



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	Technical Entrepreneurship	
Course Unit Code	AT900	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	Modular	
Semester	On demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is to teach the students about entrepreneurship in information technologies. The students will learn about methodologies like the lean startup model, and about the challenges of creating a new venture like running a team, doing sales, or raising investment.	
Class contact hours	28	
Minimum learning effort (in hours)	150	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Know about the lean startup model methodology
	CILO 2	Know about some of the issues and challenges of running an entrepreneurial team
	CILO 3	Learn about sales and marketing for new ventures
	CILO 4	Learn how to use the Mullins Seven Domains framework to describe and assess a new opportunity
	CILO 5	Understand how to use popular tools for assessing opportunities, such as SWOT analysis, Porter's 5 forces, the business model canvas and PESTEL Analysis
Name of Lecturer(s)	Stylios Kampakis	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	Introduction to the lean startup model	CILO 1
	Introducing tools for analysing new ventures: SWOT, Porter's 5 forces, PESTEL analysis, business model canvas, lean canvas, the value proposition canvas	CILO 5
	The innovator's dilemma	CILO 2
	The Mullins seven domains framework	CILO 4,5
	Introduction to sales and marketing for new ventures	CILO 4
	Designing and coding a website	CILO 2,3,4,5
Recommended or required reading	<p><u>Textbooks:</u></p> <p>Eric Ries, The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, Penguin, 2011</p> <p>Christensen, C., 1997, The Innovator's Dilemma, available in Christensen, C., Raynor, C., Dyer, M., Gregersen, J., Dyer, Jeff, & Gregersen, Hal B. (2011). Disruptive innovation: The Christensen collection, HBR Press</p> <p>Wasserman, N., 2012, The Founder's Dilemmas: Anticipating and avoiding the pitfalls that can sink a start-up,</p> <p><u>Optional textbooks:</u></p> <p>Rackham, N., 1995, SPIN®-Selling. Farnham: Gower.</p>	

	<p>Ross, A. and Tyler, M., 2011, Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com. PebbleStorm.</p> <p>Silk, A. J. (2006). What is marketing?. Harvard Business Press.</p> <p>Thiel, P., 2015, Zero to One: Notes on Start Ups, or How to Build the Future. London: Virgin Books.</p> <p><u>Articles & Journals:</u> <u>Online sources:</u></p> <p>https://www.mindtools.com/pages/article/mullins-seven-domains.htm</p> <p>http://theleanstartup.com/principles</p>
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; problem sets; team work; video case studies, team presentations, interactive online learning via Moodle (quizzes, assignments, forums)
Assessment methods and criteria	10% participation, 60% individual assignment, 30% exam
Language of Instruction	English
Work Placement(s)	Not applicable