



<b>Course Code</b> MBA-707	<b>Course Title</b> Entrepreneurship and SME's	<b>ECTS Credits</b> 7.5
<b>Department</b> School of Business	<b>Semester</b> Fall, Spring, Summer	<b>Prerequisites</b> MBA-609
<b>Type of Course</b> Elective	<b>Field</b> Management	<b>Language of Instruction</b> English
<b>Level of Course</b> 2 <sup>nd</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer(s)</b> Dr Ian McRoy
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### **Objectives of the Course:**

The overall objective is to develop the capability to be more entrepreneurial, or more able to support the entrepreneurial process, in privately owned small and medium-sized businesses. Participants should gain knowledge and understanding of:

- The broad issues and practice of business start-up and development from both a conceptual and practical viewpoint
- Personal strengths and weaknesses in relation to elements of the entrepreneurial process
- Aspects of the process of business development on the exploration of an issue.

### **Learning Outcomes:**

Upon completion of the course, students should be able to:

1. Evaluate the challenges faced by entrepreneurs
2. Build a business plan by designing a strategic plan, conduct a feasibility analysis, understand franchising and how to buy an existing business
3. Develop a marketing plan and how to use e-commerce, create a successful financial plan.
4. Implement the plan through the sourcing of finance, selecting the correct location and teambuilding for success.

5. Assess the global aspects of entrepreneurship
6. Analyse case studies
7. Conduct research; write reports and/or present analysis and conclusions.

### **Course Contents:**

The syllabus is designed to provide an overall understanding of the entrepreneurship process and covers research on entrepreneurship success factors, small firm growth and and entrepreneurial leadership. The programme will examine the following areas:

1. Business Start –up
2. Business Growth
3. Business succession/exit
4. Policy/consulting for owner managed companies

The course will examine the following concepts and aspects:

The foundations of entrepreneurship – benefits and potential problem areas

Creativity, innovation and protection of ideas

Building a competitive advantage – strategic management process

Undertaking a feasibility study and development of a business plan

Types and forms of ownership

Franchising and the advantages and disadvantages

Acquisition of an existing business and the necessary steps for determining the value

Building an marketing plan and which methods to use

Benefits of using e-commerce and selling on the web

The potent forces of pricing – Image, Competition and value

Development of a financial plan; cash flow management and debt and equity considerations

Locating the source of competitive advantage

Leadership and creating and organizational culture

Students will use an action learning approach to achieve the course outcomes and during the course will:

- 1.State a practical issue/problem/ opportunity
2. Examine the above concepts relevant to the concrete situation
3. Plan and undertake an action to learn about the situation
4. Reflect on the action taken and the subsequent learning
5. Restate their understanding of the practical issue.

**Learning Activities and Teaching Methods:**

The course adopts a learner-centred approach aiming to maximize scope for personal development, whilst also reproducing the active, experimental; experiential; way in which it is believed entrepreneurs learn.

- Lectures
- Core material
- Case Studies
- Self-assessment exercises
- DVD cases
- Discussions
- Pod Casts
- Course assessments
- Guest Speakers

**Assessment Methods:**

In class case study; Homework assignments; Case study for Mid-term; Case study for Final Exam; Group exercises and Class Participation

**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Zimmereer, T.W; Scarborough N.M & Wilson D.	Essentials of Entrepreneurship and Small Business Management	Prentice Hall	2008	978-0-13- 157943-9

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Kirby D	Entrepreneurship	McGraw Hill	2003	0-07-709858-7
Carter S. & Jones-Evens D.	Enterprise & Small Business 2nd Edition	Prentice Hall	2006	0-273-70267-X
Tidd J.; Bessant J. & Pavitt K	Managing Innovation 3rd Edition	Wiley	2005	0-470-09326-9