

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

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Utilització d'idiomes

Llengua vehicular majoritària: anglès (eng)

Prerequisites

none

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

- 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.
- 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).
- 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

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