

Global Learning Semesters

Course Syllabus

Course: ENTR-609 Strategic Management for SMEs

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-609	Strategic Management for SMEs	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Completion of all Core Subjects
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

Prerequisites

Completion of all Core Subjects

Topic Areas

1. Assessment of the business environment to identify opportunities and threats.
2. Identification of the required characteristics of the various stages of a business process which add value to the customer/The Value Chain.
3. Selecting Generic Strategies appropriate for the stage at which a product/service relates to the various positions of the Life-cycle.
4. Resource based strategies.
5. New Product Development and Growth strategies.
6. The venture process and corporate strategy.
7. Innovation Management strategies.
8. The Strategic Management concept: an integrated process for following through the achievement of the business goals and objectives.
9. Venture organization and culture. Organic structures.
10. The ventureship cycle and its effect on the management needs. Leadership.

Readings and Resources

Reading Material

- McGrath, R.G. and MacMillan, I.C. (2000), Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty, Harvard Business School Press.
- David, F. (2003), Strategic Management, Concepts. Prentice Hall.
- David, F. (2003), Strategic Management, Cases, Prentice Hall.
- Hitt, M.A. et. Al (eds.), (2002). Strategic Entrepreneurship. Blackwell Publishing.
- Hitt, M.A., Amit, R. and Nixon, R. (2002). Creating Value. Blackwell Publishing.
- A package of relevant articles from journals such as: Creativity and Innovation Management; Entrepreneurship Theory and Practice; Family Business Review; Journal of Small Business Management, etc.