1. JUSTIFICACIÓN CURSO

Small- and medium size enterprises (SMEs) represent 99.87% of the total number of firms in Colombia including a participation of 96.02% of the so called micro- enterprise (Censo DANE, 2005). Besides, SMEs represent 50% of the total number of all exporting companies in the country (35% micro-enterprises and 15% large companies respectively) with the medium size firm increasing its participation in the overall export share of Colombia (FUNDES, 2006).

Taking into consideration the socio-economic effects of job creation and poverty reduction by inserting Colombian SMEs successfully into international markets, the Colombian government actively promotes SME exports, especially through its export promotion agency Proexport. EAFIT hosts all three export promotion training programs: Zeiky, Expopyme and Redes Empresariales.

The international business literature focused traditionally on the larger multinational corporation (MNC) whereas the SME only recently attracted more attention. This reflects certainly the situation that many countries try to increase the international activities of their SMEs in order to boost economic growth, cut unemployment and create potential mini- MNCs in the future (Ruzzier et al., 2006). Different theoretical perspectives try to describe SME internationalization and the factors that determine it, including more recent integrative and holistic approaches.

This course responds to the need offering the international business student specialized content on SME internationalization in the context of Colombia and its status as a developing country. It not only transmits the necessary theoretical perspectives to understand and design internationalization strategies but also provides the practical knowledge and tools for its implementation.

2. OBJETIVOS GENERALES DEL CURSO

2.1. 1) Obtain the necessary theoretical perspectives to understand and design internationalization strategies for a SME.
2.2. 2) Be able to distinguish different national and international initiatives for SME development and export promotion.

3. DESCRIPCIÓN ANALÍTICA DE CONTENIDOS

3.1. Role of SMEs in the global economy and international trade
3.2. Objective: Develop an understanding of the importance of SMES for economic development and their contribution to international trade.
3.3. Learning strategy: class discussion, readings
3.4. Role of SMEs in the national and regional context
3.5. Objective: Develop an understanding of the importance of SMEs for national and regional economic development.
3.6. Learning strategy: class discussion, readings, case studies, guest speaker
3.7. Theories and models of SME internationalization
3.8. Objective: Evaluate SME internationalization from different theoretical perspectives.
3.9. Learning strategy: class discussion, readings
3.10. Challenges for SME internationalization
3.11. Objective: Analyze internal and external barriers that hinder SME internationalization
3.12. Learning strategy: class discussion, readings, case studies, guest speaker
3.13. Internationalization patterns of developing country SMEs
3.14. Objective: Develop an understanding of different internationalization patterns such as global value chains, linkages and upgrading, and export clusters of developing country and Colombian SMEs that foster international competitiveness.
3.15. Learning strategy: class discussion, readings, case studies
3.16. Intellectual property (IP) and international trade
3.17. Objective: Review the importance of IP rights and their applications within the export strategy.
3.18. Learning strategy: class discussion, readings, case studies
3.19. SME support organizations and initiatives
3.20. Objective: Recognize and differentiate domestic and international SME support organizations, initiatives, and export promotion programs.
3.21. Learning strategy: class discussion, readings, case studies, Internet research

4. EVALUACIÓN

4.1. Midterm exam 25%
4.2. Case studies 4 at 10% each
4.3. Course project justification and outline 15%
4.4. Course project final 25%

5. BIBLIOGRAFIA GENERAL
5.4. Fletcher, 2001