

COURSE OUTLINE [ENTREPRENEURSHIP AND INNOVATION]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	DE0111	SEMESTER	
COURSE TITLE	ENTREPRENEURSHIP AND INNOVATION		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures, Essay, Presentation	3	6	
COURSE TYPE	General Background Course (Elective)		
PREREQUISITE COURSES:	N/A		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.uom.gr/mba/neo-programma-spydon#undefined1		

2. LEARNING OUTCOMES

Learning outcomes
<p>As part of the course, students are expected to:</p> <ul style="list-style-type: none">• Acquire and enrich their knowledge about the alternative definitions of entrepreneurship and innovation and consolidate information about the forms of entrepreneurship (opportunity, necessity and high-end entrepreneurship), the forms of innovation (Management, Technology, Services, etc.), the funding and grant frameworks for business activities, mentoring procedures, coaching and entrepreneurship support and assistance agencies.• Demystify entrepreneurship through knowledge that will minimize the fear of business establishment and business failure. This is achieved through knowledge that contributes to understanding but also to dealing with the obstacles that the complexity of business poses to self-employment.• Understand the different forms of business entities, they will be informed about the procedures for establishing businesses by legal form and about the tax specifics by type of books kept, income and profits. Likewise, students will consolidate the utility of growth laws, e-business, the Business Plan and the Business Canvas tool.• Realistically identify business opportunities by assessing the business environment, identify products and services that are needed in the market, develop future balance sheets for any potential business activity to identify cost centers and sources of profit, successfully complete a process costing and invoicing.• Register their copyrights, manage the legal framework for patents and become familiar with patenting procedures.• Seek professional rehabilitation through self-employment.
General Competences
<p>The course aims to provide students with the following general skills:</p> <ul style="list-style-type: none">• Ability to manage innovation.• Ability to plan the creation of a new product or service.• Ability to identify business islands or investment opportunities.• Business planning and business plan development ability to ensure the profitability of the venture as much as possible.• Ability to choose the most favorable legal form.• Ability to handle the paperwork required to establish a business entity.

- Ability to use new tools and technologies to enhance competitiveness and promote products/services.
- Ability to seek and utilize grant frameworks.
- Ability to use social networks.

In particular, the student will develop the following general skills

<i>Search, analysis and synthesis of data and information, using the necessary technologies</i>	X	<i>Generating new research ideas</i>	X
<i>Adaptation to new situations</i>	X	<i>Project planning and management</i>	X
<i>Decision-making</i>	X	<i>Respect for diversity and multiculturalism</i>	X
<i>Autonomous work</i>	X	<i>Respect for the natural environment</i>	X
<i>Group work</i>	X	<i>Demonstrating social, professional and ethical responsibility and sensitivity to gender issues</i>	X
<i>Work in an international environment</i>	X	<i>Exercise critical thinking and self-criticism</i>	X
<i>Work in an interdisciplinary environment</i>	X	<i>Promotion of free, creative and inductive thinking</i>	X

3. SYLLABUS

- Global and Domestic Business Environment Analysis. Review and Outlook. Presentation and Analysis of Reports and Studies on Entrepreneurship of Domestic and International Organizations. Identifying Mega Trends and Business Opportunities/Risks.
- Incentives and Disincentives for the Development of Entrepreneurship.
- Conceptual Approach to Entrepreneurship. Forms of Entrepreneurship. Measuring Entrepreneurship, Opportunity Entrepreneurship, Necessity Entrepreneurship, High Potential Entrepreneurship.
- Measures to Enhance Entrepreneurship, Profile of a Greek Entrepreneur, Factors Affecting Business Activity.
- Enhancing and Supporting Innovation and Entrepreneurship in the wider region as well as at the Territory level: Thessaloniki Chamber of Commerce and Industry (E.B.E.T.), Association of Industrialists of Northern Greece (S.B.V.E.), Association of Exporters (S.E.V.E.), Professional Chamber, Business Innovation Centers (B.I.C), EOMMEX, Alexandria Innovation Zone, IT Business Association, General Secretariat of Industry of the Ministry of Development (G.G.B), General Secretariat of Research and Technology (G .G.E.T.), Institute of Informatics and Communications Technologies (IPTIL), Technological Parks and Technological Park of Thessaloniki, Incubators, Institute of Technological Applications (I.T.E.), Single Center for Research and Technological Development (E.K.E.T.A). MoKE Innovation and Entrepreneurship Units. Incubators and Technology Parks.
- Alternative Forms of Financing and Granting Business Plans with an emphasis on the various forms of Equity Capital Increase, Crowd Funding, to Sale and Lease Back, Business Angels and the Split process. The secrets of different forms of equity capital growth.
- Update on the actions to support Innovation and Entrepreneurship. NSRF Competitiveness and Innovation Program. Program for the Digital Convergence of the NSRF. GGET programs.
- Tax, Insurance Obligations and Capital Obligations by Legal Form.
- Causes of Business Failure and Recovery Procedures.
- Electronically Assisted Development of Business Plan and Business Model Canvas.
- Business Contract Negotiation Techniques.
- Sustainability and Green Entrepreneurship as Competitive Advantages.
- Augmented Reality, Virtual Reality and Entrepreneurship.
- Big Data Analysis and Entrepreneurship.
- Artificial Intelligence, Internet of Things and Entrepreneurship.

