



Course Code ENTR-150	Course Title Introduction to Entrepreneurship	ECTS Credits 6
Prerequisites None	Department Management & MIS	Semester Fall, Spring
Type of Course Required	Field Management	Language of Instruction English
Level of Course 1 st Cycle	Lecturer(s) Ria Nicoletti Morphitou	Year of Study 2 nd
Mode of Delivery Face to face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- To analyze the theories and tools of creative thinking.
- To evaluate and implement the various market research methods and tools.
- To inform students and provide information on Intellectual property protection.
- To analyze and understand relevant economics.
- To implement various methods for the students' personal development

Learning Outcomes:

1. **Written and Oral Communications** – students will analyze and evaluate mini cases and present problems and proposed solutions in class.
2. **Critical Thinking and Problem Solving** – students will analyze and evaluate a multitude of entrepreneurs (see course schedule below), to evaluate appropriate knowledge, skills, abilities, and processes. Critical skills are covered through written tests and interactive learning experiences.
3. **Global, Cultural and Diversity Understanding** – students will discuss diversity and cultural differences that affect small businesses globally and locally.
4. **Information Literacy and Technology** – Students will use Microsoft Word, Excel, and PowerPoint for assignments and projects.

Course Contents:

1. Developing people and competencies.
2. The economics of entrepreneurship and innovation.
3. Promoting Creativity.
4. Gaining Strategic Advantage.
5. The Marketing Plan.
6. The Business Plan.

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| <ol style="list-style-type: none"> 7. Intellectual Capital. 8. Knowledge Management. 9. Presentation Technique. 10. Self Confidence and personal development. 11. Technical Innovation. 12. Green and Social entrepreneurship. |
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Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments.

Assessment Methods:

Group Presentations, Final Exam, Assignments

Required Textbooks / Reading:

- **Material posted by the instructor for lectures, assignments and presentations**

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship	Barringer B., Ireland R.	Pearsons	2015	1292095377 9781292095387
Entrepreneurship for Everyone	Robert Mellor	Sage Publications Ltd	2009	9781412947763

Recomended Textbooks / Reading:

Title	Author(s)	Publisher	Year	ISBN
Simon Bridge, Ken O’Neill	Understanding Enterprise (4 th ed.)	Palgrave Macmillan	2012	9780230308091