DEREE COLLEGE SYLLABUS FOR MG 4056 ENTERPRISE GROWTH	3/0/3
Previously: MG 4156 ENTERPRISE GROWTH (Updated: Fall 2025)	**UK LEVEL: 6** **UK CREDITS: 15**
PREREQUISITES:	None
CATALOG DESCRIPTION:	Analysis and evaluation of growth opportunities, growth strategies, and the role of innovation inside organizations. Management of growth and challenges that entrepreneurs need to face. Discussion of growth under the prism of a human-centered and sustainability driven approach.
RATIONALE:	A sound understanding of the stages of business growth, and the challenges and opportunities faced at each stage, can help offset the subsequent risks, as can an appreciation of environmental factors and knowledge of the main growth strategies. This module provides students with the theoretical and practical knowledge on enterprise growth practices, challenges and issues required to successfully manage growth in organizations.
LEARNING OUTCOMES:	*As a result of taking this course, the student should be able to:* 1. Assess current theoretical debates on issues and challenges related to enterprise growth. (evaluation) 2. Analyse growth strategies, theoretical approaches and management practices related to enterprise growth. (analysis) 3. Apply growth-related theoretical concepts and approaches to the contemporary business environment and formulate recommendations for effective enterprise growth. (application and synthesis).
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.
ASSESSMENT:	**Summative**: First Assessment, Midterm Exam (1-hour): essay type question — **40%**

		Final Assessment Written Project (individual, 2300-2700 words, presentation)	**60%** | **Formative:** Short project proposal — 0% Research articles discussion, case studies — 0% The formative assessments aim to prepare students for the project and the examination. The first assessment-midterm exam tests Learning Outcomes 1 and 2. The final assessment - written project tests Learning Outcomes 1 , 2 and 3. The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.
INDICATIVE READING:	**RECOMMENDED READING:** **A. BOOKS** Galbraith, J.R. (2020). *Designing Organizations: Strategy, Structure and Process at the Business Unit and Enterprise Levels.* Jossey-Bass. Ross, A., Lemkin, J. (2019). *From Impossible to Inevitable: How SaaS and other Hyper-Growth Companies Create Predictable Revenue.* Wiley. Liedtka, J., Ogilvie, T., Brozenske, R. (2019). *The Designing for Growth Field Book: A Step-by-Step Project Guide*, Columbia University Press. Loprevite, S., Marasca, S., Nicolò, D., Ruisi, M., & Teodori, C. (Eds.). (2025). *Startups and Gazelle Enterprises: Insights into the Success and Challenges of High-Growth Firms*. Springer Nature. Bardi, U. (2019). *Before the Collapse: A Guide to the Other Side of Growth.* Springer. Hess, E. (2011). *Growing an Entrepreneurial Business: Concepts & Cases*. Stanford University Press. Simmons, W.A. & Crawford, K.A. (2012). *Growth Thinking: Building the New Growth Enterprise,* Nucraft Holdings, LLC. Saxby, A. & Hayes, P. (2016). *The Growth Gears: Using a Market-Based Framework to Drive Business Success,* Advantage Media Group. Longenecker, J., Petty, J., Palich, L., & Hoy, F. (2011). *Small business management: Launching and growing entrepreneurial ventures*. Cengage Learning. **B. ARTICLES** Audretsch, D.B., Belitski, M., Caiazza, R. Chowdhury,F. (2023) Entrepreneurial growth, value creation and new technologies. Journal of

	Technology Transfer 48, 1535–1551. Harlin, U., & Berglund, M. (2021). Designing for sustainable work during industrial startups—the case of a high-growth entrepreneurial firm. *Small Business Economics*, *57*(2), 807-819. Jo, G. S., & Jang, P. (2022). Innovation characteristics of high-growth startups: the Korean case startups. *Journal of Small Business & Entrepreneurship*, *34*(2), 222-239. Schrijvers, M., & Vogelaar, J. J. (2025). Grow, grow, grow? Stakeholder value creation by high-growth firms. *Small Business Economics*, 1-29. Sheibut, D., Smolych, D., Kostyk, Y., Rachynska, H., & Lysak, O. (2024). Assessing the impact of innovative strategies on entrepreneurial growth and business development. Multidisciplinary Science Journal, 6. Islam, S.M. (2020). Unintended consequences of scaling social impact through ecosystem growth strategy in social enterprise, and social entrepreneurship. *Journal of Business Venturing Insights,* 13, Baranova, P., Paterson, F., Gallotta, B. (2020). Configuration of enterprise support towards the clean growth challenge: A place-based perspective. *The Journal of the Local Economy Policy Unit,* 35(4), 363-383. Du, J., Temouri, Y. (2015). High-growth firms and productivity: evidence from the United Kingdom. *Small Business Economics,* 44, 123-143. Bi, R., Davidson, R., Smyrnios, K. (2017). E-business and fast-growth SMEs. *Small Business Economics,* 48, 559-576. Huggins, R., Prokop, D., Thompson, P. (2017). Entrepreneurship and the Determinants of Firm Survival Within Regions: Human capital, growth motivation and locational conditions. *Entrepreneurship & Regional Development,* 29(3), 357-389.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications
SOFTWARE REQUIREMENTS:	Microsoft Office: Word, Excel
WWW RESOURCES:	ScaleUp Institute: https://www.scaleupinstitute.org.uk Global Entrepreneurship Monitor: www.gemconsortium.org OECD Entrepreneurship and SME Policies: https://www.oecd.org/cfe/smes http://www.springer.com/business+%26+management/entrepreneurship/journal/13731
INDICATIVE CONTENT:	1. Various types of Business Growth 2. Rationale for Business Growth 3. The 4ps of Growth: Planning, Prioritization, Process and Pace

	4. The Business Plan for Growth 5. Preparing a Human Resources Plan for Growth 6. Marketing for Growth 7. Financial Planning for growth 8. The Entrepreneurial mindset for Growth 9. Acquiring a Business and Franchising 10. Challenges of Corporate Growth 11. AI, digital transformation and innovation ecosystems as growth enablers 12. Sustainability-driven scaling