



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-788DE	Entrepreneurship and Startup Management	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Concentration	Entrepreneurship & Digital Transformation	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Charalambos Vlados	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	N/A	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

**“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. Introduction to the course & overview of the learning outcomes. Introduction to economic science and entrepreneurship
2. Entrepreneurship dynamics and start-up development
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. Managerial business analysis and synthesis
8. Innovation and Stra.Tech.Man business dynamics
  - 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. Marketing plan and commercial activity of the business
  - 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:**

- Faculty Online Lectures
- Directed and Background Reading
- Case Study Analysis
- Individual Project
- Web ex meetings

**Assessment Methods:**

Individual Assignment & Final Exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
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:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
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
The Wiley handbook of entrepreneurship	Gorkan Ahmetoglu, Tomas Chamorro-Premuzic, Bailey Klinger, Tessa Karcisky	John Wiley & Sons	2017	9781118970799
Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Osterwalder, A. and Pigneur, Y.	John Wiley & Sons	2010	0470876417
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