

Course title	Introduction to Management				
Course Code	CMGT-200				
Course type	Required				
Level	Diploma				
Year / Semester	1 st Year / 2 nd Semester				
Lecturer	TBA				
ECTS	6	Periods / Week	3	Practical / Week	N/A
Aims of the Course	The ultimate scope of this course is the analysis of the most important determinants that shape the beginning and eventual operation of a small business and the ways that employee and managerial ideas are turned into opportunities. Essentially, students will become aware of the content, nature and scope of entrepreneurship and its association with issues such as culture and diversity.				
Learning Outcomes	By the end of this course, students will be able to: 1. Illustrate entrepreneurial characteristics and behaviors and identify entrepreneurial and enterprise ambitions. 2. Present the evaluation of business idea to fully functional business enterprise. 3. Model the abilities to think of a business as a complex establishment, with all functional areas, roles and responsibilities. 4. Demonstrate the importance of entrepreneurship and enterprise and the context of entrepreneurship in international and global level.				
Prerequisites	NONE		Core Prerequisites	NONE	
Course Content	1. The Foundations of Entrepreneurship 2. Ethics and Social Responsibility: Doing the Right Thing 3. Creativity and Innovation: Keys to Entrepreneurial Success 4. Conducting a Feasibility Analysis and Designing a Business Model 5. Crafting a Business Plan and Building a Solid Strategic Plan 6. Forms of Business Ownership 7. Buying an Existing Business 8. Franchising and the Entrepreneur 9. Building a Powerful Bootstrap Marketing Plan 10. E-Commerce and the Entrepreneur 11. Pricing and Credit Strategies 12. Creating a Successful Financial Plan 13. Managing Cash Flow				

	14. Choosing the Right Location and Layout 15. Sources of Financing: Equity and Debt 16. Global Aspects of Entrepreneurship 17. Building a New Venture Team and Planning for the Next Generation																																														
Course Delivery	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																																														
Bibliography	Scarborough, N.M., Cornwall, J.R. (2019). Essentials of Entrepreneurship and Small Business Management: Global Edition, 9th Edition. Pearson Education. Starter Story Business idea database: https://www.starterstory.com/ideas Entrepreneur Magazine; https://www.entrepreneur.com/magazine																																														
Evaluation	<table><tr><td>50 %</td><td>Final Exam</td><td></td><td></td></tr><tr><td>0 – 40 %</td><td>Mid –Term / Tests / Quizzes</td><td></td><td></td></tr><tr><td>0 – 30 %</td><td>Assignments / Projects</td><td></td><td></td></tr><tr><td>0 – 20 %</td><td>Homework</td><td></td><td></td></tr><tr><td>0 – 10 %</td><td>Class Attendance & Participation</td><td></td><td></td></tr></table> Estimated student’s work time distribution in hours:<table><tr><th colspan="2">Contact hours</th><th colspan="2">Student’s private time</th></tr><tr><td>Lecture</td><td>39</td><td>Private study</td><td>39</td></tr><tr><td>Mid-Term Test</td><td>1</td><td>Homework / Assignments / Projects</td><td>42</td></tr><tr><td>Final Exam</td><td>2</td><td>Test preparation</td><td>9</td></tr><tr><td></td><td></td><td>Final Exam Preparation</td><td>18</td></tr><tr><td>Total:</td><td>42</td><td>Total:</td><td>108</td></tr></table>			50 %	Final Exam			0 – 40 %	Mid –Term / Tests / Quizzes			0 – 30 %	Assignments / Projects			0 – 20 %	Homework			0 – 10 %	Class Attendance & Participation			Contact hours		Student’s private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18	Total:	42	Total:	108
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Language of instruction	ENGLISH																																														