

## Liverpool John Moores University

Title: Internationalisation of Small Businesses  
Status: Definitive  
Code: **6510YPCBSC** (126830)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Abel Duarte Alonso	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual Report	30	
Test	Test	In Class Test	70	

### Aims

*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.*

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Individual Report	2	4
In Class Test	1	3

## Outline Syllabus

- The global market: opportunities and challenges*
- SMEs and globalisation: the process of globalising*
- Environmental scanning*
- Knowledge and learning*
- Strategies to globalisation*
- Models/theories of SMEs globalisation*
- Resources and capabilities*
- Competitive advantage and value adding*
- Applying models/theories to SMEs' internationalisation*
- SMEs in global scenarios – Case 1*
- SMEs in global scenarios – Case 2*

## Learning Activities

Formal lectures and seminars.

## Notes

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.