



Course Syllabus

Course Code	Course Title	ECTS Credits
ENTR-282DL	Small Business Entrepreneurship	6
Prerequisites	Department	Semester
None	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ms Nicolaou Cornelia	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Discuss how entrepreneurs identify opportunities.
- Outline how a business plan for a small business might be produced.
- Describe how the market may be analyzed.
- Explain how new businesses may be funded.
- Analyze how the legal environment might influence starting a new business.
- Discuss the challenges of running a small business.
- Present management and leadership principles for small businesses.
- Foster the development of self-directed, life-long learners with critical-thinking skills.

Learning Outcomes:

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

1. Explain how entrepreneurs identify opportunities.
2. Create a business plan for a small business.
3. Analyze the market with the aim of identifying opportunities.
4. Outline and analyze main sources of funding for small businesses.
5. Explain how the legal environment influences starting and running a small business.
6. Deal with challenges in running a small business.
7. Apply key management and leadership principles in small businesses.
8. Analyze and evaluate mini cases related to small business and entrepreneurship.

Course Content:

1. Introduction – understanding entrepreneurship
2. Process and instruments – feasibility studies – handing out the assignment
3. Creating a business from opportunities
4. Exploring the market
5. Developing marketing mix and marketing plans
6. Smart selling and effective customer service
7. Understanding and managing costs
8. Cash flow and taxes
9. Financing strategies and tactics
10. Address legal issues
11. Management leadership and ethical practices

Learning Activities and Teaching Methods:

Teaching material including PowerPoint presentations, synchronous meetings (WebEx), asynchronous video presentations, forums, assessments.

Assessment Methods:

Forum discussion participation, Individual Assignment, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship: Starting and Operating a Small Business, 5 th Ed.	Mariotti, S. and Glackin, C	Pearson/Prentice Hall	2020	978-0-1339-3445-8
Grow to Greatness: Smart Growth for Entrepreneurial Businesses eBook	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	McGraw-Hill	2012	978-0-07-713645-1
Digital Entrepreneurship and Digital Business from Part I - Strategy and Management	Vincenzo Morabito	Cambridge University Press	2021	978-1-10-896985-7
Engineering Entrepreneurship from Idea to Business Plan A Guide for Innovative Engineers and Scientists	Paul Swamidass	Cambridge University Press	2016	978-1-10-726138-9
The Determinants of Entrepreneurship Leadership, Culture, Institutions	Edited by José L. García-Ruiz, Pier Angelo Toninelli	Pickering & Chatto	2014	978-1-84-89307208
Web Sources: <ul style="list-style-type: none"> • Strategic Management Journal (http://smj.strategicmanagement.net/) • Harvard Business Review (http://hbr.org/) • The Economist (http://www.economist.com/) • Financial Times (http://www.ft.com/home/europe) • Forbes Magazine (http://www.forbes.com/forbes/) • Newsweek (http://www.thedailybeast.com/newsweek/2013/07/24/issue.html) • New Economics Foundation (http://www.neweconomics.org/) 				