- Alternative Forms of Bankruptcy of a Business.
- Procedures, Legal Framework and E-Business Development Plan.
- Procedures and Technologies to Support Internationalization Actions of Business Activity.
- Identification description and Analysis of Innovative Businesses (e.g. MRE -Meals Ready to Eat products, Edible Flowers, Pseudocereals, Very Long Lasting Foods, Super Foods).
- Forms of Innovation. Technological Innovation, Managerial Innovation. Innovation in Service Delivery. Strategic Innovation Management.
- Legal Framework and Procedures for Registration of Inventions – Patent.
- Innovation and its adoption as a competitive advantage.
- The process of planning, implementing and enhancing innovation.
- The process of developing new products and services.
- Entrepreneurship and the establishment of a new business.
- Entrepreneurship and the creation of business models.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face / Distance Learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Learning process support through the e-class online platform	
TEACHING METHODS	Activity	Semester workload
	Lectures	39
	Exercises	26
	Interactive teaching	25
	Writing assignment	30
	Presentation of the assignment	20
	Elaboration of Study	20
	Course total	160
STUDENT PERFORMANCE EVALUATION	<p>The overall score consists of the sum of three components:</p> <ul style="list-style-type: none"> • Written exam with multiple choice questions and short answer questions (5 credits) • Group-work assignment (4 credits) • Class participation (1 credit) <p>Assessment purpose: Assessing the level of understanding of the basic elements of the course.</p> <p>Evaluation criteria: The correctness, completeness, clarity and critical evaluation of the answers.</p>	

2. ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

1. **Deakins, D. & Freel, M., (2012)**, "Επιχειρηματικότητα", μετάφραση Β. Πέκκα – Οικονόμου, Ι. Χατζηδημητρίου, Ν. Εκδόσεις Rosili. ISBN: 978-618-5131-01-2.
2. **A. Osterwalder & Yves Pigneur, (2010)**, «Ανάπτυξη Επιχειρηματικών Μοντέλων», Εκδόσεις Παπασωτηρίου, ISBN: 978-960-491-027-4.
3. **Δ. Γεωργακέλος & Σ. Καρβούνης, (2016)**, «Διαχείριση Τεχνολογίας και Καινοτομίας», Εκδόσεις Βαρβαρήγου, ISBN: 978-960-7996-55-8.
4. **M. A. White & G.D. Bruton, (2010)**, σε επιμέλεια Γ. Καλογήρου, Α. Πρωτόγερου και Α. Κωνσταντέλου, Στρατηγική Διοίκηση της Τεχνολογίας και της Καινοτομίας, Εκδόσεις Κριτική, Αθήνα ISBN: 978-960-218-674-9
5. **A. Thompson JR, A.J. Stricland III, J.E. Gamble, (2010)**, "Σχεδιασμός και Υλοποίηση Επιχειρησιακής Στρατηγικής", Εκδόσεις Utopia, ISBN: 978-960-99280-0-7
6. **Καραγιάννης, Ηλίας Γ., Μπακούρος, Ιωάννης Λ., (2010)**, «Καινοτομία και επιχειρηματικότητα, Θεωρία – πράξη», Εκδόσεις Σοφία.
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8. **David J. Storey, Francis J. Greene, (2011)**, Ιωσήφ Χασσιδ, Ειρήνη Φαφαλιού, «Επιχειρηματικότητα για μικρές και μεσαίες Επιχειρήσεις» Εκδόσεις Κριτική, Αθήνα ISBN: 978-960-218-740-1
9. **D. Eitman, A. Stonehill, M. Moffet, (2016)**, σε μετάφραση Γ. Γρηγορίου και Η. Οικονόμου και Επιμέλεια Ν. Απέργης, «Διεθνής Διοικητική των Επιχειρήσεων», Εκδόσεις Πεδίο, ISBN: 978-960-546-686-2
10. **Βουδούρη Ε., (2005)**, «Η Πρόκληση του 'Επιχειρείν'- Εμπειρία από την Πράξη», Εκδόσεις Ι. Σιδέρης.
11. **Πιπερόπουλος Π., (2007)**, "Επιχειρηματικότητα, Καινοτομία και Business Glasters", Εκδόσεις Πανεπιστήμιο Μακεδονίας, Θεσσαλονίκη.
12. **Γεωργαντά Ζωή, (2007)**, «Επιχειρηματικότητα και Καινοτομίες», ISBN 9605160226
13. **Λαμπρόπουλος Σ., (2005)**, «Εγχειρίδιο Επιχειρηματικότητας», ISBN 9607860020
14. **Ιωαννίδης Σ., (2001)**, «Επιχείρηση και Επιχειρηματικότητα», ISBN 9600214130
15. **Kuratko, D. F. and Hodgetts, R. M., (2008)**, Entrepreneurship: Theory, Process, Practice, 8th Edition, South-Western.

