

**Summary Information**

<b>Module Code</b>	6010LBSBSC
<b>Formal Module Title</b>	Internationalisation of Small Businesses
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 6
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Davinder Johal	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>
Business and Management

**Learning Methods**

<b>Learning Method Type</b>	<b>Hours</b>
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Lecture	11
Seminar	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To provide students with: a theoretical and practical baseline of international small business management, and to appreciate, reflect on and understand the complexities of the internationalisation process, strategies required and implemented in this process, and the significance of internationalisation for small firms' survival and/or success.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate suitable competencies and critical awareness of the key concepts and theoretical frameworks related to international small business management.
MLO2	Evaluate and critically assess the internationalisation process for small businesses, including (but not limited to) challenges and opportunities when venturing in international markets.
MLO3	Awareness of the main drivers and ethos of small businesses as when to expand and internationalise.
MLO4	Critically analyse the implications of the internationalisation process for the competitiveness and long-term sustainability of small businesses.

## Module Content

Outline Syllabus
<ul style="list-style-type: none"> <li>☞ The global market: opportunities and challenges</li> <li>☞ SMEs and globalisation: the process of globalising</li> <li>☞ Environmental scanning</li> <li>☞ Knowledge and learning</li> <li>☞ Strategies to globalisation</li> <li>☞ Models/theories of SMEs globalisation</li> <li>☞ Resources and capabilities</li> <li>☞ Competitive advantage and value adding</li> <li>☞ Applying models/theories to SMEs' internationalisation</li> <li>☞ SMEs in global scenarios – Case 1</li> <li>☞ SMEs in global scenarios – Case 2</li> </ul>

## Module Overview

This module aims to provide you with a theoretical and practical baseline of international small business management. You will learn to appreciate, reflect on and understand the complexities of the internationalisation process, strategies required and implemented in this process, and the significance of internationalisation for small firms' survival and/or success.

## Additional Information

The module will be delivered face-to-face and will provide a forum for discussions, both during lectures and seminars. These activities will allow for a vital practical component, which will complement the more theoretical/conceptual content of the module, and enrich students' experiences, allowing them to hear first-hand experiences of small business entrepreneurs. Students are strongly encouraged to a) attend lectures and seminars, b) complete all the required readings before lectures/seminars, and c) go beyond course material, identifying and reading articles and reports from reliable, rigorous, well-documented, and well-supported sources in order to acquire familiarity with the current realities of small business entrepreneurship.

## Assessments

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