

DEREE COLLEGE SYLLABUS FOR:									
MG 3133 NEW VENTURE CREATION	UK Level: 5 UK Credits: 15 US Credits: 3/0/3								
(Revised: Spring 2019)									
PREREQUISITES:	MG 2003 Management Principles or MG 3034 Managing People and Organizations								
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:	The new venture is a vital component of the free enterprise system, providing much needed innovation, competition and employment. It is furthermore particularly relevant to the Greek business environment, where the small business sector is especially large. This course provides an important contextual basis for all business majors. Entrepreneurship is a career option chosen by many of our students, and the 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: <ol style="list-style-type: none"> 1. Analyze the key issues related to new venture creation. (analysis) 2. Analyze the milestones and related challenges in developing a new venture. (analysis) 3. Create a business plan. (synthesis) 4. Demonstrate effective teamwork and presentation skills. (application) 								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the College, the following tools are used: <ul style="list-style-type: none"> • Classes consist of: lectures, case studies, experiential exercises, and in-class discussion of related material. • Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course content. • Use of the Blackboard learning platform: in order to enhance the teaching and learning process, instructors may use the site to post their announcements, upload related course material, lecture notes, assignment instructions and additional resources. 								
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>Written project: Business Plan. Team project; 4,200 - 4,500 words</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Presentation of the Business Plan, with a question/answer session after the presentation. Team presentation</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Final Examination (2-hour): essay type</td> <td style="text-align: center;">40%</td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Creation of a business concept, case studies, experiential exercises</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative assessments aim to prepare students for the project and the examination. The written project (business plan) tests Learning Outcome 3. The presentation tests Learning Outcome 4. The final examination tests Learning Outcomes 1 and 2.</p>	Written project: Business Plan. Team project; 4,200 - 4,500 words	50%	Presentation of the Business Plan, with a question/answer session after the presentation. Team presentation	10%	Final Examination (2-hour): essay type	40%	Creation of a business concept, case studies, experiential exercises	0%
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<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> • Allen. K. R. (2012). <i>Launching New Ventures: An Entrepreneurial Approach</i>. 6th edition, South Western, Cengage Learning. <p>RECOMMENDED MATERIAL:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Blackwell, E. (2011). <i>How to Prepare a Business Plan: Create Your Strategy; Forecast Your Finances; Produce That Persuasive Plan</i>. Kogan Page Publishers. • Levi, D. (2014). <i>Group Dynamics for Teams</i>. Sage Publications, Inc. Thousand Oaks. • Osterwalder, A. and Pigneur, Y. (2010). <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i>, Hoboken, NJ: John Wiley & Sons. <p>B. ARTICLES</p> <ul style="list-style-type: none"> • Brinckmann, J., Grichnik, D., & 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. • Delmar, F., & Shane, S. (2003). Does business planning facilitate the development of new ventures? <i>Strategic Management Journal</i>, 24(12), 1165-1185. • 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. • 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. • 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. • Karlsson, T., & 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. • Klacmer C. M., Hovat J., & Lalic M., (2014). Analysis of financial sources for start-up companies. <i>Management Journal of Contemporary Management Issues</i>, 19(2), 19-44. • Lange, J. E., Mollov, A., Pearlmutter, M., Singh, S., & 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.
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Assignments presented using Word, Excel, and/or PowerPoint. Use of proper English, both oral and written. Use of effective presentation skills.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Microsoft Word, Excel, PowerPoint</p>
<p>WWW RESOURCES:</p>	<p>http://www.sba.gov</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. The Entrepreneur <ul style="list-style-type: none"> • Preparation to become an entrepreneur • Opportunity creation and recognition • Business concepts and models • Feasibility analysis and business plan 2. The environment

	<ul style="list-style-type: none">• Industry analysis• Market analysis <p>3. Creating and organizing the venture</p> <ul style="list-style-type: none">• Product development• The founding team• Organizational, legal and ethical issues• Operations management• Start-up costs• Financing the new venture• New venture marketing• Planning for growth <p>4. Team and presentation skills</p>
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