

## Advanced Topics in Entrepreneurship and SME Management 2013/2014

Codi: 42781

Crèdits: 15

| Titulació                                                                                   | Tipus | Curs | Semestre |
|---------------------------------------------------------------------------------------------|-------|------|----------|
| 4313384 Recerca Aplicada en Economia i Empresa / Applied Research in Economics and Business | OT    | 0    | 2        |

### Professor de contacte

Nom: Joan Lluís Capelleras Segura

Correu electrònic: [JoanLluis.Capelleras@uab.cat](mailto:JoanLluis.Capelleras@uab.cat)

### Prerequisits

none

### Utilització d'idiomes

Llengua vehicular majoritària: anglès (eng)

### Objectius

To provide the students with most advanced ideas and main research lines in new firms' creation (entrepreneurship) and management of small and medium-sized firms.

### Competències

Recerca Aplicada en Economia i Empresa / Applied Research in Economics and Business

- 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.

### Resultats d'aprenentatge

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.

## Continguts

### 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 -Global Entrepreneurship Monitor, 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. Challenges and future research lines.

### New Venture Growth and International Entrepreneurship

Themes:

- 1- Concept and measurement of new venture growth
- 2- Factors influencing new venture growth
- 3- New venture growth modes
- 4- Teaching and Research Perspectives in International Entrepreneurship
- 5- Definitions and Theoretical Foundations of International Entrepreneurship
- 6- International Business, Entrepreneurship and Strategic Management Studies
- 7- Theoretical Models for International Entrepreneurship
- 8- Empirical Analysis in International Entrepreneurship

### Strategy and Organization in SMEs

Themes:

- 1- Strategy as a scientific research programme
- 2- Strategy analysis in SMEs
- 3- Strategy formulation in SMEs
- 4- Strategy implementation in SMEs

### 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

## **Metodologia**

Classes, essays, tutorials, study and research activities.

## **Activitats formatives**

| Títol | Hores | ECTS | Resultats d'aprenentatge |
|-------|-------|------|--------------------------|
|       |       |      |                          |

|                               |       |      |                        |  |
|-------------------------------|-------|------|------------------------|--|
| Tipus: Dirigides              |       |      |                        |  |
| Classes                       | 93,75 | 3,75 | 1, 2, 3, 4, 5, 6, 7, 8 |  |
| Tipus: Supervisades           |       |      |                        |  |
| Essays and tutorials          | 56,25 | 2,25 | 1, 2, 3, 4, 5, 6, 7, 8 |  |
| Tipus: Autònomes              |       |      |                        |  |
| Study and research activities | 207   | 8,28 | 1, 2, 3, 4, 5, 6, 7, 8 |  |

## Avaluació

Class attendance, presentation and discussion of essays and problems, readings' presentations and discussion, exams.

## Activitats d'avaluació

| Títol                                              | Pes | Hores | ECTS | Resultats d'aprenentatge |
|----------------------------------------------------|-----|-------|------|--------------------------|
| 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 and problems | 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   |

## Bibliografia

- Becker, H. S. (1998). "Tricks of the Trade: How to Think About Your Research While You're Doing It". Chicago: The University of Chicago Press.
- Bryman, A. (1988). Quantity and Quality in Social Research. London, Boston: Unwin Hyman.
- Creswell, J. W. (1998). Qualitative Inquiry and Research Design: Choosing Among Five Traditions. Thousand Oaks (Calif.) [etc.]: Sage.
- Denzin, N.K., and Y.S. Lincoln (1994), Handbook of Qualitative Research. CA: Sage.
- Patton, M. Q. (2002). Qualitative research & evaluation methods (3rd ed.). Thousand Oaks, CA: Sage.
- Seale, C. (1999). The Quality of Qualitative Research. London: SAGE Publications.
- Shank, G. D. (2002). Qualitative Research: A Personal Skills Approach. Upper Saddle River, New Jersey: Merrill Prentice Hall
- Strauss, A. L. (1991). Basics of Qualitative Research: Grounded Theory Procedures and Technique (3rd. printing.). Newbury Park: SAGE.
- Bruton, G.D., Ahlstrom, D. and H-L. Li (2010), "Institutional Theory and Entrepreneurship: Where Are We Now and Where Do We Need to Move in the Future?" *Entrepreneurship: Theory and Practice*, 34(3): 421-440.
- Djankov, S., La Porta, R., Lopez-de-Silanes, F, and A. Shleifer (2002), "The Regulation of Entry" *Quarterly Journal of Economics* 117(1): 1-37 .
- Gartner, W.B. (1985), "A Conceptual Framework for Describing the Phenomenon of New Venture Creation". *Academy of Management Review*, 10(4): 696-706.
- Global Entrepreneurship Monitor (2012) Data bases. Available at [www.gemconsortium.org](http://www.gemconsortium.org)
- Gnyawali, D.R. and D.S. Fogel (1994), "Environments for Entrepreneurship Development: Key Dimensions and Research Implications". *Entrepreneurship, Theory and Practice*, 18(4): 43-62.
- Klapper, L., Laeven, L., and R. Rajan (2006), "Entry regulation as a barrier to entrepreneurship" *Journal of Financial Economics*, 82: 591-629.

