



COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Technology		
ACADEMIC UNIT	Department of Environmental Sciences		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	AE707	SEMESTER	7th
COURSE TITLE	INTRODUCTION to ENTREPRENEURSHIP		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Teaching Hours		3	4
COURSE TYPE	Skills development		
PREREQUISITE COURSES	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uth.gr/courses/ECON_U_137/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>The course introduces students to the concepts of entrepreneurship and innovation. Modern businesses are constantly challenged to innovate in order to operate successfully in an unstable and ever-changing economic, technological and social environment. The operation of modern businesses is influenced by, among others international competition, financial markets and the volatile behaviour of customer-consumers. The contemporary business environment presents new opportunities for growth and, at the same time, new risks to the viability of any business. The course aims to develop students' understanding of the activities related to the identification of opportunities and the effective operation of businesses. Furthermore, it aims to impart basic knowledge of business economics, while emphasizing the contribution of innovation and entrepreneurship to the success of a business. The course provides students with the opportunity to develop creative thinking skills and competencies, so as to promote creative thinking and innovation within a business. Specifically, the objectives of the course are to present to students the value of entrepreneurship and innovation for the development of a modern business; to help students understand the process of designing, implementing, managing and operating a new innovative business in the international environment; to introduce students to the process of creating innovative business ideas; to help students to understand the opportunities offered through entrepreneurship and innovation.</p> <p>Upon successful completion of the course, students will have acquired the necessary knowledge, skills and competence, and will be able to:</p> <ul style="list-style-type: none">• Comprehend modern issues of technical and economic organization and operation of enterprises.• Design, operate, manage, financially support and control a modern business.• Apply methods of generating innovative ideas and techniques of screening/selection of ideas.• Link innovation to the strategy of an enterprise.• Understand how innovation is transformed into a product/service.
General Competences
<ul style="list-style-type: none">• Working independently• Team work• Search for, analysis and synthesis of data and information, with the use of the necessary technology• Adapting to new situations• Decision-making• Working in an international environment• Project planning and management

(3) SYLLABUS

- Analysis of the concepts of entrepreneurship and innovation.
- Characteristics, competencies and skills of the successful entrepreneur.
- Creating a new business and a business action plan.
- Agencies and institutions that support entrepreneurship.
- Models and methods of innovation development.
- Creative thinking and innovation.
- Innovation in the process of producing products and services, in marketing, innovation marketing.
- Financing innovation.
- Benchmarking of innovative solutions, technology assessment.
- Intellectual property management.
- Change management.
- Knowledge management.

(4) TEACHING and LEARNING METHODS – EVALUATION

DELIVERY	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none">• Use of PowerPoint slides• View material in video• Communication with students via e-mail• Use of asynchronous distance learning (e-class)	
TEACHING METHODS	Activity	Semester workload
	Lectures	39
	Study and analysis of bibliography	41
	Essay writing	20
	Course total (25 hours workload per credit)	100
STUDENT PERFORMANCE EVALUATION	<p>Students' performance is evaluated in the Greek language. The final grade is determined by:</p> <ul style="list-style-type: none">• A written exam (at the end of the semester) that contributes 70% to the final grade, applying one or more of the following evaluation methods: Multiple choice questions, short-answer questions, problem solving.• Elaboration and delivery of an individual written assignment (in the 2nd half of the semester) that determines 30% of the final grade. Students may present their assignment in class. <p>Final Grade = 70% Exam Grade + 30% Assignment Grade</p>	

(5) ATTACHED BIBLIOGRAPHY

- Kyriazopoulos, P., Vryzidis, L. (2008) *Introduction to Entrepreneurship*. Athens: Synchroniekdotiki Ltd. (in Greek)
- Lambropoulos, P. (2008) *Entrepreneurship*. Athens: Propobos Publications. (in Greek)
- White, M.A., Bruton, G.D. (2010) *The Strategic Management of Technology and Innovation*. Athens: KRITIKI Publishing S.A. (in Greek)