

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ECONOMICS AND MANAGEMENT		
<b>DEPARTMENT</b>	ACCOUNTING & INFORMATION SYSTEMS		
<b>LEVEL OF STUDY</b>	POSTGRADUATE		
<b>COURSE CODE</b>	<b>M103</b>	<b>SEMESTER</b>	SPRING 1 <sup>st</sup>
<b>COURSE TITLE</b>	<b>SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>HOURS PER WEEK</b>	<b>ECTS</b>	
LECTURES	2	4	
PRACTICE EXERCISES	1	2	
<b>COURSE TYPE</b>	Scientific Area		
<b>PREREQUISITE COURSES</b>	Business Management		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes (Only with project and/or essay)		
<b>COURSE URL</b>	<a href="https://exams-sod.the.ihu.gr/course/view.php?id=60">https://exams-sod.the.ihu.gr/course/view.php?id=60</a>		

### 0. LEARNING OUTCOMES

<p><b>Intended learning outcomes of the course</b></p> <p>The purpose of the course is to help students appreciate the key role played by small and medium-sized enterprises in the economies of small and large countries. In addition, it intends to investigate the critical issues of the establishment, development and management of small and medium enterprises. Finally, analyzing case studies, undertaking practical assignments and preparing a business plan will help students develop practical skills.</p> <p>Students, upon successful completion of the course, will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the economic and social environment in which SMEs operate.</li> <li>• Analyze the concepts of entrepreneurship and the entrepreneur as well as their characteristics.</li> <li>• Demonstrate sufficient knowledge of the tools and techniques of strategic management that are applied to small and medium enterprises.</li> <li>• Be able to apply innovation models to SMEs.</li> <li>• Be able to interpret the process of technological innovations in SMEs.</li> <li>• Implement the Total Quality Management in SMEs.</li> </ul>
<p><b>General Competences</b></p> <ul style="list-style-type: none"> <li>• Understanding of the complex and dynamic business environment</li> <li>• Promotion of free and creative thinking</li> <li>• Decision making</li> <li>• Sharpening of analytical and critical thinking skills</li> <li>• Work in an international environment</li> <li>• Promotion of free and creative thinking.</li> </ul>

## 0. COURSE CONTENTS

- Concept and role of small and medium enterprises in the economy
- Life cycle and structure of the SME
- Differences between large and small and medium enterprises
- SMEs in Greece and the EU
- Definition of entrepreneurship
- Definition and characteristics of the entrepreneur
- Entrepreneurship policies and support bodies
- Characteristics and trends of Entrepreneurship in Greece
- Business planning in SMEs
- Techniques of organizing themselves as managers as well as others
- Innovation process in SMEs
- Innovation Model Categories
- Concept and characteristics of the open innovation model
- Ways of commercializing innovation
- Technological change
- Technological innovations
- Long-term evolution of technology in an industry: Sigmoidal curves and Technological cycles.
- Total Quality Management and SMEs
- European model of Total Quality Management
- Contribution of Quality Management Systems to the effective organization and administration of SMEs.

## 0. TEACHING and LEARNING METHODS - EVALUATION

<b>MODE OF INSTRUCTION</b>	Face-to-face teaching in the classroom, Discussion of Practice Exercises, Weekly Assignments and Case Studies-Projects.																
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	PowerPoint Presentations Using ICT in teaching and Communicating with Students (Moodle).																
<b>TEACHING METHODS</b>	<table border="1"> <thead> <tr> <th style="text-align: center;"><i>Method</i></th> <th style="text-align: center;"><i>Workload per semester</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">26</td> </tr> <tr> <td>Practice Exercises Weekly Project</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Weekly Assignments or Preparation of Projects</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Analysis of Case Studies</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Final Project</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Independent Study</td> <td style="text-align: center;">65</td> </tr> <tr> <td><b>Total contact hours and training</b></td> <td style="text-align: center;"><b>150</b></td> </tr> </tbody> </table>	<i>Method</i>	<i>Workload per semester</i>	Lectures	26	Practice Exercises Weekly Project	13	Weekly Assignments or Preparation of Projects	13	Analysis of Case Studies	10	Final Project	20	Independent Study	65	<b>Total contact hours and training</b>	<b>150</b>
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<b>STUDENT PERFORMANCE EVALUATION</b>	Practical Exercises, Preparation of Projects, Preparation of Weekly Assignments, Analysis of Case Studies, Writing of Final Project (35%) Attendance/Participation in the course/Presentation of assigned tasks (5%) Final Exam with Multiple Choice and Developmental Questions (60%)
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## 0. PRESCRIBED TEXTS-REFERENCES

