**The role of competence development in managing SMEs**

**Seminar paper – Qualitative research methods**

**Introduction.** It is well known fact that SMEs are very important factor for economics growth. But, their survival on the modern market is not easy task at all. They have to compete larger companies which are in better strategical and financial possition than most of the SMEs. Managers characteristics, his education and skills are very important tools in this task. The objective of this research paper is to show how important is level of education (university education) of leading managers in SMEs.

**Data and methodology.** This research paper will collect some information from leading managers in SMEs. The data that this research will collect is about importance of the level of education that leading managers has and also what kind of education background they have. After taking those information this research paper will offer some conclusions. As a part of this paper one survey will be done. Semi - structured interviews will be used in this survey because they are offering possibility to ask some questions based on previous answer. These kind of interviews are the most common in qualitative research because interview can be analysed in in a variety of ways (Willig, 2003). To be more concrete, among others, next questions will be asked in this interviews:

* Is university education of leading manager necessary for successful managing of SMEs and why?
* What kind of academic bacground and knowledge is the best for leading manager to have?
* What kind of academic qualification he/she has?
* What was his/hers major (which science did he/she graduated in)?

This research will deal with above mentioned topics using available literature from the area of human resource management, general management and entrepreneurship and also from the area of qualitative research methods.

**Resault.** This research will show that education level and constant competence development are good ways for leading manager to increase his level of knowledge, wisdom, emotional intelligence and business communication skills.

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