

## Temes Avançats en Creació d'Empreses i Gestió de Pimes

2014/2015

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 de llengües

Llengua vehicular majoritària: anglès (eng)

Grup íntegre en anglès: No

Grup íntegre en català: Sí

Grup íntegre en espanyol: No

### Prerequisites

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

### Objectius

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.

### Competències

- 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- International entrepreneurship as a field of research: Key concepts and definitions
- 5- Conceptual and theoretical foundations of international entrepreneurship

6- Empirical (quantitative and qualitative) studies in international entrepreneurship

Strategy and Organization in SMEs

Themes:

1. Business strategy as a scientific research discipline
  - 1.1. Strategic Management as a field of study/research.
  - 1.2. Main schools of strategic thought.
  - 1.3. Previous research and new directions in strategic management.
2. Strategic analysis
  - 2.1. External analysis: industry analysis.
  - 2.2. Internal analysis: firm resources and capabilities.
3. Strategy formulation
  - 3.1. Generic competitive strategies.
  - 3.2. Corporate growth strategies.
4. Strategy implementation
  - 4.1. Organizational design.
  - 4.2. Knowledge management.

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

Lectures, seminars, 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	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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