



**THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT**  
**COURSE UNIT DESCRIPTION**

Course Unit Title	<b>BUSINESS VENTURES – FROM IDEA TO EXECUTION</b>	
Course Unit Code	MB725	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6.0 ECTS	
Course Unit Objectives	The objective of this course is to introduce the students to concepts, challenges and tools associated with the creation of New Technology Ventures. The course starts with an introduction to entrepreneurs & entrepreneurship and continues with methodologies for reviewing venture opportunities. Business model design & review methodologies are studied and implemented.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Identify the forces that affect the success of a new ventures with special emphasis on technology venture
	CILO 2	Evaluate the viability of new business opportunities
	CILO 3	Design and evaluate a Business Model
	CILO 4	Present a new technology company
	CILO 5	Critically evaluate the strength and weakness of the company's Business Model.
	CILO 6	Correlate knowledge of new business models to the New Internet Economy.
Name of Lecturer(s)	Dr. David Zvilichovsky	
Mode of delivery	Face to Face	
Prerequisites or co-requisites	None	
Course Content	1. Entrepreneurship and Entrepreneurs	CILO 1,2
	2. Factors affecting the success of early stage venture	CILO 1,2
	3. Frameworks for evaluating NTV opportunities	CILO 1,2,3
	4. Designing & Evaluating Business Models	CILO 2,3,4,5,6
	5. Networks, Externalities and Two side markets	CILO 2,3,4,5,6
	6. New economic forces in today's interconnected world (Long Tail, Free...)	CILO 2,3,4,5,6
	7. The Business Plan	CILO 2,
	8. Student Presentations	CILO 2,3,4,5,6
Recommended or required reading	<p><u>Textbooks:</u>  Anderson, C. (2008). <i>The Long Tail: Why the Future of Business is Selling Less of More</i>. Hyperion  Anderson, C. (2010). <i>Free: The Future of a Radical Price</i>. Random House Business Books.  Blank, S.G. (2005). <i>The Four Steps to the Epiphany, successful Strategies for Products that Win</i>. K &amp; S Ranch.  Byers, T., Dorf, R. &amp; Nelson, A. (2010). <i>Technology Ventures from Idea to Enterprise</i>. McGraw-Hill.  Clydesdale, G. (2009). <i>Entrepreneurial Opportunity, The right Place at the right Time</i>. Routledge  Osterwalder, a. &amp; Pigneur, Y. (2010). <i>Business Model Generation</i>. Wiley.  Sahlman, A.W., (1997). <i>How to Write a Great Business Plan</i>. Harvard Business Review.</p> <p><u>Reports</u>  The Startup Genome Reports.</p> <p><u>Papers</u>  Brynjolfsson, E., Hu, (Jeffrey) Y., Smith, D.M. (2010). <i>The Longer Tail: The</i></p>	

	<p><i>Changing Shape of Amazon's Sales Distribution Curve.</i></p> <p>Delmar F. &amp; Shane S., Does experience matter? The effect of founding team experience on the survival and sales of newly founded ventures, <i>Strategic Organization</i>, 2006 vol 4/3:</p> <p>Gompers, P., Lerner J., Scharfstein D. and Kovner A. (2010). "Performance Persistence in Entrepreneurship and Venture Capital." 98(1),</p> <p>Perez,C. (2009). <i>Technological revolutions and techno-economic paradigms, TOC/TUT Working paper No 20.</i></p> <p>Shampanier, K., Mazar, N., Ariely, D. (2007). <i>Zero as a Special Price: The True Value of Free Products, Marketing Science.</i> pp 742-757</p> <p>Srinivasan, R., Lilien, G. &amp; Rangaswamy, A. (2004). <i>First in, First out? The Effects of Network Externalities on Pioneer Survival, Journal of Marketing.</i> pp 41-58</p>
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class analysis; team work; student assignments & presentations.
Assessment methods and criteria	50% Course assignment 40% Presentation 10% Class Participation
Language of Instruction	English
Work Placement(s)	Not applicable