



Course Syllabus

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| Course Code MBAN-781 | Course Title Entrepreneurship and Startup Management | ECTS Credits 7.5 |
| Prerequisites MBAN-609 | Department School of Business | Semester Fall, Spring, Summer |
| Type of Course Elective | Field Management | Language of Instruction English |
| Level of Course 2 nd Cycle | Lecturer(s) Dr. Charalambos Vlados | Year of Study 1 st or 2 nd |
| Mode of Delivery Face to Face | Work Placement N/A | Corequisites None |

Course Objectives:

This course enables students to develop and implement the necessary business skills and mentality associated with the launch, sustainable operation, management and development of a new, intensive knowledge-based initiative.

Through a structured approach to developing innovative services and products, along with best commercial practices, students will lay the foundations for successfully conceiving and developing an innovative business idea, shaping the business model and value proposition.

The main objectives of the course are to:

- Develop students' entrepreneurial mind-set
- Expose students to the process of transforming an idea into a sustainable business venture
- Develop students' critical thinking and apply it towards the identification and evaluation of entrepreneurial opportunities through design thinking and customer centric approaches
- Encourage students apply managerial and economic entrepreneurial skills in the context of strategic planning and decision-making for validating business ideas and growth strategies
- Develop Start-up presentation skills in pitching for initial funding

Learning Outcomes:

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

1. Demonstrate a critical understanding of start-up entrepreneurship as well as of how entrepreneurs can identify business opportunities
2. Demonstrate a critical understanding of new service / product development processes in a startup
3. Define and discuss the potential drivers and barriers to successful entrepreneurship
4. Explain the general approaches for exploiting business opportunities
5. Illustrate the dynamics involved in a startup and the qualities that separate a success from a failure
6. Diagnose pitfalls and problems with new ventures
7. Describe and critically appraise the mechanisms for growing and exiting from entrepreneurial ventures
8. Command the tools required to rapidly develop a prototype of a new innovative service/product
9. Demonstrate a critical understanding of startup pitching for funding

Course Content (Study Weeks):

1. Introduction to the course & overview of the learning outcomes. Introduction to Economic Science and Entrepreneurship
2. Entrepreneurship dynamics and start-up
3. External business environment and globalization dynamics
 - Diagnose the main change trends
 - Macro, meso, micro (sectoral) business environment
 - Identify business opportunities
 - Identify business threats
4. Internal business environment
 - Business culture and resources
5. Strategic business analysis and synthesis
6. Technological business analysis and synthesis
7. Management business analysis and synthesis
8. The claim for innovation and the Stra.Tech.Man dynamic of the business
 - Value proposition design
 - Design of business model
 - New service / product design and development
 - Customer-driven and data-based innovation
9. The business plan
 - Financial, accounting and legal prerequisites to start-up
10. The marketing plan and the commercial activity of the company
 - Entering the market and planning for growth
11. Fundraising: Start Up Pitching to Business Angels and Venture Capital
 - Later stage advice
12. Integrated case study

Learning Activities and Teaching Methods:

1. Faculty Lectures
2. Directed and Background Reading
3. Case Study Analysis
4. Individual Project

Assessment Methods:

Individual Assignments & Final Exam

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|--|-------------------|-------------|-------------------|
| Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers | Osterwalder, A. and Pigneur, Y. | John Wiley & Sons | 2010 | 0470876417 |
| Resourcing the Start-Up Business: Creating Dynamic Entrepreneurial Learning Capabilities | Oswald Jones, Allan Macpherson, Dilani Jayawarna | Routledge | 2014 | 978-0-203-10456-9 |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|---|-------------------|-------------|---------------|
| Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer) | Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., Papadakos, T. | John Wiley & Sons | 2014 | 1118968050 |
| The Wiley handbook of entrepreneurship | Gorkan Ahmetoglu, Tomas Chamorro-Premuzic, Bailey Klinger, Tessa Karcisky | John Wiley & Sons | 2017 | 9781118970799 |
| Start Up: A practice based guide for new venture creation | Hill, I. | Palgrave | 2015 | 1137425830 |

Academic Journals

- ✓ Entrepreneurship, Theory and Practice
- ✓ Journal of Business Venturing
- ✓ Strategic Entrepreneurship Journal
- ✓ International Small Business Journal
- ✓ International Journal of Entrepreneurship and Innovation
- ✓ International Journal of Entrepreneurship and Small Business
- ✓ Venture Capital: An International Journal of Entrepreneurial Finance