



Course Syllabus

Course Code MBAN-788	Course Title Entrepreneurship and Startup Management	ECTS Credits 6
Prerequisites None	Department School of Business	Semester Fall, Spring
Type of Course Concentration	Field Entrepreneurship & Digital Transformation	Language of Instruction English
Level of Course 2 nd Cycle	Lecturer(s) STAFF	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 and teamwork
- 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. Demonstrate a critical understanding of startup pitching for funding

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content (Study Weeks):

1. Economy and entrepreneurship
2. Entrepreneurship dynamics and start-up development
3. External business environment and globalization dynamics
4. Internal environment and the “Stra.Tech.Man” triangle of the firm
5. Strategic business analysis and synthesis
6. Technological business analysis and synthesis
7. Managerial business analysis and synthesis
8. Innovation and “Stra.Tech.Man” business dynamics
9. The business plan
10. The marketing plan and commercial activity of the firm
11. Fundraising: Start-up pitching to business angels and venture capital
12. An 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, Group assignment, Participation in the course, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Small business and entrepreneurship	David J. Storey and Francis J. Greene	Financial Times Prentice Hall	2010	9780273693475
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., Papadacos, T.	John Wiley & Sons	2014	1118968050
Global crisis and restructuring: Theory, analysis, and the case of Greece	Vlados Ch., N. Deniozos, and D. Chatzinikolaou	KSP Books	2019	9786057602893
Stra.Tech.Man (strategy-technology-management): Theory and concepts	Vlados Ch.	KSP Books	2019	9786057602831
The Wiley Handbook of Entrepreneurship	Ahmetoglu G., T. Chamorro-Premuzic, B. Klinger, and T. Karcisky	John Wiley & Sons	2017	9781118970799

Title	Author(s)	Publisher	Year	ISBN
Mission in a bottle: The honest guide to doing business differently -and succeeding	Goldman S., and B. Nalebuff	Crown Business	2013	9781299807402
Start-up Nation: The Story of Israel's Economic Miracle	Senor D., and S. Singer	Twelve, Hachette Book Group	2009	9780446558310
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

Scientific Papers

- Vlados, Ch., Deniozos, N., Chatzinikolaou, D., & Demertzis, M. (2018). Towards an evolutionary understanding of the current global socio-economic crisis and restructuring: From a conjunctural to a structural and evolutionary perspective. *Research in World Economy*, 9(1), 15–33.
<http://www.sciedu.ca/journal/index.php/rwe/article/view/13209>
- Vlados, Ch., (2019) Crisis, Change management and innovation in the “living organization”: The Stra.Tech.Man approach. *Management Dynamics in the Knowledge Economy*, Vol. 7, No. 2, pp. 553-568.
<http://www.managementdynamics.ro/index.php/journal/article/view/301>
- Vlados, Ch., & Chatzinikolaou, D. (2019). Towards a restructuring of the conventional SWOT analysis. *Business and Management Studies*, Vol. 5, No. 2, pp. 76-84.
<http://redfame.com/journal/index.php/bms/article/view/4233>