

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business & Entrepreneurship)
Programme

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Course Code	MFB5SESM01
Course Title	Application of Strategic Frameworks for SMEs

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Evaluate the need to integrate and refine applications of Strategy for SMEs
2. Formulate a structure for application of strategic frameworks for SMEs
3. Propose relevant changes in business strategy implementation for governance and professionalization of SMES

Syllabus

Teaching Hours

Unit I: Core frameworks	08
<ul style="list-style-type: none"> • Introduction to the course and discussion of Analytical Frameworks • Application of Five Forces Framework • SWOT analysis • Generic Strategies and Turn Around Strategies from SME Perspective 	
Unit II: Advanced frameworks	07
<ul style="list-style-type: none"> • Expansion, Diversification and Internationalization • Professional and issues related to Governance in SMEs 	

Suggested Readings:

1. Jamil, C. M., & Mohamed, R., Performance measurement system (PMS) in small medium enterprises (SMES): A practical modified framework. World Journal of Social Sciences, 1(3), 200-212.
2. Levy, M., & Powell, P., Strategies for Growth in SMEs: The Role of Information and Information Systems, Elsevier.

w.e.f. Academic Year 2019-20 and onwards