

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF ECONOMIC SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF ACCOUNTING AND FINANCE		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	AF808	SEMESTER	8 th
COURSE TITLE	ENTREPRENEURSHIP AND INNOVATION		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
<i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	3	5	
Total	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	General Background / Skills Development		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.uowm.gr/courses/ACCFIN177/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Entrepreneurship is crucial factor for growing the economy, creating jobs and improving the quality of life while adapting to modern societal needs. Innovation is a primary component of successful businesses, so it's beneficial to understand what it entails.</p> <p>Students will be taught essentials of Entrepreneurship & Innovation (E&I) so as they get a critical knowledge and skills related to creating new business and product ideas.</p> <p>In the present course, they will be learnt new ways of thinking, learnt to drive innovative initiatives, and approach business challenges with a fresh perspective. By the end of the program, they will be able to understand the principles and methods of idea generation and development. The course aims to enhance the knowledge and skills of participants to take advantage of unexplored opportunities and innovate in an existing organization, in a family business or in their own business venture as aspiring entrepreneurs.</p>

Upon completion of the program, students will be able to know the importance and the crucial role of Entrepreneurship & Innovation and the essentials of Entrepreneurship & Innovation. Also, they will know that Entrepreneurship & Innovation are basic factors for competitive advantage which is hard to be copied from rivals.

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?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Analysis and synthesis
- Decision making
- Teamwork
- Able to adjust in new circumstances

(3) SYLLABUS

The program covers topics as such

- Entrepreneurship and economy
- Innovation and entrepreneurship as tool for business development
- Innovation and complete advantage
- Leadership and entrepreneurship
- Knowledge Management
- Change Management
- Business plan
- Innovation Principles
- Entrepreneurship management

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power point presentations during teaching. Support Learning through the e-class platform	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational</i>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	52
	Exercises and Case	33
	Independent Study	40

<i>visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>		
	Total	125
<p align="center">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Written Final Exam:</p> <ul style="list-style-type: none"> • Theoretical Background 50% • Exercises, cases and problems 50% 	

(5) SUGGESTED BIBLIOGRAPHY

<p>Books:</p> <ol style="list-style-type: none"> 1. Choo, C. W., & Bontis, N. (Eds.). (2002), "The strategic management of intellectual capital and organizational knowledge", Oxford University Press. 2. Nonaka, Ikujiro (1995), "The Knowledge-Creating Company: How Japanese Companies Create the Dynamics of Innovation: How Japanese Companies Create the Dynamics of Innovation", Oxford university press 3. Nonaka, Ikujiro, Takeuchi Hiroataka (2003), "Η επιχείρηση της γνώσης", Καστανιώτης, Αθήνα, ISBN 978-960-03-3560-5 4. Χαντζηκωνσταντίνου, Γ. Θ., Γωνιάδης, Η. Ι. (2009), "Επιχειρηματικότητα και Καινοτομία", ΔΑΡΔΑΝΟΣ, Αθήνα, ISBN 978-960-01-1253-5 5. Stahl, Thomas, Nyhan, Barry, D' Aloja Piera (1994, 2001), «Ο οργανισμός που μαθαίνει – Ένα όραμα για την ανάπτυξη του ανθρώπινου δυναμικού», Επιτροπή Ευρωπαϊκών Κοινοτήτων, Gutenberg <p>Papers:</p> <ol style="list-style-type: none"> 1. Bontis, N. (1998), "Intellectual capital: an exploratory study that develops measures and models". Management decision, 36(2), 63-76. 2. Bontis, N. (2001). "Assessing knowledge assets: a review of the models used to measure intellectual capital." International journal of management reviews, 3(1), 41-60 3. Nonaka, I., Toyama, R., & Konno, N. (2000), "SECI, < i> Ba</i> and Leadership: a Unified Model of Dynamic Knowledge Creation", Long range planning, 33(1), 5-34. 4. Mavridis, D. G. (2006), "The historic and philosophic foundations of intellectual capital and knowledge management", Proceedings of the 3rd International Conference, Education and Economic Development, Technological Educational Institute of Epirus (Greece), Preveza, 27-28 May, 2006 5. Mavridis, D. G. (2003), "Are Greek Listed Firms Knowledge Workers – An Empirical Investigation",
