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

SYLLABUS

Introduction to Marketing & Management of SME's

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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<tr>
<th>COURSE RELATIONSHIPS</th>
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