

COURSE OUTCOME

ΞΣΕ961 – ENTREPRENEURSHIP AND INNOVATION

1. GENERAL

ΙΑΠΥΜΑ	UNIVERSITY OF THESSALY		
SCHOOL	SCHOOL OF TECHNOLOGY		
DEPARTMENT	FORESTRY, WOOD SCIENCES AND DESIGN		
STUDY LEVEL	<i>Postgraduate</i>		
COURSE CODE	ΞΣΕ961	Semester	9 th
COURSE TITLE	Entrepreneurship and Innovation		
ACTIVITIES	WEEKLY HOURS	ECTS	
Lectures & Workshops	3	6	
TYPE OF COURSE:	Scientific area		
PREREQUISITES:	No		
LANGUAGE TEACHING AND EXAMINATION:	Greek or English		
THE COURSE OFFERED TO STUDENTS ERASMUS:	Yes		
WEBPAGES COURSE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is to develop the business perception and mentality of the students, cultivating the necessary skills for the potential creation of their own business venture with a main orientation towards innovation as well as the development of innovative capacity.</p> <p>Upon successful completion of the course, the student will be able to develop and cultivate:</p> <ul style="list-style-type: none"> • Knowledge of the basic functions and planning of a business activity. • Ability to identify and evaluate business and innovation "opportunities" • Understanding of economic and technological developments and their impact, • Ability to plan new business ventures • Creation of a business plan for each venture • Organizing the introduction of innovations and creating an innovation climate in a company • Search, analyze and synthesize data and information • Development of business perception and mentality • Innovation development and management • Sharpening the critical spirit
General Skills

- Search, understand, collect, strategically analyze and process economic, social and technological data and information
- Making decisions and formulating strategies for issues related to entrepreneurship and innovation
- Entrepreneurial and innovative skills
- Encouraging individual initiative, a sense of responsibility and commitment to creating a better future
- Adaptation to new situations
- Demonstration of social, professional and ethical responsibility
- Promotion of free, creative and critical thinking
- Working in a team environment

3. COURSE CONTENT

In the theoretical part of the course:

- Introduction to Entrepreneurship and innovation management.
- The relationship of competitiveness, entrepreneurship and innovation in the wood - furniture sector in the modern globalized reality. The business challenge and Business culture in the EU.
- Incentives for entrepreneurship - The supplies of the new entrepreneur.
- Business models. Business plan development for new ventures.
- Creating business ventures and achieving competitive advantage. The particularities of small and medium-sized enterprises.
- Business and strategic management of innovation with a focus on the woodworking and wood products industry.
- Analysis of the concept of innovation and its role in the modern business environment (sectoral and wider by providing sectoral data, sector innovation data, etc.).
- Types of innovation (technological, non-technological), models, capabilities and opportunities in the sector. Special forms of innovation: the phenomenon of open innovation, business model innovation, etc
- Sources and patterns of innovation, cooperation and networking strategies for innovation – forms of intellectual property protection.
- Special topics of entrepreneurship and innovation through empirical case studies in the industry: Can my idea become a business? How will I continue our family business? How do I grow my small business? How will I keep up with technological progress in my industry? How will I adapt IoT capabilities?

The final work of the course includes, in addition to its writing, a public oral presentation on the chosen topic, on a set date (usually the 12th week of classes). The presentation lasts 10 minutes and is followed by 5 minutes of questions from the attending students to the editors. The teacher intervenes - if necessary - for comments, observations, corrections. The grade of the assignment counts for 20% of the final grade of the course. The remaining percentage concerns the final written examination of the theory of the course.

