

Course	Marketing Management
Course Code	BCOM 22214
Credit value	4
Type/Status	compulsory
Level	2
Semester	2

Overall Learning Outcomes: At the end of the course students should be able to;

1. Define marketing and its core functions in a dynamic business environment
2. Explain main concepts and strategies of marketing Management
3. Illustrate the practical applicability of effective marketing strategies and plans to build strong brands and corporate image
4. Apply the knowledge of marketing techniques and strategies into practical situations
5. Evaluate appropriate marketing techniques to plan and control marketing activities and projects.

Course content

Topic	Learning outcome	Teaching & Learning method	Method of assessment
1.Introduction to Marketing Management	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define marketing and identify the core marketing concepts 2. Explain the importance of understanding customers and the market place 3. Identify the marketing management orientation that guide marketing strategy 4. Describe the major trends and forces that challenge the present marketing landscape 	Lectures Self-Study Small Group Learning And Presentations	End Semester Examination Class Room Discussions
2.Marketing Environment	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify micro and macro marketing environment elements 2. Describe the environmental forces that affect the company's ability to serve its customers 3. Discuss how companies can react to the marketing environment 	Lectures Self-Study Small Group Learning And Presentations	End Semester Examination Class Room Discussions
3. Marketing Research & Information System	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define the marketing information system and discuss its parts 	Lectures Self-Study	End Semester Examination

	<ol style="list-style-type: none"> 2. Explain the importance of information to the company and its understanding of the marketplace 3. Describe the marketing research process 4. Explain how companies analyze and distribute marketing information 	Small Group Learning And Presentations	Class Room Discussions
4. Consumer Buyer Behaviour	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define the consumer market and construct a simple model of consumer buyer behavior 2. Explain major factors that influence consumer buyer behavior 3. Explain the major types of buying decision behavior and the stages in the buyer decision process 4. Explain adoption and diffusion process for new products 	<p>Lectures</p> <p>Case Study</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p>
5. Segmentation, Targeting and Positioning	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define the concepts of market segmentation, targeting and positioning 2. Explain the major bases for segmenting consumer and business markets 3. Explain how companies identify attractive market segments and choose a target marketing strategy 4. Illustrate how companies position their products for maximum competitive advantage in the market place 5. Apply the basic principle of segmentation to prepare an actual segmentation profile 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p> <p>Presentation Of Segmentation Profile</p>
6. Product Strategy and Building Strong Brands	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define product and major classifications of products and services 2. Explain the main concepts of product and branding strategies 3. Apply the knowledge of product mix to prepare actual product mix of a company 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p> <p>Presentation Of Product Mix</p>

	4. Evaluate branding strategies that companies make in building and managing their brands		
7. Marketing Channels & Logistics	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain how channel members interact and how they organize to perform the work of the channel 2. Illustrate the major channel alternatives open to a company 3. Explain how companies select, motivate, and evaluate channel members 4. Evaluate the nature and importance of marketing logistics and integrated supply chain management 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p>
8. Pricing Products	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain internal and external factors affecting a firm's pricing decision 2. Illustrate three general pricing approaches to setting prices 3. Explain the major strategies for pricing imitative and new products 4. Evaluate how companies adjust their prices to take into account different types of customers and situations 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p>
9. Integrated Marketing Communication	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify and define the tools of the marketing communications mix 2. Explain the process and advantages of integrated marketing communications 3. Illustrate the steps in developing effective marketing communications 4. Evaluate the method of setting the promotion budget and factors that affect the design of the promotion mix 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p>
10. Services Marketing	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define the nature and characteristics of a service 	<p>Lectures</p> <p>Case Study</p> <p>Self-Study</p>	<p>End Semester Examination</p>

	<ol style="list-style-type: none"> 2. Explain the extended marketing mix variables in service business 3. Illustrate marketing strategies for service firms 4. Apply services marketing knowledge to analyze business case studies 	Small Group Learning And Presentations	Class Room Discussions
11. Marketing Strategies	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define marketing strategies 2. Explain the fundamentals of competitive marketing strategies based on creating value for customers 3. Illustrate the need for balancing customer and competitor orientations in becoming a truly market-centered organization 	<p>Lectures Case Study Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p>
12. Preparing A Marketing Plan	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the steps of comprehensive marketing plan 2. Illustrate the preparation of marketing budgets and evaluation forecast 3. Apply the knowledge of marketing planning in real world circumstance 	<p>Lectures</p> <p>Self-Study</p> <p>Small Group Learning And Presentations</p>	<p>End Semester Examination</p> <p>Class Room Discussions</p> <p>Preparing An Actual Marketing Plan</p>

