

<b>INSTITUTION</b>	<b>NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS</b>					
<b>SCHOOL</b>	<b>SCHOOL OF SCIENCE</b>					
<b>DEPARTMENT</b>	<b>INFORMATICS AND TELECOMMUNICATIONS</b>					
<b>COURSE LEVEL</b>	<b>UNDERGRADUATE</b>					
<b>COURSE TITLE</b>	<b>Innovation and Entrepreneurship</b>					
<b>COURSE CODE</b>	<b>ΥΣ12</b>	<b>Semester</b>	<b>8</b>	<b>ECTS</b>	<b>4</b>	
<b>TEACHING HOURS per week</b>	<b>THEORY</b>	<b>2</b>	<b>SEMINAR.</b>	<b>1</b>	<b>LABORATORY</b>	
<b>COURSE TYPE</b>	Electives(ΠΜ)					
<b>URL</b>	<a href="https://eclass.uoa.gr/courses/DI368/">https://eclass.uoa.gr/courses/DI368/</a>					
<b>EXPECTED PRIOR KNOWLEDGE/ PREREQUISITES AND PREPARATION:</b>						
<b>TEACHING AND EXAMINATIONS LANGUAGE:</b>	GREEK					
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	NO					

<b>COURSE CONTENT</b>
The course includes the main body of knowledge and skills in the fields of entrepreneurship and innovation and covers the following topics: Concept and Importance of Entrepreneurship and Innovation. Business and economic environment. Business opportunity, uncertainty, business risk and decision-making. Business skills, entrepreneur profile. The business process cycle (business concept, business opportunity assessment, business model development, business plan creation, funding sources). Establishment of a business. International entrepreneurship. Social entrepreneurship. Corporate Social Responsibility and Business Ethics. National policies on entrepreneurship and community actions.

<b>STUDENT LEARNING OBJECTIVES</b>
Teaching-Learning Goals-Expected Learning Outcomes Upon successful completion of the course the student will be able to: <ul style="list-style-type: none"> <li>• Define the concept of entrepreneurship and innovation.</li> <li>• Identify types of innovation.</li> <li>• Evaluate the importance of innovation at company level and its importance in economic growth.</li> </ul>

- Describe the profile and skills of the entrepreneur.
- Develop the ability to identify and exploit the right opportunities for doing business.
- Identify the components of a business plan.
- Develop a business plan.
- Identify the different legal forms of business.
- Identify and distinguish social entrepreneurship from other forms of entrepreneurship.

TEACHING AND LEARNING METHODS - ASSESSMENT															
<b>TEACHING METHOD</b>	In Class (Face to Face)														
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>• Use ICT in Teaching.</li> <li>• Support the learning process through the course's website. Notes and educational material, etc.</li> <li>• Useful links from Greek and European websites related to European Union policies, financial tools and programs.</li> </ul>														
<b>TEACHING ORGANIZATION</b> <i>Describe in detail the way and methods of teaching:</i> Enhanced Lectures, Online Lectures, Seminars, Tutorial, Laboratory, Laboratory Exercise, Study & analysis of literature, Practice (Positioning), Interactive teaching, Developing a project, Individual / group work Telework (reference to tools)etc. <i>Details of the student's study hours for each learning activity and hours of non-guided study are shown to ensure that the total workload at the semester corresponds to the ECTS</i>	Lectures are supported by slide show. The teaching techniques which are followed are: questions and answers, discussion, brainstorming are followed. Also, whenever is possible, entrepreneurs are invited and present their activity, as well as young people who have already established a new business. In the tutorial students made case studies, as well as the steps of developing a business plan. <table border="1"> <thead> <tr> <th>Activity</th> <th>Student Workload (hours)</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>26</td> </tr> <tr> <td>Tutorial</td> <td>13</td> </tr> <tr> <td>Case Study</td> <td>6</td> </tr> <tr> <td>Final Work-Business Plan</td> <td>40</td> </tr> <tr> <td>Independent Study</td> <td>15</td> </tr> <tr> <td><b>Total Course</b></td> <td><b>100</b></td> </tr> </tbody> </table>	Activity	Student Workload (hours)	Lectures	26	Tutorial	13	Case Study	6	Final Work-Business Plan	40	Independent Study	15	<b>Total Course</b>	<b>100</b>
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Independent Study	15														
<b>Total Course</b>	<b>100</b>														
<b>ASSESSMENT OF STUDENTS</b> <i>Description of the assessment process</i>  <i>Assessment Methods, Formative or Concluding, Multiple Choice Test, Quick Response Questions, Test Development Questions, Problem Solving, Written Work, Report / Report, Oral Examination, Public Presentation, Laboratory Work, Other / Other Fully defined evaluation criteria are mentioned and if and where they are accessible to students.</i>	Students are assessed through a written examination that includes multiple choice questions and evaluation of theory data as well as a final work. <table border="1"> <thead> <tr> <th>Assessment methods</th> <th>Number</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Written examination</td> <td>1</td> <td>30%</td> </tr> <tr> <td>Final Work-Business Plan</td> <td>1</td> <td>70%</td> </tr> </tbody> </table>	Assessment methods	Number	Percentage	Written examination	1	30%	Final Work-Business Plan	1	70%					
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**LITERATURE AND STUDY MATERIALS / READING LIST**

- Karagiannis, H. & Bakouros, I. Innovation and Entrepreneurship. Theory - act. Sofia Publications, 2010.
- Chatzikonstantinou, G. & Goniadis, H. Entrepreneurship and Innovation. Gutenberg Publications, 2009.
- Kefis, V. & Papazachariou, P. The Business Vision in a Business Plan. Kritiki Publications, 2009.
- Deakins, D. & Freel, M. Entrepreneurship & Small Business. Newborn businesses. Rosili Publications, 2012.
- Course notes.