

## MODULE OUTLINE

### 1. GENERAL INFORMATION

<b>SCHOOL</b>	SCHOOL OF SOCIAL SCIENCES		
<b>PROGRAM COURSE</b>	PUBLIC ADMINISTRATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>MODULE CODE</b>	DHD85	<b>YEAR OF STUDY</b>	4 <sup>th</sup>
<b>MODULE TITLE</b>	Entrepreneurship and digital transformation		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		<b>HOURS</b>	<b>CREDIS</b>
Hours per week (20 hours) x 14 weeks		280	10 ECTS
<b>COURSE TYPE</b> <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Scientific Expertise		
<b>PREREQUISITE MODULES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION AND EXAMS</b>	GREEK		
<b>THE MODULE IS OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>MODULE WEBSITE (URL)</b>	<a href="https://www.eap.gr/education/undergraduate/public-administration/public-administration-thematic-units/#did85">https://www.eap.gr/education/undergraduate/public-administration/public-administration-thematic-units/#did85</a> Each module has its own space in the Learning Management System of EAP ( <a href="http://courses.eap.gr">http://courses.eap.gr</a> ), with controlled access (use of code) for students and teaching staff.		

### 2. LEARNING OUTCOMES

<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</li> </ul>
<p>Upon successful completion of the class unit, students will be able to:</p> <ul style="list-style-type: none"> <li>- Define digital entrepreneurship and digital transformation, as well as the difference between digital entrepreneurship and e-commerce</li> <li>- Summarise the main reasons for becoming a 'digital' business, and the barriers that may be encountered</li> <li>- Assess opportunities in the context of the digital economy, with a focus on digital transformation</li> <li>- Know the legal framework and security requirements for electronic transactions.</li> <li>- Develop digital business models</li> <li>- Analyse the digital macro- and micro- business environment</li> <li>- Identify the key drivers, resources, technologies and information systems required to implement digital entrepreneurship</li> <li>- Use tools to develop and select digital entrepreneurship strategies</li> </ul>

<ul style="list-style-type: none"> <li>- Identify the main elements of digital business supply chain management</li> <li>- Understand the need for separate digital business and digital marketing strategies</li> <li>- Indicate the methods of requirements analysis for digital business systems</li> <li>- Examine digital transformation methodologies</li> <li>- Recognise the role of digital enterprises in social and sustainable development</li> </ul>																
<p><b>General Competences</b></p> <p><i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Respect for diversity and multiculturalism</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Environmental awareness</i></td> </tr> <tr> <td><i>Individual/Independent work</i></td> <td><i>Social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Group/Team work</i></td> <td><i>Critical thinking</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Development of free, creative and inductive thinking</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.) .....</i></td> <td><i>.....</i></td> </tr> <tr> <td><i>Introduction of innovative research</i></td> <td><i>.....</i></td> </tr> </table>	<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>	<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>	<i>Decision-making</i>	<i>Environmental awareness</i>	<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Group/Team work</i>	<i>Critical thinking</i>	<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>	<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.) .....</i>	<i>.....</i>	<i>Introduction of innovative research</i>	<i>.....</i>
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### 3. MODULE CONTENT

<p>The scope of module is to identify new entrepreneurship opportunities and new business models as a result of the possibility of digital business transformation in the modern economic environment. Digital Transformation can profoundly modify the way of organizing and working in the core business functions, enhancing the competitiveness of a company. The course provides the necessary knowledge on the principles and models of digital entrepreneurship and digital transformation as well as information on the resources required for the development of related successful ventures.</p>	
<b>Subjects covered:</b>	<ul style="list-style-type: none"> <li>• Digital Entrepreneurship</li> <li>• Digital Business Transformation</li> </ul>

### 4. TEACHING METHODS--ASSESSMENT

<b>MODES OF DELIVERY</b>	Distance education with three Group Counseling Meetings (OSS) during the academic year on weekends.
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<p><i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>															
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>We use : Remote meetings tools (webex), Presentation software (e.g. power point), Specialized software in the subjects under study. Additionally, the students use office automation tools, web browsers and e-reader for digital books.</p>														
<p><b>MODULE DESIGN</b> <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i></p> <p><i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Annual Workload</i></th> </tr> </thead> <tbody> <tr> <td>3 OSS (* 4 hours)</td> <td>12</td> </tr> <tr> <td>2 educational activities</td> <td>2 * 15</td> </tr> <tr> <td>Semester essay</td> <td>15</td> </tr> <tr> <td>Examination</td> <td>3</td> </tr> <tr> <td>Individual study</td> <td>220</td> </tr> <tr> <td><b>Total module workload (hours)</b></td> <td><b>280</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Annual Workload</i>	3 OSS (* 4 hours)	12	2 educational activities	2 * 15	Semester essay	15	Examination	3	Individual study	220	<b>Total module workload (hours)</b>	<b>280</b>
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<p><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b> <i>Detailed description of the evaluation procedures.</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i></p>	<p>a1. Two (2) Short Written Essays, with weighting factor to the class unit's final grade 10% each.</p> <p>a2. One (1) Semester Essay with weighting factor to the class unit's final grade 20%.</p> <p>a3 The right to participate in the final exams is secured if there is at least 50% of the sum of what is potentially excellent from all the essays collected and graded, that is 20 units overall out of 100, according to the weighting factors referred to in points a1 and a2.</p> <p>a4. The grade of the written assignments (short and semester) is activated only with a grade equal to, or above the base (<math>\geq 5</math>) in the final or repeated exams.</p> <p>All criteria are posted in each module's webpage, as well as in the programme's general page.</p>														

## **(6) SUGGESTED BIBLIOGRAPHY**

- Aggelakis, A., 2022, Technological development, digital transformation and innovation, Promobos Publications
- Dukidis, G., 2019, The Digital Future, I. Sideris Publications
- Lampanaris, G., 2020, Digital Transformation of Enterprises, DISIGMA Publications