

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	BUSINESS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE (EXECUTIVE MBA - E-MBA)		
<b>COURSE CODE</b>	EP1X1	<b>SEMESTER</b>	B' (third cycle course)
<b>COURSE TITLE</b>	NEW FORMS OF ENTREPRENEURSHIP		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		<b>3</b>	<b>8</b>
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Specialised of general background (compulsory - third cycle course)		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://emba.aegean.gr/index.php/spudes/odigos-spoudon?layout=edit&amp;id=34">https://emba.aegean.gr/index.php/spudes/odigos-spoudon?layout=edit&amp;id=34</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b>  <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>  <i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul> <p>The aim of the course is the analysis of the conceptual framework and the content of entrepreneurship, as well as the modern environment in which a business operates. The course introduces students to the basic aspects of business development and the process of establishing and developing a business, starting from the business opportunity to the financing and implementation of the business plan. For a more complete knowledge of the relevant issues, the student will be informed to some practical dimensions of modern entrepreneurship, which refer to e-Entrepreneurship - Entrepreneurship and</p>
--

Internet, research infrastructure and entrepreneurship, business networks, start-ups, organized establishment and operation of enterprises (clusters, innovation districts, business incubators, technology and science parks, etc.), as well as the new forms of financing of business activities and finally, the specific strategies of innovation and business development at national and regional level.

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

- Understand in depth the meaning and importance of entrepreneurship
- Evaluate the relationship between traditional business models, which rely on mass production, and new business models that emphasize in flexible specialization, diversification, and networking
- know the environment in which the modern business operates
- Evaluate the conception of a business idea
- Develop a business plan
- Describe and evaluate the content and means of e-entrepreneurship
- Recognize the basic forms of concentrations of high-tech and innovation activities (such as clusters, innovation districts, business incubators, science parks, etc.)
- Explore the possibilities of finding resources and participation in business networks
- know the basic principles and content of social entrepreneurship
- Describe and evaluate the national and regional innovation strategy

### 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>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Project planning and management
- Respect for the natural environment
- Criticism and self-criticism
- Production of free, creative and inductive thinking

### (3) SYLLABUS

The main topics covered are the following:

- Entrepreneurship and economy: basic concepts and
- Entrepreneurship and innovation: theoretical approaches, key concepts (innovation, technological innovation, research and development, business size, production system and innovation)
- New trends in spatial organization of entrepreneurship
- Business networks, spatial concentration and innovation capacity (entrepreneurial networks, clusters, innovation districts, business incubators, technology and science parks, etc.) - Case studies at national and international level

- The business plan
- Startups και startupper
- e-Entrepreneurship - Entrepreneurship and the Internet (How does the Internet affect entrepreneurship? Online platforms. Apps and smartphones. The free entrepreneurship model. The long tail of the internet)
- Entrepreneurship and social responsibility
- Innovation business financing (Venture Capital etc)
- Innovation Policy at EU, national and regional level (EU, National and Regional Innovation Strategy): programs, objectives and means, financial framework, etc (in current and new Programming Period 2014-20, 2021-27)

#### (4) TEACHING AND LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	<ul style="list-style-type: none"> <li>• Face-to-face</li> <li>• Distance learning</li> </ul>												
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p>Use of ICT in teaching</p> <ul style="list-style-type: none"> <li>• presentations with the use of Microsoft PowerPoint</li> <li>• e-class education platform</li> </ul> <p>Communication with students via:</p> <ul style="list-style-type: none"> <li>• e-class education platform</li> <li>• e-mail</li> </ul>												
<b>TEACHING METHODS</b> <i>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.</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>	<table border="1"> <thead> <tr> <th style="background-color: #d3d3d3;"><i>Activity</i></th> <th style="background-color: #d3d3d3;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Study and analysis of bibliography</td> <td>40</td> </tr> <tr> <td>Essay writing</td> <td>70</td> </tr> <tr> <td>Independent study</td> <td>60</td> </tr> <tr> <td><b>Course total (25 hours per Credit-ECTS)</b></td> <td><b>200</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	30	Study and analysis of bibliography	40	Essay writing	70	Independent study	60	<b>Course total (25 hours per Credit-ECTS)</b>	<b>200</b>
<i>Activity</i>	<i>Semester workload</i>												
Lectures	30												
Study and analysis of bibliography	40												
Essay writing	70												
Independent study	60												
<b>Course total (25 hours per Credit-ECTS)</b>	<b>200</b>												
<b>STUDENT PERFORMANCE EVALUATION</b> <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>Language of evaluation: Greek</p> <p>The assessment methods of the course are the following:</p> <p>A. 2 ESSAYS (30% OF THE FINAL DEGREE) Students are expected to write 2 essays during the course of the semester, according to a given bibliography.</p> <p>B. 1 FINAL ESSAY (70% OF THE FINAL DEGREE) Students are expected to write 1 final essay, accompanying by oral examinations, answering in a few questions regarding the topics of the essay and the course.</p>												

