

DEREE COLLEGE SYLLABUS FOR:		3/0/3						
MG 3033 NEW VENTURES CREATION – UK LEVEL 5		UK CREDITS: 15						
(Updated Fall 2021)								
PREREQUISITES:	None							
CATALOG DESCRIPTION:	New venture formation and entrepreneurship. Contemporary methods and best practices for the entrepreneur to plan, launch, and operate a new venture. Creation of a business plan.							
RATIONALE:	This course provides techniques, models and skills which are essential to the successful creation of a new business. By taking a holistic view of the new venture creation process, the course also offers students the opportunity to synthesise knowledge and skills drawn from a wide range of functional business areas.							
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Analyze the key issues related to new venture creation. 2. Analyze the milestones and related challenges in developing a new venture. 3. Create a business plan. 4. Demonstrate effective teamwork and presentation skills.							
METHOD OF TEACHING AND LEARNING:	In congruence with the learning and teaching strategy of the college, the following tools are used:  ➤ Class lectures, interactive learning, class discussions, video presentations, and practical problems solved in class. ➤ Exercises and primary source documents, which are reviewed in class ➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.  Use of Blackboard, where instructors post lecture notes, online quizzes assignment instructions, required readings, timely announcements, as well as additional resources.							
ASSESSMENT:	<b>Summative:</b> <table><tr><td>Written project: Business Plan. Team project; 4,500 - 5,000 words (peer evaluation and reflection)</td><td>90%</td></tr><tr><td>Presentation of the Business Plan, with a question/answer session after the presentation. Team presentation.</td><td>10%</td></tr></table> <b>Formative:</b> <table><tr><td>Creation of a business concept, creation of business model, case studies, experiential exercises</td><td>0%</td></tr></table> The formative practice sets aim to prepare students for the examinations and ensure that students are actively engaged during the term. The written project (business plan) tests Learning Outcomes 1, 2 and 3. The presentation tests Learning Outcome 4.		Written project: Business Plan. Team project; 4,500 - 5,000 words (peer evaluation and reflection)	90%	Presentation of the Business Plan, with a question/answer session after the presentation. Team presentation.	10%	Creation of a business concept, creation of business model, case studies, experiential exercises	0%
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Creation of a business concept, creation of business model, case studies, experiential exercises	0%							

