

| Degree   | Type | Year | Semester |
|--|------|------|----------|
| 4313384 Applied Research in Economics and Business | OT   | 0    | 2        |

## Contact

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## Teachers

Joan Llonch Andreu  
Joan Lluís Capelleras Segura  
David Urbano Pulido

## Use of languages

Principal working language: english (eng)

## External teachers

Esteban García-Canal

## Prerequisites

Students should be familiarised with research methods and techniques in social sciences.

## Objectives and Contextualisation

The main objective of this module is to provide students with a solid conceptual and empirical understanding of entrepreneurship and SME management. As such, the module is aimed at helping students develop a critical appreciation for the concepts, theoretical frameworks, methodologies, and current questions that animate the field.

## Skills

- Analyse, synthesise and critically evaluate a certain matter of scientific interest and/or real problem case, considering its different perspectives and supporting the results and conclusions obtained.
- Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context
- Produce and draft projects, technical reports and academic articles in English, making use of the appropriate terminology, argumentation, communication skills and analytical tools for each context, and rigorously evaluate those produced by third parties.
- Select and apply different and adequate models and/or theoretical frameworks, methodologies and techniques for scientific research, data sources and IT tools for research applied to business and economics.
- Student should possess an ability to learn that enables them to continue studying in a manner which is largely self-supervised or independent

- Understand, analyse and evaluate the main scientific advances and existing lines of research in the area of the creation, development and management of businesses and especially small and medium enterprises (SMEs), in order to integrate them in scientific research, projects and/or public or private policy. (Speciality in Research in Entrepreneurship and Management)
- Work in international and inter-disciplinary teams.

## Learning outcomes

1. Analyse, synthesise and critically evaluate a certain matter of scientific interest and/or real problem case, considering its different perspectives and supporting the results and conclusions obtained.
2. Apply the main principles and techniques of qualitative analysis, as well as the existing IT tools (Atlas.ti, NVIVO) for the analysis of qualitative data in the area of the creation, development and management of business (SMEs).
3. Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context
4. Produce and draft projects, technical reports and academic articles in English, making use of the appropriate terminology, argumentation, communication skills and analytical tools for each context, and rigorously evaluate those produced by third parties.
5. Recognise and distinguish the theoretical, methodological and empirical knowledge associated to current research into strategic, organisational and commercial (marketing) direction and management, and the share or relational capital (alliances and inter-organisational networks) of different types of SME (family, international, innovative, social, etc.), and evaluate their impact on business activity, in order to foster new empirical research in the area.
6. Recognise and distinguish the theoretical, methodological and empirical knowledge associated to current research into the creation, growth and internationalisation of new businesses, and to evaluate their consequences for future research.
7. Student should possess an ability to learn that enables them to continue studying in a manner which is largely self-supervised or independent
8. Work in international and inter-disciplinary teams.

## Content

### TOPICS:

#### Entrepreneurship and Institutional Economics

##### Themes:

- 1- Introduction to the field of entrepreneurship. Main general theories and Institutional Economics.
- 2- Methodological issues in the entrepreneurship research (bibliographic resources, main journals, structure of the publications, techniques of analysis, data bases -GEM-, etc.).
- 3- Entrepreneurship and environmental factors: Theoretical and empirical approaches.
- 4- Informal institutions as a driver of entrepreneurial activity
- 5- Formal institutions and optimal policy promotion of entrepreneurship.
- 6- The quality of enforcing institutions and entrepreneurship.
- 7- Diversity approach in entrepreneurship (entrepreneurial universities, social entrepreneurship, immigrant entrepreneurship, intrapreneurship, female entrepreneurial activity, etc.).
- 8- Entrepreneurship research agenda in the Spanish and Latin American context.

#### International Entrepreneurship

##### Themes:

- 1- Course introduction and how to conduct a good literature review
- 2- Literature reviews in the international entrepreneurship field
- 3- International entrepreneurship as a field of research: Key concepts and definitions, methodologies and lines of research.
- 4- Conceptual and theoretical foundations of international entrepreneurship
- 5- Empirical (quantitative and qualitative) studies in international entrepreneurship

### **New Venture Growth and Strategy in SMEs**

#### **Themes:**

- 1- Concept, measurement and patterns of new venture growth
- 2- Factors influencing new venture growth
- 3- New venture growth modes and strategies
- 4- Strategic management in SMEs
- 5- Strategic analysis: external and internal analysis
- 6- Strategy formulation: competitive and corporate strategies
- 7- Strategy implementation: organizational design

### **Marketing and Networking in SMEs**

#### **Themes:**

- 1- Conducting research in marketing
- 2- Market orientation in SME
- 3- Relationship between market orientation and entrepreneurship
- 4- Organization of marketing activities in SME
- 5- Networking: Concepts and perspectives
- 6- Networking across the value chain
- 7- Networking and international expansion
- 8- Networking and technological innovation
- 9- Managing Alliances and Alliance Portfolios and networks

### **Qualitative Methods for Research in Entrepreneurship and SMEs**

#### **Themes:**

- 1- Research paradigms in qualitative research
- 2- Research designs: five traditions
- 3- Qualitative data: Observing, conversing, collecting
- 4- Analyzing data: coding, categorizing, interpreting

5- Writing a qualitative paper: ordering and communicating concepts

6- The technology of qualitative research

7- Evaluating qualitative research

## Methodology

The module will include different activities such as lectures, seminars, essays, tutorials, personal study and research activities.

## Activities

| Title                                  | Hours | ECTS | Learning outcomes      |
|--|-------|------|------------------------|
| <b>Type: Directed</b>                  |       |      |                        |
| Lectures                               | 93.75 | 3.75 | 1, 2, 3, 4, 5, 6, 7, 8 |
| <b>Type: Supervised</b>                |       |      |                        |
| Essays and tutorials                   | 56.25 | 2.25 | 1, 2, 3, 4, 5, 6, 7, 8 |
| <b>Type: Autonomous</b>                |       |      |                        |
| Personal study and research activities | 207   | 8.28 | 1, 2, 3, 4, 5, 6, 7, 8 |

## Evaluation

The evaluation will be based on class attendance (5%), presentation and discussion of essays and problems (50%), readings' presentations and discussion (25%), and exams (20%).

Failure to obtain a 5 (out of 10) in the grade of the module will result in a retake exam of those topics that have not been passed. In that case, the final grade of the module will be computed with the grades of the retake exams and in any case cannot exceed a grade of 5. The format of the retake exams will be decided by the lecturers. They will take place during the second half of May.

## Evaluation activities

| Title                                 | Weighting | Hours | ECTS | Learning outcomes      |
|---------------------------------------|-----------|-------|------|------------------------|
| Class attendance                      | 5%        | 0     | 0    | 1, 2, 3, 4, 5, 6, 7, 8 |
| Exams                                 | 20%       | 5     | 0.2  | 1, 2, 3, 4, 5, 6, 7, 8 |
| Presentation and discussion of essays | 50%       | 8     | 0.32 | 1, 2, 3, 4, 5, 6, 7, 8 |
| Readings' presentation and discussion | 25%       | 5     | 0.2  | 1, 2, 3, 4, 5, 6, 7, 8 |

## Bibliography

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