

Course Title	Innovation & Entrepreneurship			
Course Code	ENTR303			
Course Type	Compulsory			
Level	Higher Diploma			
Year / Semester	3 rd Year / 6 th Semester			
Teacher's Name	Konstantinou Marina			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>This course extends its coverage of small business management and entrepreneurship, drawing on contemporary theory and practice in equal measure. It helps the students explore the fundamentals of business management as well as examine the full business cycle from how to start a business, manage and grow it to harvesting the business. It takes a critical look at contemporary entrepreneurial successes, allowing students with a wide range of business interests as to develop their business plans step by step.</p>			
Learning Outcomes	<p>After the completion of this course, students are expected to:</p> <ul style="list-style-type: none"> ▪ Understand the availability of entrepreneurial opportunities. ▪ Understand the factors that make the family business unique. ▪ Understand reasons for new business launch; firm purchase or franchise acquisition. ▪ Define competitive advantage. ▪ Be able to develop a comprehensive business plan. ▪ Understand a comprehensive marketing plan. ▪ Understand the importance of structuring correctly the business' organizational plan. ▪ Discuss the nature of the marketing research process. ▪ Identify the factors affecting choice of a business location. ▪ Describe the purpose and content of financial statements. ▪ Explain the impact of social responsibilities on small businesses. ▪ Discuss the distinctive features of small firm management. ▪ Understand the importance of ERS (Ethical, Responsible, Sustainable) in the process of entrepreneurship 			
Prerequisites	None	Required		
Course Content	<ol style="list-style-type: none"> 1. The Entrepreneurial Life. 2. Integrity, Ethics and, Social Entrepreneurship. 3. Starting a Small Business. 4. Franchising and Buyouts. 5. The Family Business. 6. The Business Plan: Visualizing the Dream. 7. The Marketing Plan. 8. The Organizational Plan: Teams, Legal Structures, Alliances, and Directors. 9. The Location Plan. 10. Understanding a Firm's Financial Statements. 11. Forecasting Financial Requirements. 12. A Firm's Sources of Financing. 13. Planning for the Harvest. 14. Building Customer Relationships. 15. Product and Supply Chain Management. 			

	<p>16. Pricing and Credit Decisions. 17. Promotional Planning. 18. Global Opportunities for Small Business. 19. Professional Management and the Small Business. 20. Managing Human Resources. 21. Managing Operations. 22. Managing the Firm's Assets. 23. Managing Risk in the Small Business. 24. ERS (Ethical, Responsible, Sustainable) in Small Business</p>
Teaching Methodology	<p>Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.</p>
Bibliography	<p>Compulsory reading</p> <ul style="list-style-type: none"> • Mariotti, Steve (2013), Entrepreneurship: Starting and Operating A Small Business, 3th, Pearson Education Limited, ISBN: 9780132784085. • Bamford, Charles E.(2010), Entrepreneurship: A small business approach, McGraw – Hill, ISBN: 9780073403113. • Carroll, Archie & Brown, Jill & Buchholtz, Ann (2017), Business & Society: Ethics, Sustainability & Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828 <p>Additional reading</p> <ul style="list-style-type: none"> • Scarborough, Norman M.(2018), Essentials of entrepreneurship and small business management, 9th, Pearson Education Limited, ISBN: 978-1292266022. • Byrd, Mary Jane (2008), Small business management: An entrepreneur's guidebook, 6th, McGraw - Hill / Irwin, ISBN: 9780073405070. • Hisrich, Robert D.(2010), Entrepreneurship, 8th, McGraw – Hill, ISBN: 9780071267687. • Cooney S. (2008) Green your Small Business: Profitable Ways to become an Ecopreneur, McGraw-Hill, ISBN: 978-0071602938 <p>Academic Articles</p> <ul style="list-style-type: none"> • Macbeth, J., Carson, D. and Northcote, J. (2004) Social Capital, Tourism and Regional Development: SPCC as a Basis for Innovation and Sustainability, Current Issues in Tourism. Vol. 7, No. 6, Pp. 502-522 https://www.tandfonline.com/doi/abs/10.1080/136835005040866820 • M. Isabella Leone & Paola Belingheri (2017) The relevance of Innovation for Ethics, Responsibility and Sustainability. Industry and Innovation. Vol. 24, No. 5, Pp. 437-

	<p>445. https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036</p> <ul style="list-style-type: none"> • Fornes, G., Monfort, A., Ilie, C., Koo, C. K. and Cardoza, G. (2019) Ethics, Responsibility, and Sustainability in MBAs. Understanding the Motivations for the Incorporation of ERS in Less Traditional Markets, Sustainability. Vol. 11, Pp. 1-22. https://www.mdpi.com/2071-1050/11/24/7060
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	