### ***In Greek***

- Goniadis Iraklis, (2022). Navigator in the uncharted waters of Entrepreneurship. Thessaloniki: Barbounakis Publications.
- Deakins David, Freel Mark, Edited by Pekka-Oikonomou Victoria, Hatzidimitriou Ioannis, (2014). Entrepreneurship and small Businesses. Athens: ROSILI Publications.
- Kanellopoulos K. Charalambos, (2000). Small and Medium Business Management and Entrepreneurship. Athens: Publisher: Center for European Management Studies.
- Kriemadis Athanassios, (2011) Entrepreneurship and small and medium service enterprises. Athens: Law Library Publications.
- Kyriazopoulos P., Vryzidis L., (2008). Introduction to entrepreneurship. Athens: Contemporary Publishing.
- Kyriazopoulos P., Terzidis K., (2000). Management of Small and Medium Enterprises in the 3rd Industrial Revolution. Athens: Contemporary Publishing.
- Lambropoulos Panagiotis, (2008). Entrepreneurship. Athens: Propompos Publications.
- Longnecker Justin, Moore Carlos, Petty William, (2005). Management of Small and Medium Enterprises. Athens: Hellenic Publications.
- Matsatsinis, Nikolaos, Grigoroudis Evangelos, Gaganis Chrysovalantis, Zopounidis Konstantinos, (2010). Development and Operation of Small and Medium Enterprises. Athens: Klidarithmos Publications,
- Meyer Earl C., Allen Kathleen R., (2004). Entrepreneurship and Small Business Management. Athens: Hellenic Publications.
- Murphy Michael, (1999). Management of Small & Medium Enterprises. Athens: Klidarithmos Publications.
- Paschos A. Georgios & Yovanis E. Nikolaos, (2012). Management of Small and Medium Enterprises. Thessaloniki: Echedoros Publishing.
- Petrakis Panagiotis, (2008). Entrepreneurship. Athens: Publisher Petrakis Panagiotis.
- Sarri K. Laspita St. (2022). Entrepreneurship and Business Plan. Thessaloniki: Tziola Publications.
- Scarborough, (2014). Management of Small and Medium Enterprises. Athens: ION Publishing Group.
- Siropolis Nicholas, (2001). Management of Small and Medium Enterprises. Athens: Papazisis Publications.
- Nikos Skoulas, (2008). The Small and Medium Entrepreneur's Handbook Athens: Publisher: Nikos Skoulas.
- Storey David, Greene Francis, Edited by Hassid Yosif, Fafaliou Irini, (2011). Entrepreneurship for small and medium enterprises. Athens: Kritiki Publications.

### ***In English***

- Corman, J., Lussier R. and Pennel L., *Small Business Management: A Planning Approach*. Latest edition Cincinnati, Ohio: Atomic Dog Publishing.
- Hodgetts R. and Kuratko D. *Effective Small Business Management*. Latest edition, New York: John Wiley and Sons Inc.
- Longnecker, J., Moore, C. and Petty, J. W. *Small Business Management*. Latest edition, South-Western Publishing Co.

Megginson, W. L., Byrd J. M. and Megginson L. C., (2000) *Small Business Management: An Entrepreneur's Guidebook*. Irwin McGraw Hill, 3rd Edition.  
Scarborough, N. and Zimmerer, T., *Effective Small Business Management- An entrepreneurial approach*. Latest edition New Jersey: Pearson Prentice Hall.

***Related Academic Journals***

Canadian Journal of Administrative Sciences

[Entrepreneurship & Regional Development](#)

[Entrepreneurship Theory and Practice](#)

[International Entrepreneurship and Management Journal](#)

[International Journal of Entrepreneurial Behaviour & Research](#)

**International Journal of Management Reviews**

[International Small Business Journal](#)

[Journal of Business Venturing](#)

[Journal of Entrepreneurship](#)

[Journal of International Entrepreneurship](#)

[Journal of Small Business and Enterprise Development](#)

Journal of Small Business Management

Review of Managerial Science

Small Business Economics

Small Business Management

Technology Analysis & Strategic Management

The International Journal of Management Education