

Liverpool John Moores University

Title: Responsible Growth and the Small and Medium-sized Enterprise
Status: Definitive
Code: **5524NCCG** (129538)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 48
Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Prepare and present and article review	30	
Report	Case Study	Case Study Exercise: Growing Pains of an SME	70	

Aims

This module gives students the opportunity to apply techniques for identifying growth opportunities in small and medium enterprises (SMEs). Sources of investment finance will be considered as well as methods for SMEs to attract investors. On successful completion of this module, students will understand the potential risks and rewards of growth as well as the importance for SMEs to make informed choices about growth opportunities.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the key factors SMEs should consider when evaluating growth.
- 2 Identify sources of funding available to SMEs and the situations they should be used.
- 3 Compose a business plan, including financial projections, for growth.
- 4 Compare exit plan methods for SMEs.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1		
Case Study	2	3	4

Outline Syllabus

Growth as a competitive advantage

Strategies for growth

PESTLE

Innovation for growth

Product life cycles

Portfolio strategies

Routes to growth and their associated risks

Advantages and disadvantages of collaboration for SMEs

Horizontal and vertical integration

Sources of finance for growth

Investment decision making

Business plan vision and mission, including values and ethics, stakeholder expectations, presenting to investors and securing investment

Exit plan strategies and reasons for failure and success

Growth of a family business

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance

their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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