

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS and BUSINESS ADMINISTRATION		
ACADEMIC UNIT/PARTICIPATING UNITS*	Department of Economics		
PARTICIPATING INSTITUTIONS**	-		
POSTGRADUATE PROGRAMME: TITLE OF POSTGRADUATE PROGRAMME	Innovative and Sustainable Entrepreneurship		
LEVEL OF STUDIES	Post-graduate		
COURSE CODE	KAE-03	SEMESTER	1st
COURSE TITLE	Entrepreneurship and Innovation		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	8
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge, Skills development		
PREREQUISITE COURSES:	None.		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek with readings in English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	To be announced		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is for students to understand the concept and importance of entrepreneurship, and to acquire knowledge and skills on the cycle of the entrepreneurial process: from identifying the opportunity, evaluating the business idea and creating a sustainable business model through the use of digital technologies to mobilizing resources, creating the company, managing its growth and exiting the business activity.</p> <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> - understand the role of the entrepreneur and the important role of SMEs in the economy - describe the profile of the entrepreneur and assess their potential as entrepreneurs - understand the challenges of entrepreneurship - identify opportunities and turn entrepreneurial ideas into viable businesses

- identify sustainable business models with a focus on: value propositions, customer segments, channels, customer relationships, revenue models, partners, resources and activities, and costs
- carry out strategic analysis for a start-up business
- compare alternative legal forms of business
- adequately evaluate an existing business (to be acquired)
- prepare a sound business plan and present it to an audience
- effectively manage the individual functions of the start-up or SME (finance, marketing, supply chain, human resources management)
- understand the requirements of all stages of the business process
- develop and present complete business plans

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>
<i>Production of new research ideas</i>	<i>Others...</i>

Decision-making, Teamwork, Generating new research ideas, Project planning and management, Respect for diversity and multiculturalism, Respect for the natural environment, Demonstrating social, professional and ethical responsibility and gender sensitivity.

(3) SYLLABUS

The course offers specialized knowledge on Entrepreneurship and Innovation. In particular, the course provides students with an economic, cultural, political and psychological approach to the creation and development of entrepreneurial initiatives. It helps students understand the business principles necessary in starting and operating a business by emphasizing the use of digital technologies to implement their business idea. Entrepreneurship is a course for students from a multitude of disciplines who are interested in exploring and developing the skills and attitudes necessary for the successful entrepreneur.

The specific objectives of the course are:

- To understand the concept and importance of entrepreneurship
- To understand the ecosystem of entrepreneurship and its constituent dimensions
- To acquire knowledge and skills relevant to all stages of the entrepreneurial process
- Understanding the concept and importance of innovation
- Understanding the sources of innovation and the importance of networks
- Acquiring the ability to develop processes for the creation of new products and services
- The ability to exploit the concepts of users as innovators, of innovation, of the open and discontinuous innovation
- Understanding of the concept of organisational culture, identification of the different variables and types of culture and the ability to develop an entrepreneurial mindset
- the identification of ways to develop networks and the composition of the founding team
- the explanation of the dynamics of the groups

- the development of skills for effective management of work teams
 - understanding the concepts of conflict and negotiation and developing ways of dealing and handling them
 - understanding and identifying healthy leadership, the concept of self-leadership and the importance of trust.

The ultimate goal of the course is to integrate students into the fundamentals of entrepreneurship and to integrate the knowledge gained in other related courses by examining contemporary practical issues of entrepreneurship.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance Learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of PowerPoint during lectures • Posting of educational material on the asynchronous tele-education platform in the classroom. • Provision of bibliographic references for study on the asynchronous tele-education platform at the course site. • Posting of information of interest and announcements related to the course on the asynchronous e-learning platform in the course area. • Communication via e-mail/eclass 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Traditional lectures	33
	Presentation using the Canvas Business Model	15
	Written assignment (business plan)	50
	Business Plan presentation	10
	Independent study	92
	Course Total	200
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students</i>	<p>The evaluation of students is based on the following criteria:</p> <ol style="list-style-type: none"> 1. Presentation of a business idea 2. Delivery of a written business plan paper 3. Delivery of a digital prototype 4. Written examinations <p>The final grade will be calculated as follows:</p> <ul style="list-style-type: none"> – Business idea presentation: 10% – Delivery of written assignment (business plan): 35%. 	

	<ul style="list-style-type: none"> – Delivery of digital prototype: 10% bonus – Written exam: 55% <p>Students will work in groups for their assignment. The assignment, which is MANDATORY, consists of identifying a business idea and a viable business model and developing a complete business plan for a new venture.</p> <p>The deliverables of the assignment consist of:</p> <ul style="list-style-type: none"> - Presentation of the business idea, business opportunity and business model - Development of a complete business plan, including the development of a full business plan. - Design of a digital prototype <p>The assessment language is Greek.</p>
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(5) RECOMMENDED BIBLIOGRAPHY

Adams, R., Spinelli, S., Παπαδάκης, Β. (2015) Δημιουργία νεοφυών επιχειρήσεων, Επιχειρηματικότητα για τον 21ο αιώνα, Εκδόσεις Utopia

Mariotti, S. & Glackin, C. (2016) ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ & ΔΙΟΙΚΗΣΗ ΜΙΚΡΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ, 2η Έκδοση, Εκδόσεις Τζιόλα.

Neck, H., Neck, C., Murray, E. (2020) Επιχειρηματικότητα, Νοοτροπία και πρακτική, Εκδόσεις Κριτική

Tidd, J. & Bessant, J. (2021) “Managing Innovation”, Wiley, 7th ed.

Tidd, J. & Bessant, J. (2014) “Strategic Innovation Management”, Wiley

Academic Journals

Entrepreneurship Theory and Practice, Journal of Business Venturing, Strategic Entrepreneurship Journal, Entrepreneurship and Regional Development, Family Business Review, International Journal of Entrepreneurial Behaviour and Research, International Small Business Journal, Journal of Small Business Management, Small Business Economics