

## THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

### COURSE UNIT DESCRIPTION

<b>Course Unit Title</b>	Entrepreneurship & Innovation	
<b>Course Unit Code</b>	MB615	
<b>Type of Unit</b>	Elective	
<b>Level of Course Unit</b>	First cycle	
<b>Year of Study</b>	1, 2 or 3 year	
<b>Number of ECTS Credits</b>	3.0 ECTS	
<b>Class Contact Hours</b>	14	
<b>Course Unit Objectives</b>	<p>The objective of this course is to familiarise the students with the concepts of innovation and entrepreneurship, the characteristics of innovative organisations and individuals, the basics of entrepreneurship and start-up creation, the lean start-up methodology and the financing of innovation and start-up businesses in a practical way using real life case studies.</p> <p>In order to survive competitive threats and to stimulate public and consumer spending, the urgency for companies and organisations to innovate has grown. Furthermore, optimising the public and wider public sector requires thinking out of the box, creativity and innovation in the approach and processes. At the same time, uncertainty about future technology and market developments is increasing while globalization is offering ever more and larger opportunities to create viable businesses, start-ups and spin offs. Individuals and organisations need to be able to identify, take and develop the opportunity into a viable business idea / start-up.</p> <p>It is hoped that this course will excite and encourage students to get involved in innovation and entrepreneurship and either pursue a career in entrepreneurship through the creation of a start-up or a business or become intrapreneurs within their organisations and the public and wider public sector.</p>	
<b>Learning Outcomes</b>	The students completing the course should be able to:	
	CILO 1	Distinguish and apply the types of innovation and the sources of innovation as possible business opportunities. Analyse the innovation diffusion and innovation adoption processes and relate why innovations have varying acceptance times and who are the most likely first users.
	CILO 2	Analyse the concepts of social entrepreneurship and intrapreneurship and relate to examples, identify the characteristics of innovative and entrepreneurial individuals and organisations as well as the organisational culture fostering creativity and innovation. Apply the basic concepts of start-up creation, the lean start-up methodology and innovation and business financing.
	CILO 3	Appraise the importance of intellectual property as a business asset, the types of intellectual property rights (patents, trademarks, copyright, designs, etc) and the protection of intellectual property rights. Value the

		importance of intellectual property rights in the development of businesses and technology based enterprises
<b>Name of Lecturer</b>	Dr Anastasia Constantinou	
<b>Mode of delivery</b>	Face to Face	
<b>Prerequisites or corequisites</b>	The course can be taken alone or as part of the Entrepreneurship track (ie. All three entrepreneurship courses). In the latter case, it is recommended to take this course before the MB725 Business Ventures: From Idea to Execution and the MB750 Starting a New Business courses.	
Course Content	Introduction to Innovation:	CILO 1
	<ul style="list-style-type: none"> <li>• The types of Innovation</li> <li>• From incremental to radical innovation</li> <li>• Open, discontinuous and disruptive innovation</li> <li>• Sources of Innovation, looking at sources in terms of 'push' and 'pull' forces etc.</li> <li>• Innovation diffusion and adoption</li> </ul>	
	Introduction to entrepreneurship & start-ups:	CILO 2
	<ul style="list-style-type: none"> <li>• Entrepreneurship concepts</li> <li>• Intrapreneurship</li> <li>• Social Innovation</li> <li>• Characteristics of innovative and entrepreneurial individuals</li> <li>• Characteristics of organisations supporting creativity and innovation and innovation hindering factors.</li> <li>• Introduction to start-up concepts (pitching, pitch deck etc)</li> <li>• Introduction to the Lean start-up methodology</li> <li>• Innovation and Start-ups financing</li> </ul>	
	An introduction to Intellectual Property Rights (IPR) and Innovation management:	CILO 3
	<ul style="list-style-type: none"> <li>• Intellectual property as a business asset</li> <li>• Types of intellectual property rights (patents, trademarks, copyright, designs, etc)</li> <li>• Protection of intellectual property rights</li> <li>• Importance of Intellectual property rights in the development of businesses and technology based enterprises</li> </ul>	
Recommended or required reading	<i>Recommended reading (more reading suggestions and articles will be given during the course):</i> - Peter F. Drucker (2006), Innovation and Entrepreneurship, HarpersBusiness - Clayton M. Christensen (2011), The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business,	

	HarpersBusiness essentials Eric Ries (2011), The Lean Startup: How Today's Entrepreneurs use continuous innovation to create radically successful businesses, Crown Business of Crown Publishing Group.
Planned learning activities and teaching methods	Lectures, case studies, class discussion, group work and videos.
Assessment methods and criteria	Class participation (including in class group case study): 30% Individual assignment: 70%
Language of Instruction	English
Work Placement(s)	Not applicable