

## DLABSIE458 - Innovation and Entrepreneurship

<b>Course Title</b>	Innovation and Entrepreneurship				
<b>Course Code</b>	<b>DLABSIE458</b>				
<b>Course Type</b>	Elective				
<b>Level</b>	Undergraduate				
<b>Year / Semester</b>	4nd / Spring				
<b>Teacher's Name</b>	Nina Gorovaia-Zeniou, Athanasia Nalmpanti				
<b>ECTS</b>	10	Lectures / week	-	Laboratories / week	-
<b>Course Purpose and Objectives</b>	<p><b>PURPOSE:</b></p> <p>Starting and operating a new business involves considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture the entrepreneur assumes the responsibility and risks for its development and survival and enjoys corresponding rewards. This course focuses on the aspects of creativity and innovation and all the elements of entrepreneurial process that are part of creating a new venture. The students learn how to do market and industry analysis and write a business plan that can be presented to investors, banks etc in order to raise capital.</p>				
<b>Learning Outcomes</b>	<p>By the end of the module, you should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify various sources of ideas for new ventures.</li> <li>2. Understand the importance of innovation.</li> <li>3. Prepare a marketing plan for a new venture</li> <li>4. Prepare a organizational plan for a new venture</li> <li>5. Prepare a financial plan for a new venture</li> </ol>				

<p><b>Course Content</b></p>	<p>The course is structured in nine thematic units that are developed in twelve weeks of study and one additional week for recap.</p> <p><b>From idea to the opportunity:</b> Idea generation and opportunity recognition, teamwork</p> <p>Pathways to entrepreneurial ventures and assessing entrepreneurial opportunities</p> <p><b>From opportunity to a business plan:</b></p> <p>Structure of a business plan</p> <p>Industry analysis</p> <p>Legal structure of a business company</p> <p>Marketing for a start-up</p> <p>Organizational plan</p> <p>Financing of a start-up</p>
<p><b>Teaching Methodology</b></p>	<p>The course is taught entirely online through an online platform and using a variety of online tools:</p> <ul style="list-style-type: none"> <li>○ communication tools (e.g. teleconferences, chat rooms)</li> <li>○ collaboration tools (e.g. discussion forums, blogs, wikis)</li> <li>○ content development tools (e.g. presentations with notes)</li> <li>○ self-assessment tools (online quizzes).</li> </ul> <p>The notes and presentations of the course are available to students through an electronic platform in combination with suggestions for readings (bibliography).</p> <p>Students are encouraged through the platform and the various technological tools to interact with their classmates and the instructor, in order to be active members of the online learning community that is created within the course.</p>

<b>Bibliography</b>	<p><u>Compulsory</u></p> <ul style="list-style-type: none"> <li>▪ Hisrich R., Peters M., Shepherd D. (2013) Entrepreneurship. 9<sup>th</sup> edition. McGraw Hill.</li> </ul> <p><u>Additional / Complimentary</u></p> <ul style="list-style-type: none"> <li>▪ Mariotti and Glackin 2013. Entrepreneurship, 3<sup>rd</sup> E, Pearson</li> <li>▪ Barringer 2009. Preparing Effective Business Plans. An entrepreneurial approach. Pearson</li> <li>▪ Byers T., Dorf Richard, Nelson A. 2011. Technology venture. From idea to enterprise. 3<sup>rd</sup> Edition. McGraw Hill</li> </ul>
<b>Assessment</b>	<p>The typical assessment of the course consists of:</p> <ul style="list-style-type: none"> <li>● Participation activities (ratio in terms of the final grade: 10%).</li> <li>● Presentation of a business plan (30% of total marks for module)</li> <li>● Written business plan (60% of total marks for module)</li> </ul>
<b>Language</b>	Greek and English