

Course unit title:	E-Business Start-up
Course unit code:	INS606
Type of course unit: (Compulsory/optional)	Optional
Level of course unit: (First, second or third cycle)	Master (2 nd Cycle)
Year of study:	1 or 2
Semester when the unit is delivered:	2 or 3
Number of ECTS credits allocated:	8
Name of lecturer(s):	TBA
Learning outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Assess the features of successful and unsuccessful e-Businesses ideas. • Evaluate the technology required to support and integrate an effective e-Business strategy. • Employ reasoning and analysis to deal with critical questions for modern e-business development. • Identify the appropriate steps to set up and fund businesses based around e-Business ideas. • Define the project management and team building techniques to be applied for start-ups. • Create an e-Business plan for the e-Business opportunity that students have identified and researched. 	
Mode of delivery:	Face- to- face
Prerequisites and co-requisites:	None
Recommended optional program components:	None
Course Contents:	
<p>Objective: To introduce concepts, tools and approaches to e-Business. The course will help students to understand the ways in which companies use the Internet as a channel for conducting and expanding commerce.</p>	

This is related to general objectives 1 and 7 and to specific objectives 1, 2, 4, 5, 6, 7, 9 and 10.

Description:

Process:

Setting up a business including legal, financial, equity, promotion and practical issues involved with starting and growing a business.

e-Business ideas:

Brainstorming e-Business ideas within changing technology and market conditions and evaluating their feasibility.

Project management:

Project planning and project management for e-Business start-ups.

Critical success factors:

Growing the business, acquiring clients, managing teams, solving technical and human problems.

Case studies:

Case studies of successful and unsuccessful small businesses identifying technical, market and people reasons for success.

**Recommended
or
required reading:**

Jelassi, T., & Enders, A. (2008). Strategies for e-Business: Concepts and Cases, 2nd Edition. Prentice Hall

Amor, D. (2002). The E-Business (R)evolution: Living and Working in an Interconnected World, 2nd Edition. Prentice Hall.

Canzer, B. (2003). E-Business, Strategic Thinking and Practice. Houghton Mifflin.

McKeever, M. P. (2007). How to Write a Business Plan. NOLO.

Turban, E., King, D., Viehland, D., & Lee, J. (2006). Electronic Commerce: A Managerial Perspective. Pearson Education.

Papazoglou, P. M., & Ribbers, P. (2006). e-Business: Organizational and Technical Foundations. Wiley.

Fox, S. (2006). Internet Riches: The Simple Money-making Secrets of Online Millionaires. AMACOM.

Planned learning activities and teaching methods:	Class Instruction Consultation	<table border="1"> <tr> <td data-bbox="1036 247 1274 304">42 Hours</td> </tr> <tr> <td data-bbox="1036 304 1274 361">30 Hours</td> </tr> </table>	42 Hours	30 Hours	
42 Hours					
30 Hours					
Assessment methods and criteria:	Examinations Project/ Class Participation	<table border="1"> <tr> <td data-bbox="1079 443 1318 485">50%</td> </tr> <tr> <td data-bbox="1079 485 1318 527">50%</td> </tr> <tr> <td data-bbox="1079 527 1318 569">100%</td> </tr> </table>	50%	50%	100%
50%					
50%					
100%					
Language of instruction:	English				
Work placement(s):	No				
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia Computer Laboratory European University Cyprus, Nicosia				