SUBJECT „SMALL BUSINESS“ AT THE AGRICULTURAL FACULTY AT SOUTH BOHEMIAN UNIVERSITY

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Abstract

Management of Agricultural faculty is aware of the importance of small business for the national economy. Therefore “Small Business” as a subject has been introduced into the curriculum. In this article the importance of the subject “Small business”, its characteristics and a practise application of acquired knowledge are evaluated.

The marketing research was done among students of above-mentioned subject in winter term 2000/2001. These students themselves processed the business plans. The attention was given for example to the sphere of business, required financial resources, and realisation of their business plans in practise.

Key words: small business; business plan; marketing research

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