Additional Bibliography

1. **ΕΓΧΕΙΡΙΔΙΟ του OSLO** για την ΚΑΙΝΟΤΟΜΙΑ
2. **DOING BUSINESS IN GREECE**
3. **ΕΜΠΟΔΙΑ** για τη ΚΑΙΝΟΤΟΜΙΑ στον ΤΟΜΕΑ των ΙΑΤΡΟΤΕΧΝΟΛΟΓΙΚΩΝ ΠΡΟΙΟΝΤΩΝ
4. **ΓΣΕΒΕΕ**, ΚΑΙΝΟΤΟΜΙΑ και ΜΙΚΡΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ
5. **ΕΘΝΙΚΟ ΠΑΡΑΤΗΡΗΤΗΡΙΟ ΜΜΕ**, ΚΑΙΝΟΤΟΜΟΣ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ
6. **ΣΕΒΕ**, ΜΕΛΕΤΗ για την ΚΑΙΝΟΤΟΜΙΑ
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12. **OECD**, ΔΙΑΚΗΡΥΞΗ ΚΑΙΝΟΤΟΜΙΑΣ
13. **OECD**, INNOVATION INDICATORS
14. **EUROPEAN COMMISSION**, REGULATORY BURRIERS and FIRM INNOVATION
15. **EUROPEAN COMMISSION**, BUSINESS INNOVATION CROSS BORDER COMMERCIALIZATION
16. **UNITED NATIONS**, INNOVATION IN PUBLIC SECTOR
17. **EUROPEAN COMMISSION**, BUSINESS INNOVATION AND PRODUCTIVITY
18. **ΥΠΟΥΡΓΕΙΟ ΔΙΟΙΚΗΤΙΚΗΣ ΜΕΤΑΡΥΘΜΙΣΗΣ**, ΒΕΛΤΙΩΣΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΥ ΠΕΡΙΒΑΛΛΟΝΤΟΣ
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27. **ΟΠΑ**, ΕΚΠΑΙΔΕΥΣΗ και ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ
28. **ΕΕ**, ΕΠΙΧΕΙΡΗΜΑΤΙΚΗ ΕΚΠΑΙΔΕΥΣΗ
29. **ΔιαΝΕΟσις**, Η ΕΛΛΑΔΑ ΠΟΥ ΜΑΘΑΙΝΕΙ, ΕΡΕΥΝΑ, ΚΑΙΝΟΤΟΜΕΙ.
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38. **GOV GREECE 2020**, NATIONAL RECOVERY AND RESILIENCE PLAN
39. **Deloitte 2018**, The Deloitte Innovation Survey

- Related academic journals:

- *Harvard Business Review*
- *Entrepreneurship: Theory & Practice*
- *Journal of Applied Management & Entrepreneurship*
- *International Journal of Entrepreneurial Behavior & Research*
- *Entrepreneurship and Regional Development*
- *Journal of Family Business*
- *Academy of Entrepreneurship Journal*
- *Journal of Entrepreneurship*
- *Journal of International Entrepreneurship*
- *Journal of International Business and Entrepreneurship*
- *Business Journal for Entrepreneurs Quarterly*
- *International Journal of Entrepreneurship*
- *International Journal of Technological Innovation and Entrepreneurship*
- *Journal of Business & Entrepreneurship*
- *Entrepreneurship Innovation and Change*
- *Journal of Asia Entrepreneurship and Sustainability*
- *Enterprise & Innovation Management Studies*
- *Journal of Technology Transfer*
- *Entrepreneurship Development Review*
- *Journal of Enterprising Culture*
- *Asian Journal of Business & Entrepreneurship*
- *Journal of Private Enterprise*

USEFUL LINKS

- <http://www.mnec.gr>
- <http://www.ggb.gr>
- <http://www.ypan.gr>
- <http://www.ideopolis2005.gr>
- www.myownbusiness.org/s2
- <http://www.entrepreneur.com/businessplan/index.html>
- <http://www.bplans.com/>
- <http://www.mit100k.org/>
- <http://www.eommex.gr/>