

## Global Learning Semesters

### Course Syllabus

Course: MBA-715 Entrepreneurship

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-715	Entrepreneurship	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

### Course Description

- Conceptual Foundation
- Foundation of Entrepreneurship
- Forms of Ownership and Franchising
- Building the Strategic Plan
- Putting the Strategic Plan to Work
- Women Entrepreneurship
- Preparation of Business Plan

### Instructor

Dr. Laurence Leigh

### Course Aims and Objectives

In the past, lifetime employment with a company was considered to be normal and expected by its employees. But things are different today due to the rapid changes in technology, increase in competition, and the reengineering and restructuring efforts of companies in order to survive. Today, small businesses are creating and providing many of the new jobs and it requires entrepreneurs to start small businesses. The objective of this course is to provide an understanding of entrepreneurship, new business planning issues, legal forms of ownership, franchises, sources of assistance and venture capital, and the development of a business plan.

### Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

## Evaluation and Grading

Mid-Term:	40%
Final Assignment	50%
Participation	10%

## Readings and Resources

### Required Textbook

Zimmerer, Thomas W. and Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, 2<sup>nd</sup> ed. New Jersey: Prentice Hall, 1998, ISBN 0-13-7272987

### Recommended Reading

- Lambing and Kuhl, Entrepreneurship, New Jersey: Prentice Hall, 1997.
- Entrepreneurial characteristics, strategic choice and small business performance; Small Business Economics Roper, Stephen; Aug 1998.
- Corporate entrepreneurship in network organizations: How subsidiary initiative drives internal market efficiency; European Management Journal Birkinshaw, Julian; Jun 1998.
- Entrepreneurship in a growth culture; Long Range Planning Curteis, Henry; Apr 1997.