

Global Learning Semesters

Course Syllabus

Course: ENTR-606 New Venture Creation

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-606	New Venture Creation	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

Prerequisites

None

Topic Areas

In addition, but not limited to, the students will be exposed to the following topics:

1. Characteristics of the Entrepreneur.
2. Sources of Opportunity.
3. Entrepreneurial Leadership.
4. Opportunity identification. Making the startup decision.
5. Creativity, Idea Generation, Segmentation, Market Research.
6. Financial analysis: break-even, cash flow, profitability.
7. The Business Plan.
8. Networking and Social Capital.
9. Risk management and the startup process.
10. Strategic alliances.

Readings and Resources

Recommended Reading

- Timmons, J. (1999). New Venture Creation: Entrepreneurship for The 21st Century, 5th Edition, McGraw-Hill.
- Birley, S. and Dan Muzyka (2000). Mastering Entrepreneurship. Financial Times, Prentice Hall.
- Bygrave, W. (ed.) (1996). Portable MBA in Entrepreneurship, 2nd Edition.
- Adams, R. (2002). A Good Hard Kick in the Ass: Basic Training for Entrepreneurs, Crown Business.
- Christensen, C. (May, 2000). The Innovator's Dilemma: The Revolutionary National Best Seller That Changed the Way We Do Business. Harper Business.
- Cadenhead, G. (April, 2002). No Longer MOOT: The Premier New Venture Competition From Idea to Global Impact. Remoir.
- A package with articles and other handouts will be also distributed to the students.