C10SM Marketing and Management of SMEs

COURSE DETAILS
Course Code: C10SM
Full Course Title: Marketing and Management of SMEs
SCQF Level: 10
SCAF Credits: 15
Available as Elective: Yes

DELIVERY LEVEL
Undergraduate: Yes  Postgraduate Taught: No  Postgraduate Research: No

COURSE AIMS
1. To provide students with a managerial framework for decision-making in a SME
2. To extend the knowledge and understanding of students in the study of SMEs
3. To examine the unique issues relating to the operation and management of a SME
4. To highlight the initiatives and experiences of some United Kingdom and overseas SMEs

LEARNING OUTCOMES – SUBJECT MASTERY

- Understand how to prepare and evaluate a business plan
- Analyse and evaluate small business performance
- Appreciate the challenges that growth creates for small firms

- Relate theoretical concepts to small firm case studies
- Enhance skills in defining and analysing problems within the small firm context
- Undertake independent reading and evaluation of small business management articles and textbooks
- Use the core concepts, frameworks, and techniques discussed in the course to perform in-depth evaluations of small firm case studies.
- Demonstrate analytical and problem-solving skills appropriate to a variety of subject and non-subject specific contexts.

LEARNING OUTCOMES – PERSONAL ABILITIES
C10SM Marketing and Management of SMEs

- Understand the application of theoretical knowledge to the small business sector
- Enhance skills in defining and analysing problems
- Appreciate the importance of goal setting

- Appreciate the importance of goal setting and time management
- Demonstrate an ability to act as both an interdependent as well as an independent learner.

- Present written material
- Use Microsoft Word

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<td><strong>Introduction to Marketing &amp; Management of SME's</strong></td>
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1. Course Introduction

2. Personal Goal Achievement

**The Business Plan**

3. Introduction to Business Plans

4. Guest Presentation

5. Analyzing Business Plans

**Managing Growth**

6. Small Business Model & Focus concept

7. Guest Presentation

8. Guest Presentation
Integrative Video case studies

9. Analyzing Focus

10. Video case study

11. Course Review

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