**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

**DEPARTMENT: SCQF LEVEL 10**

Additional Information:

**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**

- 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

### COURSE RELATIONSHIPS

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### LOCATION AND ASSESSMENT METHODS

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