

**Summary Information**

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|----------------------------|--|
| <b>Module Code</b>         | 6510YPCBSC                               |
| <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**

| Contact Name   | Applies to all offerings | Offerings |
|----------------|--------------------------|-----------|
| Davinder Johal | Yes                      | N/A       |

**Module Team Member**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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**Teaching Responsibility**

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

## Partner Teaching Institution

| Institution Name                                   |
|--|
| YPC International College (Kolej Antarabangsa YPC) |

## Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture              | 11    |
| Seminar              | 33    |

## Module Offering(s)

| Offering Code | Location | Start Month | Duration |
|---------------|----------|-------------|----------|
| JAN-PAR       | PAR      | 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. |
|-------------|---|

## 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

☞ 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

### Module Overview

#### 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                        | MLO2, MLO4               |
| Test                | In Class Test     | 70     | 0                        | MLO1, MLO3               |