



Course Syllabus

Course Code	Course Title	ECTS Credits
ENTR-282	Small Business Entrepreneurship	6
Prerequisites	Department	Semester
None	Management & MIS	Fall/Spring/Summer
Type of Course	Field	Language of Instruction
Required	Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ria Nicoletti Morphitou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- To provide students with an understanding of fundamental management and marketing principles as they apply to small businesses.
- To provide students an understanding of managerial planning and decision-making, organizational structures and environments, the small business legal environment, and the dynamics of operating in small businesses.
- To introduce students to management concepts specific to entrepreneurial and small businesses in the domestic and global environments.
- To foster the development self-directed, life-longer learners with critical-thinking skills.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Written and Oral Communications.**
(Students will analyze and evaluate mini cases and present problems and proposed solutions in class. They will interview small business owners and/or entrepreneurs and write brief case studies)
2. **Critical Thinking and Problem Solving.**

(Students will analyze and evaluate a multitude of small business management topics – 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 Content:

1. Introductions and Overview Entrepreneurs Recognize Opportunities.
2. Researching Your Market – Overview & Tips Introduction of the Business Plan Summary.
3. The Business Plan: Road Map to Success.
4. Creating Business from Opportunity.
5. Exploring Your Market.
6. Developing the Right Marketing Mix & Plan.
7. Selling & Customer Service.
8. Understanding Costs.
9. Financing Strategy.
10. Addressing Legal Issues & Managing Risk.
11. Operating for Success.
12. Management, Leadership and Ethical Practices.
13. Cashing in your brand.

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments.

Assessment Methods:

Group Presentations, Assignments, Midterm Exam, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship: Starting and Operating a Small Business, 4 th Ed.	Mariotti, S. and Glackin, C	Pearson/Prentice Hall	2016	978-0-1339-3445-8
Grow to Greatness: Smart Growth for Entrepreneurial Businesses E-book	Hess, Edward D,	Stanford Business Books, an imprint of Stanford University Press	2012	978-0-8047-7534-2

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship and Small Firms, 6 th Ed.	David Deakins, Mark Freel	Mc Graw Hill	2012	978-0-07-713645-1