



University of Nicosia, Cyprus
MGT-282 Small Business & Entrepreneurship

Course Code MGT 282	Course Title Small Business & Entrepreneurship	Credits (ECTS) 6
Department Management and MIS	Semester Spring & Fall	Prerequisites MGT 281
Type of Course Concentration	Field Management	Language of Instruction English
Level of Course Undergraduate	Year of Study 2 nd	Lecturer Dr Ian McRoy
Mode of Delivery Face to face	Work Placement N/A	Co-Requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The main objectives of the course are to:

- To develop the skills of engaging in the strategic analysis of the business environment of an organization and for the identification of its strategic strengths/weaknesses which may enable the small business to survive and grow in a competitive environment
- Develop the capability to be more entrepreneurial, or more able to support the entrepreneurial process, in privately owned small and medium-sized businesses.
- 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. Explain the advantages and disadvantages of a small business
2. Describe the types of small business, how they can be funded and compare legal identities
3. Explain the variables influencing small businesses
4. Understand the legal issues applicable to small businesses
5. Understand how small businesses operate
6. Understand the management of human resources in the small business
7. Describe global opportunities for small businesses and entrepreneurs
8. Analyse the operational strategies that are available
9. Understand the challenges faced by entrepreneurs

Course Contents:

The syllabus is designed to provide an overall understanding of small firm development and

growth and the entrepreneurship process

The course will examine the following concepts and aspects:

The business plan and creating business opportunity
Exploring the market and developing the correct market mix
Understanding and managing start-up and the use of financial statements
Financing strategy: debt and equity
Addressing the legal issues and managing risk
Management, leadership and ethics
Franchising, licensing and harvesting

Teaching Methods

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

Assessment Methods

Homework Assignments; Case study tests; Final Exam; Projects: Class Participation.

Required Textbooks

Author	Title	Publisher	Year	ISBN
Mariotti S & Glackin C	Entrepreneurship: Starting and Operating a Small Business	Prentice Hall	2010	0-1323-6600-2

Recommended Textbooks/Reading

Author	Title	Publisher	Year	ISBN
Scarborough N.M & Zimmerer T.W	Effective Small Business Management: An entrepreneurial approach. 8 th	Prentice Hall	2006	0-13-196870-X

	Edn			
Beaver G	Small Business, Entrepreneurship and Enterprise Development	Prentice Hall	2002	0-273-65105-6