

Course Title	<b>Small Business Management</b>			
Course Code	<b>MBA 606</b>			
Course Type	<b>ELECTIVE</b>			
Level	<b>MASTER</b>			
Year / Semester	<b>YEAR 2 / SEMESTER 5 or 6</b>			
Teacher's Name	<b>Janell Komodromou</b>			
ECTS	<b>6</b>	Lectures / week	<b>3</b>	Laboratories / week
Course Purpose and Objectives	<p>This course provides specialized instructions on both theory and practical application of the small business principles necessary for the starting up and managing of a successful small business. The course is designed for students who want to evaluate going into business for themselves or working for a small business. Course content introduces students to a wide range of theories and good practices in such areas as sales and marketing, accounting and finance, human resource management, and various aspects of operation management.</p> <p><b><u>Course Objectives</u></b></p> <p>Describe the characteristics of small business.</p> <p>Recognize the role of small business in the economy.</p> <p>Understand the importance of diversity in the marketplace and the workplace.</p> <p>Suggest ways to court success in a small business venture</p> <p>Name the levels of social responsibility.</p> <p>Discuss how to establish a code of ethics for your business.</p> <p>Explain what a franchise is and how it operates.</p> <p>Describe types of new businesses and discuss the characteristics commonly shared by fast growth companies.</p> <p>Evaluate potential startups and suggest sources of business ideas.</p> <p>Explain the most important points to consider when starting a new business</p>			
Learning Outcomes	<p>Upon the successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>Identify essential management skills necessary for career success.</li> </ul>			

	<ul style="list-style-type: none"> <li>Describe the relationships of social responsibility, ethics, and law in business.</li> <li>Construct a business plan.</li> <li>Examine the role of strategic human resource planning in support of organizational mission and objectives.</li> </ul>										
Prerequisites	<table border="1"> <tr> <td><b>ALL COMPULSORY COURSES</b></td> <td>Required</td> </tr> </table>	<b>ALL COMPULSORY COURSES</b>	Required								
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Course Content	<p>Small Business: An Overview.</p> <p>The relationship of social responsibility, ethics and law in business.</p> <p>The role of Small Medium Enterprises (SMEs) in the Economy</p> <p>The business plan.</p> <p>Franchising.</p> <p>Starting a new business</p> <p>HR Issues for SMEs.</p> <p>Accounting and Finance for SMEs</p> <p>Small Business marketing: Strategy and research</p> <p>Small Business marketing: Product</p> <p>Small Business marketing: Place</p> <p>Small Business marketing: Price and Promotion</p> <p>Sustainability strategies for SMEs.</p>										
Teaching Methodology	Highly interactive class, with discussions on case studies, presentations of business plans and critical thinking. Visits to SMEs and invitation of SME owners to discuss their challenges, and ups and downs in starting their business.										
Bibliography	<ul style="list-style-type: none"> <li>Megginson, L. and Byrd M.J. (2018). Small Business Management: An Entrepreneur's Guidebook, 8th. McGraw Hill.</li> <li>Miraz, L. (2019). Business Management. Essential Ingredients for Success. Best Business Books.</li> </ul>										
Assessment	<table border="1"> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Case analysis (Indiv.)</td> <td>15%</td> </tr> <tr> <td>Project (group)</td> <td>25%</td> </tr> <tr> <td>Project Presentation</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Case analysis (Indiv.)	15%	Project (group)	25%	Project Presentation	10%	Final Exam	40%
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Language	English										