

Internationalisation of Small Businesses

Module Information

2022.01, Approved

Summary Information

Module Code	6710SERCBM
Formal Module Title	Internationalisation of Small Businesses
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate suitable competencies and critical awareness of the key concepts and theoretical frameworks related to international small business management.
MLO2	2	Evaluate and critically assess the internationalisation process for small businesses, including (but not limited to) challenges and opportunities when venturing in international markets.
MLO3	3	Awareness of the main drivers and ethos of small businesses as when to expand and internationalise.
MLO4	4	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"> ≡ 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)	Module Learning Outcome Mapping
Report	Individual Report	30	0	MLO2, MLO4
Test	In Class Test	70	0	MLO1, MLO3

Module Contacts