#### (5) ATTACHED BIBLIOGRAPHY

*Suggested bibliography:*

**A) Principal Reference** (in Greek Language):

Bessant, J., and Tidd, J., 2017, Καινοτομία και Επιχειρηματικότητα, 3<sup>η</sup> έκδοση (επιμ. Δ. Κουλουριώτης), Αθήνα: Τζιόλας.

Deakins David, Freel Mark, Επιμέλεια Πέκκα-Οικονόμου Βικτώρια, Χατζηδημητρίου Ιωάννης, 2014, Επιχειρηματικότητα και μικρές Επιχειρήσεις. Αθήνα: Εκδόσεις ROSILI.

Κριεμάδης, Α., 2012, Η Καινοτομία στις Μικρομεσαίες Επιχειρήσεις, Αθήνα: Νομική Βιβλιοθήκη.

Longnecker Justin, Moore Carlos, Petty William, 2005, Μάνατζμεντ Μικρομεσαίων Επιχειρήσεων, Αθήνα: Εκδόσεις Έλλην.

Μαρκοπούλου Δ/Παπακωνσταντίνου Β, 2019, Οδηγός Επιβίωσης για Startups και Startupper, εκδόσεις Σταμούλη, β' έκδοση

Meyer Earl C., Allen Kathleen R., 2004, Επιχειρηματικότητα και Διοίκηση Μικρών Επιχειρήσεων, Αθήνα: Εκδόσεις Έλλην.

Murphy Michael, 1999, Μάνατζμεντ Μικρών & Μεσαίων Επιχειρήσεων, Αθήνα: Εκδόσεις Κλειδάριθμος.

Παπακωνσταντίνου Β, 2020, Startup Greece: Πως η Ελλάδα θα γίνει το επόμενο Startup Nation, εκδόσεις Σταμούλη

Πιπερόπουλος, Π., 2008, *Επιχειρηματικότητα, Καινοτομία και Business Clusters*, Αθήνα: Σταμούλης.

Scarborough, N., 2014, Διοίκηση Μικρομεσαίων Επιχειρήσεων. Αθήνα: Εκδοτικός Όμιλος ΙΩΝ.

Storey David, Greene Francis, 2011, Επιμέλεια, Χασσίδ Ιωσήφ, Φαφαλιού Ειρήνη, Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις. Αθήνα: Εκδόσεις Κριτική

*B) Additional References (in English Language):*

Breschi, S., and Malerba, F. (editors), 2007, *Clusters, Networks, and Innovations*, USA: Oxford University Press.

Christensen, M. C., and Reynor, E. M., 2013, *The Innovator's Solution: Creating and Sustaining Successful Growth*, USA: Harvard Business Review Press.

Cinti, T., 2008, "Cultural clusters and cultural district: The state of art", in: Cooke, P, Lazzeretti, L (eds) *Creative Cities, Cultural Clusters and Local Economic Development*, Cheltenham: Edward Elgar Publishing, pp. 73–92.

Coll-Martínez, E., and Arauzo-Carod, J.-M., 2017, Creative milieu and firm location: An empirical appraisal, *Environment and Planning A: Economy and Space* 49(7), pp. 1613-1641.

Drucker, P., 2015, *Innovation and Entrepreneurship*, USA: Routledge.

Lazzeretti, L., Boix, R. and Capone, F., 2012, Reasons for clustering of creative industries in Italy and Spain, *European Planning Studies* 20(8), pp. 1243–1262.

Lee, S.Y., Florida, R., and Acs, Z., 2004, Creativity and entrepreneurship: A regional analysis of new firm formation, *Regional Studies* 38(8), pp. 879–891.

Scott, A.J., 2006, Entrepreneurship, innovation, and industrial development: Geography and the creative field revisited, *Small Business Economics* 26, pp. 1–24.

Vicente, J., 2018, *Economics of Clusters: A Brief History of Cluster Theories and Policy*, USA: Palgrave.

*Related academic journals:*

- Journal of Innovation and Entrepreneurship
- Entrepreneurship and Regional Development
- Small Business Economics
- Local Economy
- Journal of Innovation & Knowledge
- Journal of Product Innovation Management
- Technovation
- Journal of Business Venturing
- Regional Studies
- Environment and Planning A: Economy and Space