

**Summary Information**

<b>Module Code</b>	5524NCCG
<b>Formal Module Title</b>	Responsible Growth and the Small and Medium-sized Enterprise
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts****Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Graham Sherwood	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
Nelson and Colne College Group

## Learning Methods

Learning Method Type	Hours
Lecture	48

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

## Aims and Outcomes

<b>Aims</b>	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.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Evaluate the key factors SMEs should consider when evaluating growth.
MLO2	Identify sources of funding available to SMEs and the situations they should be used.
MLO3	Compose a business plan, including financial projections, for growth.
MLO4	Compare exit plan methods for SMEs.

## Module Content

### 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

### Module Overview

### Additional Information

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Presentation	30	0	MLO1
Report	Case Study	70	0	MLO3, MLO4, MLO2