

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT COURSE UNIT DESCRIPTION

Course Unit Code MB750 Type of Unit Elective Elective Everl of Course Unit Second cycle First / second year Second First / second Second Second Second First / Second Secon	Course Unit Title	DI ANN	ING & STARTING A NEW BUSINESS		
Type of Unit Elective Level of Course Unit Second cycle					
Level of Course Unit Second cycle					
Year of Study First / second year Semester On Demand					
Semester					
Number of ECTS Credits 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 planning. CILO 6 Critically evaluate 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 Course Content 1.Introductory part Legislation Overview Planning and modeling 2.Business Planning - Part 1 CILO 5 3.Structuring a venture CILO 1, 2, 4, 4 4.Business Planning - Part 2 CILO 4, 5, 2 4.Business Planning and part 1 S.International Business E-business Structuring lattroduce the "e" element to the BP 6. Business Plan - Part 4: Marketing Plan CILO 4, 5, 2 7. Business Plan - Part 5: Financial Analysis CILO 6, 5, 3, 2, 4 Recommended or required reading Recommended or required reading Recommended or required reading CILO 1, 2, 4, 8 Pigneur, Y, An e-Business Model Ontology for Modeling e-Business Vahlne, J. (1977) The Internationalization process of the firm — a model of knowledge development and increasing foreign market commitment in the Internationalization Proces*. Journal of International Entrepreneurship 1, 83 101.					
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	00178012, Jul2003, Vol. 81, Issue7		
	A model for the distribution channels planning process of Marcos Fava Neves		
	How to transform an idea into business (Forbes article)		
	Company incorporation and structure data.		
	Complete Business Plan Guided template (For Assignments)		
	Including: SWOT, Porter 5 forces, PEST analysis, business model and		
	marketing plan explanations.		
	Financial Planning (Chapter 17)		
Planned learning activities	Lectures; in-class discussion and debates; in-class exercises; problem sets;		
and teaching methods	teaching experiments; team work; video case studies.		
Assessment methods and	25% Class participation		
criteria	15% in class oral assessment (questions during the 5 class presentations)		
	10% Business Communication exercise		
	40% Group or Individual assignment on Business Plan		
	10% Group in class Interactive Business Plan		
Language of Instruction	English		
Work Placement(s)	Not applicable		