

Course Title	Innovation and Entrepreneurship				
Course Code	BUS220				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year/3 rd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>This course puts the theoretical foundations of entrepreneurship and innovation into practical, concrete applications. Thus, students are involved from the outset in analyzing entrepreneurial characteristics, innovation, creative thinking process, examining company-product development, market assessment, innovative techniques, the means for presenting and promoting a business idea and implementation challenges.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Describe the main innovation and entrepreneurship theoretical foundations, entrepreneurial characteristics. • Evaluate the degree of innovation and enterprise in a business • Categorize the main personal, business, market characteristics that need to be analysed in order to embark on an entrepreneurial venture. • Identify success possibilities, given a set of the necessary data regarding the critical factors for success of a new business venture. • Demonstrate the use of specific innovation approaches for the purpose of entrepreneurial development. • Analyse and interpret relevant data using different approaches, in order to improve relevant decision making and actions. • Explain their own individual entrepreneurial and innovative capacities. 				
Prerequisites	Senior Standing	Co-requisites	None		
Course Content	Introduction to innovation and entrepreneurship; Types of Innovation; Types of Entrepreneurs; The Process of Innovation and				

	<p>Entrepreneurship; Technological and other Changes; Theories of Innovation and Entrepreneurship; Innovation Strategy; ‘Technological Entrepreneurs’; Funding Innovation and Entrepreneurship; Managing and Leading Innovation; Creating Competitive advantage through innovation; Sustaining innovation; Group and Individual exercises</p> <p>With the use of multimedia approaches, students will be exposed to the critical factors, which need to be considered and analysed when embarking on a new business venture. Internal factors (e.g. personal abilities, knowhow, finances) will be juxtaposed with external factors (e.g. trends, culture, economic conditions) in order to identify possibilities and opportunities for entrepreneurial activity.</p> <p>Usage of a capabilities-based view and angle.</p>								
Teaching Methodology	Face- to- face								
Bibliography	<p>J Bessant, J Tidd – (2015) Innovation and entrepreneurship, Latest Edition, Wiley.</p> <p>Smith, D. (2009) Exploring Innovation, 2nd edition, Latest Edition, McGraw-Hill, New York, NY.</p> <p>Drucker, P (2012) “Innovation and Entrepreneurship”, Taylor & Francis, eTextbook.</p> <p>Chesbrough, H. (2007) ‘Why companies should have open business models’, MIT Sloan Management Review 48(2), 22–28.</p>								
Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Examinations</td> <td style="width: 40%; text-align: center;">60%</td> </tr> <tr> <td>Assignments</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td style="text-align: center;">10%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Examinations	60%	Assignments	30%	Class Participation and Attendance	10%		100%
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Language	English								