UAB
Universitat Autònoma de Barcelona

Advanced Topics in Entrepreneurship and SME Management

Code: 42781
ECTS Credits: 15

2025/2026

Degree	Type	Year
Applied Research in Economics and Business	OT	0

Contact

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Teachers

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Teaching groups languages

You can view this information at the of this
document.

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

UNITS:

Entrepreneurship and Institutional Economics

1- Introduction to the field of entrepreneurship. Research and policy implications within entrepreneurship ecosystems.

2.- Main theoretical approaches to entrepreneurship. Institutional economics and entrepreneurship. Methodological issues in entrepreneurship research.

3.- The institutional environment for entrepreneurship development: theoretical studies.

4.- Entrepreneurial activity and institutional conditions: empirical evidence. Linking entrepreneurship and socio-economic performance.

5.- Diversity perspective in entrepreneurship research: social enterprises, entrepreneurial universities and women entrepreneurs. Entrepreneurship in emerging economies.

New Venture Growth and Strategy in SMEs

Part One: Growth

1. Concept, measurement, and patterns of firm growth

2. Individual, organizational, and contextual determinants of growth

3. Growth modes and implications for firm performance

Part Two: Strategy

4. Concept of strategy and paradigms in strategic management

5. Strategic analysis: internal resources and external environment

6. Competitive and corporate strategies and strategy implementation

International Business Environment and International Entrepreneurship

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

Marketing and Networking in SMEs

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 networks and SMEs-large firms nexus

Qualitative Methods for Research in Entrepreneurship and SMEs

1.- Comparison between quantitative and qualitative research

2.- Varieties of qualitative research paradigms

3.- Research designs: research questions and sampling

4.- Collecting qualitative data: Observing, conversing, and collecting digital data

5.- Analyzing qualitative data: short questions, interviews, focus groups, and big data

6.- The process of analysis: coding, categorizing, interpreting

7.- Writing a qualitative paper: ordering and communicating concepts; Use of Artificial Intelligence in writing and analysis (Large Language Models).

8.- The technology of qualitative research

9.- Evaluating qualitative research.

Activities and Methodology

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

The module includes the following activities: theoretical lectures, practical sessions, seminars, essays, tutorials, personal study and research activities.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous 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

This module does not provide for the single evaluation system (or single assessment).

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

The overall grade for the module will be determined as the average of the final grades obtained for the individual units of the module, weighted by their ECTS, under the condition that:

- None of the final grades for the individual units is less than 3.5;
- Not more than one of the final grades for the individual units is less than 5.0.

In case any of these conditions are not fulfilled, the student will be given the option to recover the corresponding units. Also in the case that the conditions are fulfilled but the overall, weighted-average grade for the module is less than 5.0, the student will be given the option to recover the individual unit graded with less than 5.0.

The format of the recovery of a unit will be determined by its professors and the maximum grade that can be obtained for each recovered subject is 5.0.

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 264. 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 mustprocess the request by filling out an Applicationfor exams' reschedule (https://eformularis.uab.cat/group/deganat_feie/nou-reprogramacio-de-proves).

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 for the module of at least 3.5.

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 must 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 is 0" Section 11 of Article 266. 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.

Use of AI

For this module, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks-such as bibliographic or information searches, text correction, idea clarification, brainstorming, and receiving feedback-unless specific instructions are provided by the instructor. Students should not use AI tools to generate complete answers, write full sections of assignments or solve exam questions. Any AI generated content must be clearly identified. Students should specify the AI tools used and include a critical reflection on how these tools influenced both the process and the final result of the activity. Lack of transparency regarding the use of AI in this assessable activity will be considered academic dishonesty and may result in a partial or total penalty on the grade for the activity, or more serious sanctions in severe cases.

Bibliography

Lists of selected articles published in top journals will be posted in the virtual campus.

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.

Global Entrepreneurship Monitor (2025). Available at www.gemconsortium.org

Greene, F. J. (2020): *Entrepreneurship: Theory and Practice*. London: Red Globe Press.

Hitt, M. A., I. M. Duhaime, M. A. Lyles (eds.) (2021): *Strategic Management: State of the Field and Its Future*. New York: Oxford University Press.

Oviatt, B.M. & McDougall, P.P. (eds.) (2007): *International Entrepreneurship*. Cheltenham, UK: Edward-Elgar

Patton, M. Q. (2002). *Qualitative Research & Evaluation Methods*. Third edition. Thousand Oaks, CA: Sage.

Software

- Text editors (Word, Pages, LaTeX, ...).
- Spreadsheets (Excel, Numbers, LaTeX, ...).
- Slide show presentation (PowerPoint, Keynote, LaTeX, ...).
- Statistical/econometric and/or data management software (Stata, R, Eviews, Python, ...).

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLABm) Practical laboratories (master)	30	English	second semester	morning-mixed

| (TEm) Theory (master) | 30 | English | second semester | morning-mixed |