



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

Course Unit Title	<b>PLANNING &amp; STARTING A NEW BUSINESS</b>	
Course Unit Code	MB750	
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 aim of the Starting a New Business module is to offer the opportunity to MBAs to learn the methodology of setting a new business while examining all the legal, financial and managerial aspects for doing so, in an interactive way.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Transform an idea into a business model using scientifically sound methodologies.
	CILO 2	Examine business practices for start-ups in both national and international levels.
	CILO 3	Identify the basic legislation as well as funding resources available for start-ups.
	CILO 4	Apply in an effective manner business modeling and planning.
	CILO 5	Apply the key tools of business planning.
	CILO 6	Critically evaluate business plans from the perspective of the financier, investor and entrepreneurial manager.
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1.Introductory part Legislation Overview Planning and modeling	CILO 2, 3, 4,
	2.Business Planning - Part 1	CILO 5
	3.Structuring a venture	CILO 1, 2, 4,
	Business Planning - Part 2	CILO 4,5
	4.Business Plan – Part 3: Market Research	CILO 4, 5,2
	5.International Business E-business Structuring Introduce the “e” element to the BP	CILO 1, 2, 4
	6. Business Plan – Part 4: Marketing Plan	CILO 4,5
	7. Business Plan – Part 5: Financial Analysis	CILO 6, 5, 3, 2, 4
Recommended or required reading	<p><u>Textbooks:</u>  Collier, M. <i>Business model formulation – The value proposition</i>. Leuven University, Business Planning Group.  Osterwalder, A. &amp; Pigneur. Y. <i>An e-Business Model Ontology for Modeling e-Business</i>  Vahlne, J. (1977) <i>The Internationalization process of the firm – a model of knowledge development and increasing foreign market commitments</i>.  Vahlne, J. (2003) <i>Business Relationship Learning and commitment in the Internationalization Proces</i>”. <i>Journal of International Entrepreneurship</i> 1, 83-101.</p> <p><u>Journals/articles:</u>  Supply Chain Challenges: Building Relationships. <i>Harvard Business Review</i>,</p>	

	<p>00178012, Jul2003, Vol. 81, Issue7</p> <p>A model for the distribution channels planning process of Marcos Fava Neves</p> <p>How to transform an idea into business (Forbes article)</p> <p>Company incorporation and structure data.</p> <p>Complete Business Plan Guided template (For Assignments)</p> <p>Including: SWOT, Porter 5 forces, PEST analysis, business model and marketing plan explanations.</p> <p>Financial Planning (Chapter 17)</p>
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; problem sets; teaching experiments; team work; video case studies.
Assessment methods and criteria	<p>25% Class participation</p> <p>15% in class oral assessment (questions during the 5 class presentations)</p> <p>10% Business Communication exercise</p> <p>40% Group or Individual assignment on Business Plan</p> <p>10% Group in class Interactive Business Plan</p>
Language of Instruction	English
Work Placement(s)	Not applicable