

**Advanced Topics in Entrepreneurship and SME  
Management**

Code: 42781

ECTS Credits: 15

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

Name: Joan Lluís Capelleras Segura

Email: JoanLluis.Capelleras@uab.cat

### Teachers

Joan Llonch Andreu

Jordi López Sintas

Stefan Felix van Hemmen

Alejandro Rialp Criado

Joan Lluís Capelleras Segura

David Urbano

### 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 research on entrepreneurship and SME management. As such, the module is aimed at helping students develop a critical appreciation of the concepts, theoretical frameworks, methodologies, and current research questions that animate the field.

### Competences

- 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 Business Environment and International Entrepreneurship](#)

Themes:

- 1- How to conduct a good literature review in this field
- 2- Introduction to the international business environment
- 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: 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 includes the following activities: theoretical lectures, practical sessions, seminars, essays, tutorials, personal study and research activities.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical lectures and practical session	93.75	3.75	1, 2, 4, 3, 7, 6, 5, 8
Type: Supervised			
Essays and tutorials	56.25	2.25	1, 2, 4, 3, 7, 6, 5, 8
Type: Autonomous			
Personal study and research activities	207	8.28	1, 2, 4, 3, 7, 6, 5, 8

## Assessment

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

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

### *Calendar of evaluation activities*

The dates of the evaluation activities of the module (final exams, exercises in the classroom, assignments,...) will be announced well in advance during the semester.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to

make up for the missed evaluation activity." Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB). Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity (mainly final exam/s) date must process the request by filling out an Application for exams' reschedule

[https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

#### *Grade revision process*

After all grading activities of the module have ended, students will be informed of the date and way in which the module grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

#### *Retake Process*

"To be eligible to participate in the retake process of the module, it is required for students to have been previously evaluated for at least two thirds of the total evaluation activities of the module." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student will have achieved an average grade of the module between 3.5 and 4.9

The date of the retake exam will be duly announced by the coordination of the program. Students who take this exam and pass, will get a grade of 5 for the module. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the module.

#### *Irregularities in evaluation activities*

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same module, the final grade of this module will be 0" Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).

#### *Not Assessed Grade*

A student can obtain "Not Assessed" grade in the module only when he/she has not participated in any of the evaluation activities within it. Therefore, students who perform even only one evaluation component cannot obtain "Not Assessed" grade in the module.

## **Assessment Activities**

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

## **Bibliography**

- 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?" *ETP*, 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)
  
- Audretsch, D.B. (ed.) (2003): *SMEs in the Age of Globalization*. Series no.13. UK: Edward-Elgar Publishing.
- Capelleras, J.L., Contin, I., Larraza, M. and Martin, V. (2019): "Entrepreneurs' human capital and growth aspirations: the moderating role of regional entrepreneurial culture". *Small Business Economics*, 52: 3-25
- Capelleras, J.L. & Kantis, H.D. (2009): *Nuevas Empresas en América Latina. Factores que Favorecen su Rápido Crecimiento*. Universitat Autònoma de Barcelona. Bellaterra (Cerdanyola del Vallès).
- Davidsson, P. & Wiklund, J. (2013): *New Perspectives on Firm Growth*. Northampton, MA: Edward-Elgar Publishing.
- Gabrielsson, M. & Manek Kirpalani, V.H. (eds.) (2012): *Handbook of Research on Born Globals*. Cheltenham: Edward-Elgar.
- Gilbert, B., McDougall, P. and Audretsch, D. (2006): "New venture growth: A review and extension", *Journal of Management*, 32(6): 926-950.
- Hisrich, R.D. (2013): *International Entrepreneurship* (2nd edition). Thousand Oaks: Sage.
- McNaughton, R.B. & Bell, J.D. (eds.) (2009): *Entrepreneurship and Globalization* (5 Volume Set). London: Sage Publications, Ltd.
- Nason, R.S. and Wiklund, J. (2018): "An assessment of resource-based theorizing on firm growth and suggestions for the future", *Journal of Management*, 44(1): 32-60.
- Nummela, N. (ed.) (2011): *International growth of Small and Medium Enterprises*. NY: Routledge.
- Oviatt, B.M. & McDougall, P.P. (eds.) (2007): *International Entrepreneurship*. Cheltenham, UK: Edward-Elgar
- Parker, S.(ed.) (2006): *The Life Cycle of Entrepreneurial Ventures*. New York, Springer.
- Rialp, A. & Rialp, J. (2007) (eds.): *International Marketing Research. Opportunities and Challenges for the XXIst Century*. Advances in International Marketing, 17. Amsterdam: Elsevier/JAI.
- Storey, D.J. & Greene, F.J. (2010): *Small Business and Entrepreneurship*. London: Pearson.
  
- Barney, J. (2002). *Gaining and Sustaining Competitive Advantage*, 2nd ed. Upper Saddle River, NJ: Prentice Hall.
- Barney, J.B., Ketchen, D.J & Wright. M. (2011): "The Future of Resource-Based Theory: Revitalization or Decline?", *Journal of Management*, 37: 1299-1315.
- Furrer, O., Thomas, H. & Goussevskaia, A. (2007): "The Structure and Evolution of the Strategic Management Field: A Content Analysis of 26 Years of Strategic Management Research". *International Journal of Management Reviews*, December: 1-23.
- Grant, R.M. (2016): *Contemporary Strategy Analysis*. Chichester: John Wiley & Sons.
- Hill, M.A., Ireland, R.D., Camp, S.M. and D.L. Sexton (2002), *Strategic Entrepreneurship: Creating a New Mindset*. John Wiley & Sons.

- Hoskisson, R.E., Hitt, M.A., Wan, W.P., & Yiu, D. (1999). "Theory and Research in Strategic Management: Swings of a Pendulum". *Journal of Management*, 25 (3): 417-456.
- 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.
- Teece, D.J., Pisano, G. & Schuen, A. (1997): "Dynamic Capabilities and Strategic Management". *Strategic Management Journal*, 18 (7): 509-533.
  
- 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.