<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <ul style="list-style-type: none"> <li>Allen. K. R. (2020). <i>Launching New Ventures: An Entrepreneurial Approach</i>. 8<sup>th</sup> edition, South Western, Cengage Learning.</li> </ul> <p><b>RECOMMENDED READING:</b></p> <p><b>A. BOOKS.</b></p> <ul style="list-style-type: none"> <li>Ries, E. (2011). <i>The Lean Startup: How Constant Innovation Creates Radically Successful Businesses</i>. London: Portfolio Penguin.</li> <li>Levi, D. (2014). <i>Group Dynamics for Teams</i>. Sage Publications, Inc. Thousand Oaks.</li> <li>Osterwalder, A. and Pigneur, Y. (2010). <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i>, Hoboken, NJ: John Wiley &amp; Sons.</li> </ul> <p><b>B. ARTICLES</b></p> <ul style="list-style-type: none"> <li>Bhatti, S. H., Santoro, G., Khan, J., &amp; Rizzato, F. (2021). Antecedents and consequences of business model innovation in the IT industry. <i>Journal of Business Research</i>, 123, 389-400.</li> <li>Breier, M., Kallmuenzer, A., Clauss, T., Gast, J., Kraus, S., &amp; Tiberius, V. (2021). The role of business model innovation in the hospitality industry during the COVID-19 crisis. <i>International Journal of Hospitality Management</i>, 92, 102723.</li> <li>Brinckmann, J., Grichnik, D., &amp; Kapsa, D. (2010). Should entrepreneurs plan or just storm the castle? A meta-analysis on contextual factors impacting the business planning–performance relationship in small firms. <i>Journal of Business Venturing</i>, 25(1), 24-40.</li> <li>Climent, R. C., &amp; Haftor, D. M. (2021). Value creation through the evolution of business model themes. <i>Journal of Business Research</i>, 122, 353-361.</li> <li>Cooper, R. G., &amp; Sommer, A. F. (2016). Agile-Stage-Gate: New idea-to-launch method for manufactured new products is faster, more responsive. <i>Industrial Marketing Management</i>, 59, 167-180.</li> <li>Delmar, F., &amp; Shane, S. (2003). Does business planning facilitate the development of new ventures? <i>Strategic Management Journal</i>, 24(12), 1165-1185.</li> <li>Dibrell, C., Craig, J. B., &amp; Neubaum, D. O. (2014). Linking the formal strategic planning process, planning flexibility, and innovativeness to firm performance. <i>Journal of Business Research</i>, 67(9), 2000-2007.</li> <li>Eisenmann, T. R., Ries, E., &amp; Dillard, S. (2012). Hypothesis-driven entrepreneurship: The lean startup. Harvard Business School Entrepreneurial Management Case, (812-095).</li> <li>Evans, S., Vladimirova, D., Holgado, M., Van Fossen, K., Yang, M., Silva, E. A., &amp; Barlow, C. Y. (2017). Business model innovation for sustainability: Towards a unified perspective for creation of sustainable business models. <i>Business Strategy and the Environment</i>, 26(5), 597-608.</li> <li>Fernandez-Guerrero R., Revuelto-Taboada L., Simon-Moya V. (2012). The business plan as a project: an evaluation of its predictive capability for business success. <i>Service Industries Journal</i>, 32(15), 2399-2420.</li> <li>Gasparin, M., Green, W., Lilley, S., Quinn, M., Saren, M., &amp; Schinckus, C. (2021). Business as unusual: A business model for social innovation. <i>Journal of Business Research</i>, 125, 698-709.</li> </ul>
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	<ul style="list-style-type: none"> <li>Ghezzi, A., &amp; Cavallo, A. (2018). Agile business model innovation in digital entrepreneurship: Lean startup approaches. <i>Journal of business research</i>.</li> <li>Gruber, M. (2007). Uncovering the value of planning in new venture creation: A process and contingency perspective. <i>Journal of Business Venturing</i>, 22(6), 782-807.</li> <li>Guga L., (2014). Research on investment estimation when deciding to start a new business. <i>Bulletin of the Transylvania University of Brasov. Series V: Economic Sciences</i>. 7(1), 85-88.</li> <li>Karlsson, T., &amp; Honig, B. (2009). Judging a business by its cover: An institutional perspective on new ventures and the business plan. <i>Journal of Business Venturing</i>, 24(1), 27-45.</li> <li>Klacmer C. M., Hovat J., &amp; Lalic M., (2014). Analysis of financial sources for start-up companies. <i>Management Journal of Contemporary Management Issues</i>, 19(2), 19-44.</li> <li>Lange, J. E., Mollov, A., Pearlmutter, M., Singh, S., &amp; Bygrave, W. D. (2007). Pre-start-up formal business plans and post-start-up performance: A study of 116 new ventures. <i>Venture Capital</i>, 9(4), 237-256.</li> <li>Pieroni, M. P., McAloone, T. C., &amp; Pigosso, D. C. (2019). Business model innovation for circular economy and sustainability: A review of approaches. <i>Journal of cleaner production</i>, 215, 198-216.</li> <li>Taran, Y., Boer, H., &amp; Lindgren, P. (2015). A business model innovation typology. <i>Decision Sciences</i>, 46(2), 301-331.</li> <li>Wirtz, B.W., Pistoia, A., Ullrich, S., G€ottel, V., (2016). Business models: origin, development and future research perspectives. <i>Long. Range Plan.</i> 49, 36-54.</li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<b>REQUIRED MATERIAL: N/A</b>  <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	Microsoft Office
<b>WWW RESOURCES:</b>	<a href="https://www.sba.gov/">https://www.sba.gov/</a> <a href="https://www.eui.eu/Research/Library/ResearchGuides/Economics/Statistics/DataPortal/Eurobarometer">https://www.eui.eu/Research/Library/ResearchGuides/Economics/Statistics/DataPortal/Eurobarometer</a> <a href="https://www.gemconsortium.org/">https://www.gemconsortium.org/</a> <a href="https://www.statistics.gr/">https://www.statistics.gr/</a> <a href="http://iobe.gr/">http://iobe.gr/</a> <a href="https://www.euromonitor.com/">https://www.euromonitor.com/</a> <a href="https://www.kickstarter.com/">https://www.kickstarter.com/</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>The Entrepreneur <ul style="list-style-type: none"> <li>Preparation to become an entrepreneur</li> <li>Opportunity creation and recognition</li> <li>Business concepts and models</li> <li>Feasibility analysis and business plan</li> <li>Ethical challenges</li> </ul> </li> <li>The environment <ul style="list-style-type: none"> <li>Industry analysis</li> <li>Market analysis</li> </ul> </li> <li>Creating and organizing the venture <ul style="list-style-type: none"> <li>Product development</li> <li>The founding team</li> <li>Organizational, legal and ethical issues</li> </ul> </li> </ol>

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|  | <ul style="list-style-type: none"><li>• Operations management</li><li>• Start-up costs</li><li>• Financing the new venture</li><li>• New venture marketing</li><li>• Planning for growth</li></ul> <p>4. Team and presentation skills</p> |
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