Recommended Readings

- Kotler P., Keller K.L (2011) “Marketing Management”, 14th Edition, Pearson Education, Inc.
- Keller K.L (2012) “ Strategic Brand Management: Building, Measuring & Managing Brand Equity”, 4th Edition, Prentice Hall
- Schiffman L.G, Kanuk L.L (2014) “Consumer Behavior”, 11th Edition, Pearson Education, Inc.
- Alexander Cherney and Philip Kotler (2014)” Strategic Marketing Management, 8th Edition

Course	Human Resource Management
Course code	22224
Credit value	4
Type/Status	Compulsory
Level	2
Semester	2

Overall Learning Outcomes: At the end of the course students should be able to:

1. Identify and describe the context of Human Resource Management (HRM)
2. Identify the basic HR processes.
3. Examine the relationship between HR strategy and organizational performance.
4. Apply the learned theoretical concepts in to practice.
5. Examine effective human resource measurement tools.

Course content

Topic	Learning Outcomes	Teaching and learning method	Method of Assessment
1. Introductory Human Resource Management	At the end of the session students should be able to; 1. Identify the definitions, the challenge of HRM Human Resource Development	Lectures Discussions And Role Plays	End Semester Examination Presentations
2. Employment Planning	At the end of the session students should be able to; 1. Identify and describe Job design, Job Analysis, Human Resource Planning 2. Job analysis 3. Human resource planning	Lectures Discussions And Assignments	End Semester Examinations Assignments
3. Staffing	At the end of the session students should be able to; 1. Explain the recruitment, 2. Explain the Selection, 3. Hiring and employee induction. 4. Identify issues in staffing In Sri Lankan organizations	Lectures Case Analysis And Discussions	End-Semester Examination Presentations
4. Human Resource Development	At the end of the session students should be able to; 1. Illustrate the knowledge on Employees performance, 2. Evaluation Training and Development career Management	Lectures Video Presentations	End Semester Examination Class Test
5. Reward Management	At the end of the session students should be able to;	Lectures Discussions And Case Studies	End-Semester Examination Presentations

	1. Identify employee pay management, 2. Identify Employee welfare Management 3. Identify Management Incentives		
6. Employee And Labour Relatives	At the end of the session students should be able to; 1. Explain and Identify Employee Movements, 2. Explain Health and safety Management, 3. Explain employee discipline management, 4. Explain grievance handling, 5. Labour management relations	Lectures Discussions And Case Studies	End-Semester Examination Presentations And Assignments
7. Strategic Aspects Of HRM	At the end of the session students should be able to; 1. Describe the nature of strategic aspect 2. Identify strategic HRM	Lectures Discussions And Case Analysis	End-Semester Examination Assignments And Field Visits

Recommended Readings

- Armstrong, M.(2014). Armstrong's Handbook of Human Resource Management Practice, 13th Edition, Kogan Page, London.
- Dessler G.(2014), Human Resource Management, 14th Edition, Pearson, New Delhi, India.
- Monday (2008), Human Resource Management, 10th Edition Prentice Hall
- Opatha, H.D.N.P. (2012), Human Resource Management, Sri Lanka

Course	Financial Management
Course Code	BCOM 22234
Credit value	4
Type/Status	Compulsory
Level	2
Semester	2

Overall Learning Outcomes: At the end of the course students should be able to;

1. Explain basic financial management functions of a firm
2. Appreciate the role of capital market and its interaction with a firm
3. Illustrate basic financial management decisions with numeric examples
4. Apply financial management concepts to real word situations

Course content

Topic	Learning outcome	Teaching & Learning method	Method of assessment
1. Nature of Financial Management	At the end of the session students should be able to; 1. Explain the role of Financial Manager 2. Evaluate different perspectives on firm's goal 3. Relate the functioning of financial market to the financial management function of the firm 4. Identify current trends in global financial environment	Lectures Video Presentation	End Semester Examination Online Quiz
2. Financial Statement Analysis	At the end of the session students should be able to; 1. Apply the financial statement analysis techniques to real world company 2. Comment on the financial performance and financial position on the basis of analysis	Lectures Participative Exercise	End Semester Examination Online Quiz
3. Time Value of Money	At the end of the session students should be able to; 1. Explain what is meant by "the time value of money." 2. Find the relationship between present and future value. 3. Calculate both the future and present value of an amount invested on a given period and an annuity 4. Distinguish between an "ordinary annuity" and an "annuity due."	Lectures Participative Exercise	End Semester Examination Online Quiz

