



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-707DE	Entrepreneurship and SME's	7.5
Prerequisites	Department	Semester
MBAN-609DE	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Management	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr H. Vlados	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

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:

After completion of the course students are expected to 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 Content:

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

Learning Activities and Teaching Methods:

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

Assessment Methods:

Assignments; Case study for Final Exam; Class Participation, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship and Small Firms (UK Higher education Business Management)	David Deakins, Mark S. Freel	McGraw - Hill Education 6th Edition	2012	1-3-77-645-4

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Competitive Strategies for Small and Medium Enterprises: Increasing Crisis Resilience, Agility and Innovation in Turbulent Times	Klaus North, Gregorio Varvakis	Springer	2016	3-31-927303