- Stephen, F.; Urbano, D. and S. Van Hemmen (2009), "The responsiveness of entrepreneurs to working time regulations". *Small Business Economics*, 32: 259-276.
- World Bank (2012), "Starting a Business Methodology" The Doing Business Project. Available at [www.doingbusiness.org](http://www.doingbusiness.org)
- Dana, L.-P. (ed.) (2004), *Handbook of Research on International Entrepreneurship*. UK: Edward-Elgar.
- Davidsson, P.; Delmar, F and J. Wiklund (2006), "Entrepreneurship and the Growth of Firms". Cheltenham, Edward Elgar.
- Etemad, H. (ed.) (2004), "International Entrepreneurship in Small and Medium Size Enterprises". Cheltenham: Edward-Elgar.
- Gabrielsson, M. and V.H. Manek Kirpalani (2012), *Handbook of Research on Born Globals*. Cheltenham: Edward-Elgar.
- Johannsson, B., Karlsson, C. and D. Storey (Eds.) (1993), "Small Business Dynamics". London. Routledge.
- Jones, M.V. and P. Dimitratos (eds.) (2004). "Emerging Paradigms in International Entrepreneurship". UK: EdwardElgar Publishing.
- Jones, M.V., Dimitratos, P., Fletcher, M. and S. Young (2009), "Internationalization, Entrepreneurship and the Smaller Firm". Cheltenham: Edward-Elgar.
- McNaughton, R.B. and J.D. Bell (eds.) (2009), "Entrepreneurship and Globalization" (5 Volume Set). London: Sage.
- Oviatt, B.M. and P.P. McDougall (eds.) (2007), "International Entrepreneurship". Cheltenham, UK: Edward-Elgar
- Storey, D.J. and F.J. Greene (2010), "Small Business and Entrepreneurship". London: Pearson.
- Veciana, J.M<sup>a</sup>. (eds) (1994)(eds), SMEs: "Internationalization, Networks, and Strategy". Aldershot, UK: Avebury.
- Zucchella, A. and P. Scabini (2007): "International Entrepreneurship". NY: Palgrave/MacMillan.
- Grant, R. (2005), "Contemporary Strategy Analysis", Oxford: Blackwell.
- Hill, M.A., Ireland, R.D., Camp, S.M. and D.L. Sexton (2002), "Strategic Entrepreneurship: Creating a New Mindset". John Wiley & Sons.
- Hodgetts, R.M. and D.F. Kuratko (1995), "Effective Small Business Management", 5th ed. Fort Worth, TX: Dryden
- Penrose, E. (1959), "The Theory of the Growth of the Firm". Oxford, Basil Blackwell.
- Rumelt, R.P., Schendel, D., and D.J. Teece (eds.) (1994), "Fundamentals Issues in Strategy". Boston: Harvard Business School Press.
- Baker, W.E. and J.M. Sinkula (2009). "The complementary effects of market orientation and entrepreneurial orientation on profitability in small businesses", *Journal of Small Business Management*, 47 (4), pp. 443-464.
- Child, J., Faulkner, D., and S. Tallman (2005). "Cooperative Strategy: Managing Alliances, Networks, and Joint Ventures", Oxford University Press, NY.
- Doz, Y.L. and Hamel, G. (1998). "Alliance advantage. The art of creating value through partnering", Harvard Business School Press, Boston.
- Dussauge, P. and B. Garrette (1999). "Cooperative strategy. Competing successfully through strategic alliances", Wiley, N.Y.
- Dyer, J. (2000): "Collaborative Advantage: Winning through Extended Enterprise Supplier Networks", Oxford University Press, New York
- Raju,P.S., Lonial, S.C. and M. D. Crum (2011). "Market orientation in the context of SMEs: a conceptual framework", *Journal of Business Research*, vol. 64, pp. 1320-1326.