	<p>5. Use discount tables as well as a calculator to compute present value and future value</p> <p>6. Apply the knowledge of time value to real world situations such as loan/ lease amortization, Insurance/Pension scheme, etc.</p>		
4.Valuation of Bonds and Shares	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Distinguish between different classes of shares & debentures 2. Define bonds and identify their key features 3. Identify different techniques of valuation along with their limitations 4. Compute the intrinsic value and make investment decisions on that basis 5. Illustrate the relationship between bond price with time to maturity and bond price with bond yield. 	Lectures Participative Exercises	End Semester Examination Online Quiz
5.Risk and Return	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the concepts of return, risk and their relationship 2. Compute the risk and return of a single security 3. Compute the risk and return of a portfolio 4. Apply Capital Assets Pricing Model (CAPM) to real world scenario 	Lectures Participative Exercises	End Semester Examination Online Quiz
6.Capital Market in Sri Lanka	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Illustrate the basic features of capital market in Sri Lanka 2. Demonstrate the procedure of trading stocks at CSE 	Guest Lecture Discussion Session	End Semester Examination
7.Capital Budgeting Decision	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the importance of capital budgeting decision 2. Identify different capital budgeting evaluation techniques and apply them in decision making 	Lectures Participative Exercises Group Work	End Semester Examination Group Assignment
8.Cost of Capital	<p>At the end of the session students should be able to;</p>	Lectures	End Semester Examination

	<ol style="list-style-type: none"> 1. Identify different sources of finance, costs and risks associated with each source 2. Calculate the cost of each source and weighted average cost of capital 3. Appreciate the importance of marginal cost of capital concept 	Participative Exercises Group Work	Group Assignment
9.Capital Structure	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Distinguish between operating leverage and finance leverage 2. Discuss the effect of leverage on profitability 3. Explain the term capital structure and its relationship with firm value 	Lectures Participative Exercises Class Room Discussion	End Semester Examination
10.Working Capital Management	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define the concepts of Gross working Capital, Net Working Capital and Net Operating Working Capital 2. Identify working capital cycle of different business entities such as Trading Company, service provider, etc. 3. Estimate the working capital needs of a firm 4. Appreciate different policies on working capital and its financing 5. Discuss the management of working capital; Inventory, Cash, Accounts receivables, payables ,etc. 	Lectures Participative Exercises	End Semester Examination
11.Dividend Policy	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain what is meant by a dividend policy and its importance 2. Illustrate different perspectives on investors' preferences on dividends 3. Illustrate residual dividend policy 4. Distinguish stock repurchases from stock dividends and stock splits 	Lectures Video Presentation	End Semester Examination
12.Introduction to Derivatives	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify different types of derivative instruments and their uses 	Lectures Case Study Discussion- CPC Hedging Deal	End Semester Examination

	2. Construct pay-off diagrams for forward/futures contracts and options		
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Recommended Readings:

- Van Horne & Wachowicz. (2009). *Fundamentals of Financial Management*. 13th ed. Prentice Hall.
- Pandey, I.M. (2009), *Financial Management*, 9th ed. Vikas Publishing House Pvt Ltd
- Keown, A. J., Martin, D. J., Petty, J. W., & Scott, D. F. (2005). *Financial Management: Principles and Applications*. 10th ed. Prentice Hall.
- Richard A Brealey, Stewart C Myers, and Franklin Allen. (2008). *Principles of Corporate Finance*. 9th ed. McGraw Hill

Course	Science, Technology & Society
Course Code	BCOM 22242
Credit Value	2
Type/Status	Compulsory
Level	2
Semester	2

Overall Learning Outcomes: At the end of the course students should be able to;

1. Discuss the role of science and technology in general processes of societal change
2. Critically evaluate how social context effect on technological innovation vice versa.
3. Describe the role technology plays in addressing many contemporary human problems such as workplace, environment, healthcare, education, agriculture, communication etc.
4. Explore possible directions of future development, using alternative science and technological advancements
5. Explore the Sri Lankan context of developing science and technological knowledge for the society.

