

Small Business Management & Entrepreneurship

Course Title	Small Business Management & Entrepreneurship											
Course Code	TMGT-210											
Course Type	This course serves as both Elective and Requirement, according to the program.											
	<table border="1"> <tr> <td>Culinary Higher Diploma</td> <td>Requirement</td> </tr> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Culinary Higher Diploma	Requirement	Hospitality Bachelor	Business Elective	Business Diploma/Bachelor	Business Elective	All Programs	General Elective		
Culinary Higher Diploma	Requirement											
Hospitality Bachelor	Business Elective											
Business Diploma/Bachelor	Business Elective											
All Programs	General Elective											
Level	Bachelor (1 st Cycle)											
Year / Semester	Year 2, B' Semester											
Teacher's Name	Dr Nicos Anastasiou											
ECTS	6	Lectures / week	3	Laboratories / week								
Course Purpose and Objectives	This course will introduce the students into the area of small business and into the role of the entrepreneur in the developmental success of a small business. Topics such as choosing the form of small business; how to start, acquire, or dispose of a small business, how to achieve goals through other people, and the ingredients for success are discussed.											
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the main elements of entrepreneurship and interpret what constitutes the business environment. 2. Demonstrate a clear understanding of the legal and social environment of business. 3. Distinguish the different types of business, their market positioning and identify the forms of business organization. 4. Conduct effective business research and critically evaluate business ideas 5. Comprehend the marketing strategies for small businesses. 6. Understand the processes for a new business venture, from producing a business plan to identifying capital resources. 7. Estimate the value of a business for sale. 8. Examine the current issues in small businesses. 											

Prerequisites		Required	Sophomore								
Course Content	<ol style="list-style-type: none"> 1. Elements of entrepreneurship 2. The environment of business 3. Failure and success in small business 4. Forms of business organization 5. Getting the right Idea 6. Family business 7. Preparing a feasibility study 8. Raising capital 9. Location & layout 10. Marketing 11. Human resource management 12. Inventory 13. Accounting 14. Business expansion 										
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.										
Mode of delivery	Face to face.										
Bibliography	Required										
	<ol style="list-style-type: none"> 1. Zimmerer, T., Scarborough, N. M., & Wilson, D. (2008). <i>Essentials of entrepreneurship and small business management</i> (5th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall. 										
	Recommended										
	<ol style="list-style-type: none"> 1. Longenecker, J. G. (2010). <i>Small business management</i> (15th ed.). Cincinnati: South-Western Publication 2. Scarborough, N. M., Zimmerer, T., & Wilson, D. (2009). <i>Effective small business management</i> (9th ed.). Harlow: Pearson Education. 										
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>			30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
30 – 50 %	Final Exam										
20 – 40 %	Mid –Term / Tests / Quizzes										
10 – 30 %	Assignments / Projects										
0 – 10 %	Class Attendance & Participation										
Language	English										

