

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230401</b>	<b>SEMESTER</b>	<b>4<sup>th</sup></b>
<b>TITLE</b>	<b>E Government</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>This course aims to introduce students to the concepts of entrepreneurship, innovation. The students should be able to understand the different types of innovation, develop effective business models and write a Business Plan. Particularly:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> they will recognize the concepts and characteristics of the entrepreneur and entrepreneurship in the context of its corporate and social dimension</li> <li>2. <b>UNDERSTANDING:</b> they will be able to distinguish the dimension of innovation and will be able to evaluate actions for the development of innovative applications</li> <li>3. <b>APPLICATION:</b> they will distinguish and analyze the individual elements of a business model in the canvas of the Business Model (Business Model Canvas)</li> <li>4. <b>ANALYSIS:</b> they will successfully combine a business model and develop an effective and comprehensive business plan</li> <li>5. <b>COMPOSITION:</b> they will create and organize all the individual data necessary for the preparation and implementation of the business plan</li> <li>6. <b>EVALUATION:</b> they will be able to successfully evaluate and support business activity. At the same time, they will be able to measure and judge the results of the business activity to conclude critical decisions promptly.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary</li> </ul>

technologies

- Adaptation to new situations
- Decision making
- Autonomous work
- Teamwork
- Work in an international environment
- Work in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Respect for diversity and multiculturalism

### 3. COURSE CONTENT

1. Entrepreneurship Historical Development
2. The Entrepreneurial Mindset in People
3. The Business Mindset in Organizations Corporate Entrepreneurship
4. Social entrepreneurship and the global environment of entrepreneurship
5. Innovation: *The Creative Pursuit of Ideas*
6. Evaluation of Business Opportunities
7. Path to the Creation of a Business Activity
8. Capital Sources for Entrepreneurs
9. Legal Aspects of Business
10. Marketing Challenges for Businesses
11. Financial Management of Business Enterprises
12. Development of an Effective Business Plan
13. Development Strategies for New Enterprises

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to Face	
<b>ICT USE</b>	<ul style="list-style-type: none"> <li>• Use of PowerPoint slides, and internet during teaching</li> <li>• The educational material, as well as additional material, is posted on the educational node exams-sod.the.ihu.gr on the course page.</li> <li>• Communication with students is done through the Zoom platform and live in-office hours that have been posted on the course website.</li> </ul>	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Exercises with case studies	26
	Individual business plan writing tasks	50
	Self-study	35

	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	The evaluation of students is done with exams either with multiple-choice or with open-ended questions. Students who wish may be allowed to submit work with a corresponding workload in which they present a new, integrated business venture. The assignment replaces the student's obligation to take an exam. Exam topics, as well as answers, are posted on the course page.	

## 5. REFERENCES

### ***-Suggested bibliography:***

- Kuratko F. Donald, "Entrepreneurship-From Theory to Practice", 2018, BROKENHILLPUBLISHERS LTD
- Bessant J. -Tidd J., "Innovation and Entrepreneurship", 2016, A. TZIOLA & SONS PUBLICATIONS SA.
- BurnsPaul, "Entrepreneurship, Business, Innovation, Small Business, Start-ups", 2020, KLIDARITHMOS PUBLICATIONS LTD
- Sarri Katerina, Laspita Stavroula, Kefis Vassilis, "Entrepreneurship and Business Plan", 2021, A. TZIOLA & SONS SA PUBLICATIONS

### **Other sources**

- Center for Volunteer Managers of Greece (KEMEL) [www.kemel.gr](http://www.kemel.gr)

Related scientific journals