Course content

Topic	Learning outcome	Teaching & Learning method	Method of assessment
1.Introduction to STS	At the end of the session students should be able to; 1. Understand the history of STS studies 2. Define the different approaches of STS studies. 3. Understand how society impact for the science and technology developments	Lectures Self-Study Case Study Discussions In Groups	End Semester Examination Assignment
2. Process of Technological Change	At the end of the session students should be able to; 1.Explain how science and technology impact for emergence of human societies 2.Identify the sources of technological innovations 3.Evaluate the different arguments on the link between science and technology 4.Evaluate the great technological breakthroughs of the history	Lectures Self Study Small Group Discussions	End Semester Examination Assignment
3.Technology And Environment	At the end of the session students should be able to; 1.Explain the progress of science & technology and its impact on human & environment	Lectures Self Study	End Semester Examination Assignment

	<p>2.Understand the technologies' ability to improve the quality of environmental systems and the sustainable environment</p> <p>3.Apply the knowledge on solving environmental issues such as global warming, environment pollution, treatments for waste materials etc.</p>	Small Group Discussions	
4.Technology & Healthcare	<p>At the end of the session students should be able to;</p> <p>1.Identify the current and future technological developments in healthcare industry</p> <p>2.Describe the theories and applications of biotechnology to improve plant and animal productivity and human health</p> <p>3.Understand the social and ethical issues surrounding biotechnology-based research and development</p> <p>4.Predict/Analyze how different technologies effect the key stakeholders in health care industry</p> <p>5.Identify management and business strategies on implementation and utilization of technology in healthcare industry</p>	<p>Lectures Self Study</p> <p>Small Group Discussions</p>	<p>End Semester Examination</p> <p>Assignment</p>
5.Technology & Education	<p>At the end of the session students should be able to;</p> <p>1.Analyze the relationships between technology, society, and education</p> <p>2.Explain the impact and potential impact of technology on learning/education</p> <p>3.Distinguish between different education delivery models</p> <p>4.Critically examine predictions about the future of education</p>	<p>Lectures Self Study</p> <p>Small Group Discussions</p>	<p>End Semester Examination</p> <p>Assignment</p>
6.Technology & Transformation Of Work	<p>At the end of the session students should be able to;</p> <p>1. Describe the progress of jobs along with the technological developments</p> <p>2. Identify how technology effect to creates jobs</p> <p>3. Identify the recent technological changes in industrial work.</p>	<p>Lectures Self Study</p> <p>Small Group Discussions</p>	<p>End Semester Examination</p> <p>Assignment</p>

	4. Analyze the structural changes of the economy with the increment of usage of technology in workplace		
7. Technology & Communication	At the end of the session students should be able to; 1. Identify how printing and newspapers change the world 2. Identify the origin of how electronic media and its consequences to the society 3. Analyze the role of internet, mobile communication, social network in today's society 4. Analyze the impact of intellectual property and privacy issues arising from electronic media	Lectures Self Study Small Group Discussions	End Semester Examination Assignment
8. Shaping And Control Of Technology With Special Reference To Sri Lanka	At the end of the session students should be able to; 1. Identify the phenomenon of technology, globalization and cultural convergence 2. Identify how technology and technological innovations impact for organizations 3. Analyze the government role of shaping the technology 4. Identify the Sri Lankan context of contributing to science and technological advancement for the society.	Lectures Self Study Small Group Discussions	End Semester Examination Assignment

Recommended Readings

- Volti, R. (2014). Society and Technological Change (7th Edition). New York, NY: Worth Publishers. ISBN-13-:9781429278973
- S. Sismondo. (2009). An Introduction to Science and Technology Studies, (2nd Edition), Willey-Blackwell publishers
- W. K. Baughspies, J. Croissant, S. P. Restivo. (2006). Science, Technology, and Society: A Sociological Approach Willey Publishers
- Science Technology & Society, Sage Journals

Course	Advances in Entrepreneurship
Course Code	BCOM 22252
Credit Value	2
Type/Status	Compulsory
Level	2
Semester	2

Overall Learning Outcome: At the end of the course unit students should be able to:

1. To understand entrepreneurship as a subject its evolution.
2. To understand entrepreneurial mindset in the perspectives of personal and corporate and related cognitive factors of being entrepreneurial.
3. To describe the importance of entrepreneurial intention.
4. To describe the process and linkages in between ideas, entrepreneurial opportunities, business models and marketing strategies and other related means of practice of entrepreneurship.
5. Understand growth as the core of being entrepreneurial.
6. To discuss successful business models in the views of local and international.