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	In the class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of H/Y, ppt slides, projector • Learning process support through the e-class electronic platform • Interactive Whiteboard • Eight (8) PCs in the Laboratory to exercise students in a questionnaire processing program 	
MANAGEMENT OF TEACHING	Activity	Semester Workload
	Lectures	39
	Individual Work	20
	Educational excursion / Small individual practice tasks	20

	Independent Study	71
	Total Course (25 workload hours per credit unit)	150
STUDENT EVALUATION	I. Written final exam (80%) including: - Short answer questions from all the material in the book - Solving exercises related to the subject of the course II. Work presentation (20%)	

5. RECOMMENDED-BIBLIOGRAPHY

- Παπαδάκης. Β. Στρατηγική των επιχειρήσεων. Ελληνική και διεθνής εμπειρία, Τόμος α΄ Θεωρία, Τόμος β΄, Μελέτες περιπτώσεων, Εκδόσεις Μπένος, Αθήνα 2007
- Γεωργαντά, Ζ. (2003). Επιχειρηματικότητα και Καινοτομίες: Το Management της επιχειρηματικής καινοτομίας. Θεσσαλονίκη: Ανικούλα, σελ 59-61. Ινστιτούτο Επικοινωνίας, 2006, Πάντειο Πανεπιστήμιο & QED Εταιρία Ερευνών, «Καινοτομία και Ελληνικός Επιχειρηματικός Χώρος, Έρευνα, Αθήνα.
- Ραφαηλίδης Α, Τσελεκίδης Ι., 2005, Τεχνολογία, Καινοτομία, Κοινωνία της γνώσης και Ελλάδα, στη συλλογή «Σύγχρονες προσεγγίσεις της Ελληνικής οικονομίας» επιμ. Κόλλιας Χρ., Ναξάκης Χ., Χλέτσος Μ., εκδ. Πατάκης
- Ξανθάκης, Μ. & Λ. Τσιούρη (2001) Διαχείριση Τεχνολογίας και Venture Capital: Η περίπτωση της Ελλάδας, Εκδόσεις Παπαζήση. 5. Κομνηνός Νίκος, Κυργιαφίνη Λίνα, και Σεφερτζή Έλενα (επιμ) (2001) Τεχνολογίες Ανάπτυξης Καινοτομίας σε Περιφέρειες και Συμπλέγματα Παραγωγής, Αθήνα: Εκδόσεις: Gutenberg.
- Σαής Γεώργιος (2007) Εισαγωγή στη Διαχείριση Τεχνολογικών Καινοτομιών, Αθήνα:
- Εκδόσεις ΚΡΙΤΙΚΗ.
- Schilling, Melissa (2005) Strategic Management of Technological Innovation, μψΓρας Ηιλλ, Ιρσιν
- White Margaret, Bruton Garry, 2010. Η στρατηγική διαχείριση της τεχνολογίας και της καινοτομίας. Εκδόσεις:Κριτική
- Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers
- Southon, M., & West, C. (2005). The Beermat Entrepreneur. Pearson Education UK.
- Birley, S., & Muzyka, D. F. (Eds.). (2000). Mastering entrepreneurship..
- Deakins D. – M. Freel (2007) «Επιχειρηματικότητα», Εκδόσεις Κριτική, 2007, Αθήνα
- Tiffany, P., Peterson, S. D., & Barrow, C. (2012). Business plans for dummies. John Wiley & Sons.

-Related scientific journals:

- *The International Journal of Entrepreneurship and Innovation*
- *Journal of Entrepreneurship and Innovation*
- *Strategic Management Journal*
- *World Review of Entrepreneurship, Management and Sustainable Development*
- *Competitiveness Review*
- *International Journal of Business and Globalisation*
- *MIT Sloan Management Review*
- *Entrepreneurship Theory and Practice*
- *Journal of Business Venturing*
- *Entrepreneurship, Innovation and Change*
- *Family Business Review*
- *International Journal of Entrepreneurship Development, Education and Training*
- *International Journal of Entrepreneurship*
- *International Journal of Technological Innovation and Entrepreneurship*
- *Journal of Developmental Entrepreneurship*
- *Journal of Enterprising Culture*

- *Journal of Entrepreneurship Education*
- *Journal of Private Enterprise*
- *Small Business and Enterprise Development*
- *EuroMed Journal of Business*