

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3105404	SEMESTER OF STUDY	4
COURSE TITLE	ENTREPRENEURSHIP AND INNOVATION		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures, Workshops		5 (3L+2W)	6
COURSE UNIT TYPE	SPECIAL INFRASTRUCTURE		
PREREQUISITES:			
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	NO		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=90		

2. LEARNING OUTCOMES

Learning Outcomes

The course is the basic introductory course to the concepts of entrepreneurship and innovation. The contemporary, fast-changing economic, technological and social environment, which is formed by factors such as the globalization, the competition, the money markets, the innovation, as well as the consumers' habits and preferences, establish the framework, within which, new chances for development appear, while, at the same time, new risks are generated.

The course aims at the students' introduction to the concepts of entrepreneurship and innovation.

To be more exact, the course aims at the understanding, for the students' part, of those activities and actions that relate to the detection of opportunities, as well as the enterprises' effective operation.

Furthermore, the course aims at the communication of basic knowledge of the enterprises' economy, while the contribution of innovation and entrepreneurship to economy is also presented.

Upon successful completion of the course, students will be able to:

- a) know subjects concerning the enterprises' technical and functional support
- b) know the enterprises' organization and structure

- c) recognize and understand information concerning the technical and economic situation of the branch within which the enterprise operates
- d) effectively cooperate with their colleagues, due to their participation in working groups during the course
- e) meet professionals and this is a situation that creates perspectives concerning their employment in the future
- f) reinforce their creativity through the implementation of business plans
- g) develop abilities relevant to business
- h) develop research ability in business environment
- i) cultivate their judgment and their abilities on decision making in matters concerning the solution of practical problems
- j) recognize investment and developmental incentives
- k) recognize and utilize incentives concerning business at the beginning of their career
- l) utilize business opportunities arising from the presentation of complete work at a wide spectrum of professionals.

General Skills

1. Individual work
2. Teamwork
3. Quest, analysis and synthesis of data and information
4. Adapt to new situations
5. Decision making

3. COURSE CONTENTS

- The course is organized around topics such as:
1. Analysis of the meaning of Entrepreneurship and Innovation.
 2. Theoretical approach of Entrepreneurship and Innovation.
 3. Entrepreneurship and modern economical environment.
 4. Building new company.
 5. Business action plan: business description, market and competition, strategic marketing, functional organization, financing needs, assessment control of the firm and the businessman.
 6. Communities and statutes that reinforce entrepreneurship.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	

TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Class work/Workshop	26
	Preparation of Individual Project	30
	Independent and Directed Learning	55
	TOTAL	150
ASSESSMENT METHODS	I. Final Examination (60%), which includes: - Multiple choice questions - topics for elaboration II. Individual Project(s) (40%)	

5. RESOURCES

- *Recommended Book Resources:*

- Kyriazopoulos, P. – Vryzides, L. (2008). *“Entrepreneurship: Introduction”*, Sygchroni Ekdotiki Publishing, Athens. (in Greek)
- Lampropoulos, P. (2008). *“Entrepreneurship”*, Propobos Publishing, Athens. (in Greek)
- Karteranis, X. (2015) *“Entrepreneurship”*, Athens. (in Greek)