Course Content

Topic	Learning Outcome	Teaching & Learning Methods	Methods of Assessment
1. Entrepreneurship: Evolutionary Development – Revolutionary Impact.	At the end of the session, students should be able to, 1. To explain the evolution of entrepreneurship. 2. Evaluate the myths of entrepreneurship. 3. Discuss approaches of entrepreneurship. 4. Understand the global phenomenon of entrepreneurship.	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment
5. The Entrepreneurial Mindset In Individuals: Cognition And Ethics.	At the end of the session, students should be able to, 1. Explain the entrepreneurial mindset. 2. Understand the cognitive role in entrepreneurial mindset. 3. Know how to deal with failures. 4. Discuss the importance of entrepreneurial ethics.	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment
6. Entrepreneurial Mindset In	At the end of the session, students should be able to,	Lectures Class Room Activities	End Semester Examination MCQ

Organizations: Corporate Entrepreneurship.	<ol style="list-style-type: none"> 1. Explain entrepreneurial mindset in organizations. 2. Define concepts of corporate entrepreneurship and innovations. 3. Understand the corporate entrepreneurial strategy. 	Homework Activities	Group Assignment
7. Entrepreneurial Intention	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the theories of entrepreneurial intention 2. Discuss entrepreneurial attributes. 	Lectures Class Room Activities Homework Activities	End Semester Examination/ MCQ Group Assignment
8. Opportunity, Recognition, Shaping And Reshaping	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Describe Idea-to-Opportunity Transition phase of entrepreneurship. 2. Know varied models of opportunity recognition. 	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment
9. Understanding Business Models And Developing Strategies	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Differentiate different uses of business models. 2. Develop business models for novel ideas. 3. Review existing business models. 4. Identify and apply possible strategies in developing business models. 	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment
10. Entrepreneurial Marketing	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the perspectives of marketing in entrepreneurship. 2. Apply marketing strategies in utilizing business models. 	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment
11. Raising Money For Starting And Growing Businesses	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the progression of raising Money. 2. Know the basic ways of evaluating businesses. 	Lectures Class Room Activities Homework Activities	End Semester Examination MCQ Group Assignment

	<p>3. Describe the term of business angels and to classify different types.</p> <p>4. Understand the term of Venture Capital and factors of vcs.</p> <p>5. Differentiate harvesting strategies.</p>		
12. Worldwide Entrepreneurial Ventures.	<p>At the end of the session, students should be able to,</p> <p>1. Know the strategies of going global.</p> <p>2. Understand different models of going global.</p> <p>3. Interpret different financing strategies of international entrepreneurial ventures.</p>	<p>Lectures Class Room Activities Homework Activities</p>	<p>End Semester Examination MCQ Group Assignment</p>
13. Special Cases Of Entrepreneurship.	<p>At the end of the session, students should be able to,</p> <p>1. Analyze different cases of entrepreneurship.</p> <p>2. Review existing business models.</p>	<p>Lectures Class Room Activities Homework Activities Case Analysis</p>	<p>End Semester Examination</p>

Recommended Readings

- Bagheri, A., & Pihie, Z. A. (2014). *The Factors Shaping Entrepreneurial Intentions*. Newcastle: Cambridge Scholars Publishing.
- Bygrave, W. D., & Zacharakis, A. (2014). *Entrepreneurship* (Vol. 3 ed). Wiley.
- Kuratko, D. F. (2014). *Entrepreneurship: Theory, Process, and Practice* (Vol. 9 ed). South Western Cengage Learning.
- Mishra, C., & Zachary, R. (2014). *The Theory of Entrepreneurship: Creating and Sustaining Entrepreneurial Value*. United States: Palgrave Macmillan.

Journal articles

- Baron, Robert A. "Cognitive mechanisms in entrepreneurship: Why and when entrepreneurs think differently than other people." *Journal of Business venturing* 13.4 (1998): 275-294.
- Baum, J. R., Locke, E. A., & Smith, K. G. (2001). A Multidimensional Model of Venture Growth. *The Academy of Management Journal*, 44(2), 292-303.
- McKelvie, A., & Wiklund, J. (2010). Advancing Firm Growth Research: A Focus on Growth Mode Instead of Growth Rate. *Entrepreneurship Theory and Practice*, 261-288.
- Shepherd, D., & Wiklund, J. (2009). Are We Comparing Apples With Apples or Apples With Oranges? Appropriateness of Knowledge Accumulation Across Growth Studies. *Entrepreneurship Theory and Practice*, 33(1), 105-124.