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-04	SEMESTER	1st
COURSE TITLE	Special Topics on Innovation		
INDEPENDENT TEACHING ACTIVITIES *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*		WEEKLY TEACHING HOURS	CREDITS
		3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Specialised general knowledge, Skills development		
PREREQUISITE COURSES:	Entrepreneurship and Innovation		
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

Learning outcomes

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.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course students will be able to cope with the basic principles of innovation and will be able to combine the knowledge they have acquired from previous courses, to discuss and critically analyse issues related to the creation and promotion of new products / services as well as to evaluate new business ventures and innovation strategies. Specifically, students will be able to understand and analyse topics related to:

- The basic concepts that underpin innovation management.
- The identification of sources of innovation and technology
- Understanding the innovation process, and the corresponding innovation inputs and outputs

- The analysis of the scope of innovation strategies (open innovation strategies, development of in-house innovation activities, outsourcing of innovation activities)
- Topics related to intellectual property rights management
- The emergence of new technologies (eg artificial intelligence) as catalysts in shaping the innovation process, and specifically regarding the decision-making process and the creation of new products / services.
- The development of critical analysis skills and presentation of case studies

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?

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

Search for, analysis and synthesis of data and information using of the appropriate technology, adapting to new situations, Decision-making, Production of new ideas, Criticism and self-criticism, team-working, free, creative and inductive thinking.

(3) SYLLABUS

The course offers specialized knowledge on Special Topics on Innovation. In particular, the course aims to provide students with the necessary knowledge and skills to understand concepts related to technology and innovation, and how they affect in economic, administrative and organizational terms, the overall formation of business strategy and performance. Theoretical models are analysed and learning tools are used to investigate and understand the field of Innovation and Technology Management.

The purpose of the course is for students to understand those factors that (i) influence the decision-making process throughout the innovation process, (ii) shape the choice of optimal innovation strategies and (iii) the respective favourable creation environments and development of new products and services.

The course is developed around the following modules:

- Innovation and business performance
- Product / technology life cycle
- The categories and types of innovation
- The process and sources of innovation
- Business Strategy and Innovation Management - Innovation Opportunities
- Management of IPR
- Digital Innovation - platforms, networks, technologies
- Organizational skills for innovation development
- Business models and innovation
- Commercial exploitation and diffusion of Innovation
- Open Innovation and Collaborations

(4) TEACHING and LEARNING METHODS - EVALUATION

<table>
<tr><td>DELIVERY
Face-to-face, Distance learning, etc.</td><td>Distance Learning</td></tr>
<tr><td>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students</td><td>• Use of PowerPoint during lectures
• Posting of educational material on the asynchronous e-learning platform in the course area
• Provision of bibliographic references for study on the asynchronous tele-education platform at the course site
• Use of videos and podcasts
• Posting of information of interest and announcements related to the course on the asynchronous e-learning platform in the classroom
• Communication via e-mail/eclass</td></tr>
<tr><td>TEACHING METHODS
The manner and methods of teaching are described in detail.
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.

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</td><td>
<table>
<tr><th>Activity</th><th>Semester workload</th></tr>
<tr><td>Traditional lectures</td><td>39</td></tr>
<tr><td>Group assignment (economic analysis of sources and impact of an existing innovation)</td><td>43</td></tr>
<tr><td>Innovation Game?</td><td>21</td></tr>
<tr><td>Independent study</td><td>47</td></tr>
<tr><td>Course Total</td><td>150</td></tr>
</table>
</td></tr>
<tr><td>STUDENT PERFORMANCE EVALUATION
Description of the evaluation procedure

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

Specifically-defined evaluation criteria are given, and if and where they are accessible to students</td><td>The final grade will be based on students performance on the following:
- Group assignment: 35%
- Group presentations: 10%
- Written exams:55%
- Innovation Game: 10% Bonus</td></tr>
</table>

(5) RECOMMENDED BIBLIOGRAPHY

I. J. Tidd , J. Bessant (2018). Στρατηγική Διοίκηση Καινοτομίας, Εκδόσεις Broken Hill-Πασχαλίδης

II. M. Schilling (2018) «Στρατηγική Διοίκηση της Καινοτομίας», Εκδόσεις Broken Hill-Πασχαλίδης

III. Teaching Material available at course's e-class (slides, case studies, etc.)

Gkypali, A. and Roper, S. (2024). "Innovation and sales growth intentions among the solopreneurs: The role of experience and entrepreneurial self-efficacy", *Technological Forecasting and Social Change*, 200, 123201.

Gkypali, A., Filiou, D and Tsekouras, K. (2017). "R&D collaborations: Is diversity enhancing innovation performance?", *Technological Forecasting and Social Change*, 118, 143-152

Hewitt-Dundas, N., Gkypali, A., and Roper, S. (2019). "Does learning from prior collaboration help firms to overcome the 'two-worlds' paradox in university-business collaboration?, *Research Policy*, 48, 1310-1322

Dimakopoulou, A. Gkypali and K. Tsekouras (2024), "Technological and non-technological innovation synergies under the lens of absorptive capacity efficiency", *Journal of Business Research*, vol. 176, 114593

Related Academic Journals:

Indicatively: Business Strategy and the Environment, Journal of Business Research, Long Range Planning, Technological Forecasting and Social Change, Research Policy, Journal of Product Innovation Management, Technovation