E**urope  
Fédération Européenne Des Ecoles



# EUROPEAN BACHELOR'S SME MANAGEMENT

Whether specialised in commerce or distribution, SMEs offer a dynamic and competitive working environment with exciting career prospects. Extensive management and administrative skills are essential in order to guide and support a business's strategy.

Those providing managerial and administrative support to SMEs need the ability to analyse and to take decisions based on extensive and specialised knowledge of taxation and accounting, business communications, human resources and sales.

Autonomy and flexibility are essential qualities for those whose task is to help a business grow and thrive; but equally important is the ability to ensure efficient workplace organisation.

## ✓ CAREER DESTINATIONS

- Administrative and Financial Manager
- Management Advisor
- Profit Centre Manager
- Agency Manager
- SME Organisation Consultant
- Senior General Services Employee
- Administrative and Financial Policy Officer
- Assistant Administrative and Financial Manager for a large company



## KEY SKILLS

- Conduct effective internal and external communications
- Monitor management indicators and produce summary documents
- Calculate intermediate operating totals and profitability ratios
- Produce cash flow forecasts
- Have an advanced knowledge of accounting and auditing so as to guide a business's development
- Apply basic business accounting principles and legal rules
- Introduce management strategies and assist with management operations
- Understand and implement a human resources policy

Designed by experts and professionals in the field, the European Bachelor's in SME Management is an innovative, hands-on and up-to-date programme that is fully adapted to the needs of today's SMEs. Students acquire a range of analytical and operational skills needed for successful career growth.

# EUROPEAN BACHELOR'S SME Management

60 ECTS credits



## Admission requirements

The European Bachelor's in SME Management requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

## PROGRAMME CONTENTS

### 1 - Business Management: Law and Accounting

This module ensures students:

- understand the role and utility of administrative procedures required to found and run a business and are able to carry out such procedures;
- are able to analyse a business in the context of its environment;
- can evaluate and manage a company's profitability;
- can produce balance sheets and analyse them to assess the health of a business;
- can use their knowledge of a business's environment and prospects to plan investments and anticipate cash flow needs.

### 2 - Business Management: Tax and Sales

This module ensures students:

- understand the importance of and can produce accounting documents;
- can record end-of-tax-year operations and use accounting software;
- can write a summary of accounting documents for the business's communications service;
- understand income tax and the link between taxation and business;
- can distinguish between income tax and business tax and calculate the sums due;
- can analyse and are familiar with the business's market and clients and can use market research tools and marketing plans;
- understand the importance of and can devise and analyse a sales action plan.

### 3 - Communications, Management and Human Resources

This module ensures students:

- understand the challenges posed by various modes of communication and can communicate while respecting legal obligations;
- can devise a budget and establish a communications action agenda;
- are aware of the main challenges faced by managers and are able to assess competing sources of power;
- are aware of the consequences of decisions on the internal organisation of a company and its development;
- can analyse the consequences of business growth: organisational, financial, and in terms human and material resources;
- are aware of the main administrative tasks of HR managers and can produce a social audit report;
- can examine issues regarding the social protection of employees and possess skills relevant to staff policy and employee-management relations.

### 4 - Professional Experience

A strong point of FEDE European bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in their chosen field, students acquire direct knowledge of the sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

### 5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

### 6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>