

Course unit title:	Innovation, Creativity and Enterprise Development I										
Course unit code:	MGT 320										
Type of course unit:	Optional										
Level of course unit:	Bachelor (1st Cycle)										
Year of study:	3										
Semester when the unit is delivered:	1 or 2										
Number of ECTS credits allocated :	6										
Name of lecturer(s):	Ms Irene Antoniou										
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Explain creative and innovative business ideas. • Appraise creative and innovative ideas and effectively sell the proposed business venture idea. • Evaluate the key risks facing the business venture. • Appraise alternative risk management solutions and develop an effective solution to potential risks. • Compose relevant knowledge, skills and competencies to articulate an appropriate strategic plan for the venture and develop a coherent and feasible Business Venture Proposal. • Assess the potential opportunities and risks associated with internet technologies and integrate these within the Business Venture Proposal. • Demonstrate effective communication skills and the ability to defend proposals in the light of critical appraisal. • Apply effective self and group leadership and management competencies. 										
Mode of delivery:	Face-to-face										
Prerequisites:	None										
Recommended optional program components:	None										
Course contents:	This course aims to introduce the key issues and concepts involved in creativity, innovation risk taking and personal aptitudes necessary to successfully establish and develop a new business venture.										
Recommended and/or required reading:	<p>Textbook</p> <p>Timmons, J.A. and Spinelli, S. (2007). <u>New Venture Creation</u>. 7th ed. McGraw Hill International.</p>										
Planned learning activities and teaching methods:	Through lectures, case study analysis and class discussion students are expected to enhance both the theoretical, as well as the applied knowledge on the various enterprise development aspects.										
Assessment methods and criteria:	<table> <tr> <td>Oral Presentation</td> <td>4%</td> </tr> <tr> <td>Class Participation</td> <td>5%</td> </tr> <tr> <td>Assignment</td> <td>6%</td> </tr> <tr> <td>Midterm Examination</td> <td>15%</td> </tr> <tr> <td>Final Examination</td> <td>70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
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Language of instruction:	English										
Work placement(s):	No										