

MODULE OUTLINE

1. GENERAL INFORMATION

SCHOOL	SOCIAL SCIENCES		
ACADEMIC UNIT	DEO		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	DEO 44	YEAR OF STUDY	4 th
COURSE TITLE	Theory of Entrepreneurship and Innovation		
INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		HOURS	ECTS
Weekly Workload		17-19	20
Yearly Workload		512-576	
MODULE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Undergraduate level, Special background, Elective		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/business-administration/business-organizational-management-topics/#deo44 Each module has, also, its own site on the education website of HOU (http://study.eap.gr), with restricted access (use of password) for students and teaching staff.		

(1) LEARNING OUTCOMES

LEARNING OUTCOMES <i>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:</i> APPENDIX A • Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework. • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B • Guidelines for writing Learning Outcomes
Upon successful completion of the module, students will be able to: • understand the concept of entrepreneurship and the entrepreneurial mindset • understand the role of education in cultivating an entrepreneurial mindset • Understand the contribution of entrepreneurship to the economic and social development and to resilience • identify barriers in relation to entrepreneurial activity • understand the concept of fear of failure and identify reasons that lead to entrepreneurial failure

- understand the concept of the entrepreneur and identify his / her characteristics and motivations
- understand social factors that affect entrepreneurs
- understand the different types of an entrepreneur
- understand the concept of business team and understand issues related to the decisions that business teams should make
- identify different forms of entrepreneurship
- understand the concept of innovation and its different types
- understand the concept of business idea, business opportunity and design thinking
- understand the meaning of the business model and the business model canvas
- understand the concept of a lean business start-up and its basic principles
- understand the meaning and significance of funding and sources of funding
- understand the evaluation criteria of investors
- identify the characteristics of a business plan and its key components

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?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical

responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working in an international environment
- Adapting to new situations
- Decision-making
- Working independently
- Respect for difference and multiculturalism
- Showing social, professional and ethical responsibility and sensitivity to gender issues
- Project planning and management
- Criticism and self-criticism
- Production of free, creative and inductive

(2) SYLLABUS

General Description: The main purpose of the Module DEO44 "Theory of Entrepreneurship and Innovation" is the analysis of key issues related to entrepreneurship and innovation and specifically the study and analysis of the above concepts, their importance to individuals and organizations and their impact on socio-economic development, the dynamics of technological change, the sources of financing, the structure and the analysis of the basic steps of writing a business plan

In particular, the content of entrepreneurship, among others, refers to:

- the concept of entrepreneurship and entrepreneurial mentality
- the concept of entrepreneur and founding team
- the forms of entrepreneurship and types of enterprises
- the concept of business idea and opportunity
- the concept of design thinking
- the sense concept of business model and business canvas

- the concept of a lean start-up
- the concept of entrepreneurial financing

The content of the innovation, among others, refers to:

- the concept of innovation
- the techno-economic environment
- the dynamics of technological change
- innovation and competitive strategy
- knowledge and learning
- technology management
- the architecture of the innovative enterprise

The content of the business plan, among others, refers to:

- the concept of business plan
- the structure of the business plan

(3) TEACHING and LEARNING METHODS - EVALUATION

TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i>	Teaching and learning methods are based on distance learning meetings (Group Counseling Meetings). Five Group Counseling Meetings (G.C.M.) are scheduled during the academic year on weekends. Each GCM lasts four hours and can be either face to face in classrooms of Greek University Institutions or delivered online. Distance learning meetings (Group Counseling Meetings) are based on: ◆ remote meeting tools (webex), ◆ software presentation applications (e.g. powerpoint), ◆ case studies ◆ audiovisual media for video projection In addition, students use office tools, web browsers, and e-readers for digital books. The method of active learning is followed. For this purpose, alternative teaching methods are used such as the use of presentations, the use of documentaries / films, collaborative learning. A necessary condition is the active participation of students in the course by presenting their own business ideas-business plan and use of modern technology.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	Teaching, laboratory education, communication with students is based on the use of information and communication technology tools.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop,</i>	Activity	Semester workload
	5 G.C.M. (x 4 hours)	20
	Interactive Teaching student self-assessment	16

<i>Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of non- directed study are given according to the principles of the ECTS</i>	Preparation of assignments (4 assignments x 37,5 hours)	150
	Examinations	3
	Self study	323-387
	Module total load (hours)	512-576
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i> <i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i>	Submission of four written assignments, written in Greek, is expected during the academic year. The average of the grades of all written assignments contributes in the formation of the final grade of the Module by 30%. The grade of the written exams accounts for 70%. The exams may include multiple choice questions, open-ended questions and case study questions. All evaluation criteria are included in the written assignment document and they are also posted online (in the web platform, web- area “study”).	

(4) ATTACHED BIBLIOGRAPHY

Sarri, K., Laspita, S. (2022). Entrepreneurship and Business Plan, Thessaloniki: Tziola Publications. ISBN: 978-960-418-917-5.

Spanos, I., (2013), Introduction to innovation, HOU.

Bateman, T.S. & Snell, S.A. (2011). Business Administration, 3th ed, Thessaloniki: Jiola Publications. ISBN: 9789604182657.

Bessant, J. & Tidd, J. (2016). Innovation & Entrepreneurship, Thessaloniki: Jiola Publications.

Sarri, K. & Trichopoulou, A. (2018). Entrepreneurship, Social Economy, The gender perspective. Thessaloniki: Tziola Publications. ISBN-13: 9789604186815.

Spinelli, S., Adams, R. & Papadakis, V. (2015). Creating Start-ups: Entrepreneurship for the 21st Century. Utopia Publications. ISBN-13: 978-618-81298-4-9

Papadakis, V. (2018). Current business strategy issues. Athens: Benos Publications. ISBN139789603591382.

Marcouse, I. (2018) (Edit.). Businesses in simple words. Athens: Klivarithmos Publications. ISBN : 978-960-461-794-4.

Osterwolder, A. & Pinieur, Y, (2017). Business Model Development, Athens: Papasotiriou Publications. ISBN13: 9789604910274.

Papageorgiou, L. (2018). Startups: From the idea to the global market. Athens: Fereniki Publications. ISBN: 9789609513678

Markopoulou, D. & Papakonstantinou. V. (Edit.) (2015). Startups survival guide for young entrepreneurs. Athens: Stamoulis. ISBN: 9789603519850.

Main Relevant Scientific Journals:

Journal of Business Venturing (<https://www.journals.elsevier.com/journal-of-business-venturing>)

Entrepreneurship Theory and Practice (<https://journals.sagepub.com/home/etp>)

Strategic Entrepreneurship Journal (<https://onlinelibrary.wiley.com/journal/1932443x>)

Additional digital (and multimedia) material is available within the study platform.

For the last six (6) years the following material have been posted on the website of the Module DEO44 (web area: “study”):

The topics of the exams as well as their answers.

Exam preparatory questions with their answers.

The topics of the written assignments with their answers.

The CVs of the academic staff are also posted on the website of Hellenic Open University as well as in the web area “study”, which include indicative publications.