

Course Title	Entrepreneursrship			
Course Code	MBA 730			
Course Type	COMPULSORY			
Level	MASTER			
Year / Semester	Year 1 / Semester 4			
Teacher's Name	Marios Katsioloudes			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>The aim of this course is to tackle issues relevant to global entrepreneurship across borders. Students are expected to acquire an understanding of developing a new business based, not necessarily in their country, but in a more global marketplace. Emphasis is given on both the challenges and opportunities of global entrepreneurship. Additionally, the course enables students to understand the different types of entrepreneurial activities relevant to the size of organisations across the globe.</p>			
Learning Outcomes	<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Acquire an understanding of entrepreneurship in the global market. • Engage in developing ideas for global entrepreneurial activities. • Develop necessary skills for a successful entrepreneur. • Analyze the ways in which different countries develop different strategies for entrepreneurial activities. • Acknowledge the necessity of human resources in global entrepreneurial activities. 			
Prerequisites		Required		
Course Content	<p>Global Entrepreneurship and Global Business</p> <p>Some Key Determinants of Entrepreneurship</p> <p>Global Entrepreneurial Strategy</p> <p>International Business Plan</p> <p>Business Opportunities for Global Entrepreneurship</p> <p>Global Entrepreneurial Leadership Competencies</p>			

	<p>Exporting for Entrepreneurs: Twenty-first Century Strategies, Tools, and Support Services</p> <p>Global Economics and Finance</p> <p>Cross-Cultural Customs and Communication Styles</p> <p>A Knowledge Approach to Developing Global Entrepreneurs</p> <p>International Franchising and Other Forms of Entrepreneurship</p> <p>Going International? Alternative Modes of Entry for Entrepreneurial Firms</p> <p>Central and Eastern Europe Entrepreneurship: A Multilevel Risk Analysis</p> <p>Entrepreneurship in Emerging Markets</p> <p>Latin America</p> <p>China</p> <p>Direct Selling Worldwide: The Mary Kay Cosmetics Story</p>										
Teaching Methodology	Collaborative activities; case study analysis and discussion; problem-solving activities;										
Bibliography	<p>Main textbook:</p> <p>Carraher, S., and Welsh, D. (2021). <i>Global Entrepreneurship</i>. 4th Edition. Kendall Hunt Publishing.</p> <p>Suggested reading:</p> <p>Abrams, R (2017). <i>Entrepreneurship: A Real-World Approach</i>. 2nd Edition. PlanningShop.</p>										
Assessment	<table> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>15%</td> </tr> <tr> <td>Presentation</td> <td>15%</td> </tr> <tr> <td>Classwork (i.e. participation, quizzes, in-class activities)</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Midterm Exam	20%	Project	15%	Presentation	15%	Classwork (i.e. participation, quizzes, in-class activities)	10%	Final Exam	40%
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Language	English										