

## Course outline (INTERFACULTY): “5121 - Introduction to Entrepreneurship”

### 1. GENERAL

|   |   |                         |                       |
|---|---|-------------------------|-----------------------|
| <b>SCHOOL</b>                                 | School of Economics and Business  |                         |                       |
| <b>DEPARTMENT</b>                             | Department of Economics (Volos)   |                         |                       |
| <b>LEVEL</b>                                  | <i>Undergraduate</i>  |                         |                       |
| <b>CODE</b>                                   | <b>5121</b>   | <b>STUDENT SEMESTER</b> | <b>5<sup>th</sup></b> |
| <b>COURSE TITLE</b>                           | Introduction to Entrepreneurship  |                         |                       |
| <b>ACTIVITIES</b>                             |   | <b>WEEKLY HRS</b>       | <b>ECTS</b>           |
|   | Lectures and Workshops  | 3                       | 6                     |
|   |   |                         |                       |
|   |   | <b>3</b>                | <b>6</b>              |
| <b>TYPE OF COURSE</b>                         | Generic knowledge and Skills Development  |                         |                       |
| <b>PREREQUISITES:</b>                         | none  |                         |                       |
| <b>LANGUAGE TEACHING AND EXAMINATION:</b>     | Greek or English  |                         |                       |
| <b>THE COURSE OFFERED TO STUDENTS ERASMUS</b> | Yes   |                         |                       |
| <b>WEBPAGES COURSE (URL)</b>                  | <a href="https://eclass.uth.gr/courses/ECON_U_137/">https://eclass.uth.gr/courses/ECON_U_137/</a> |                         |                       |

### 2. LEARNING OUTCOMES

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| <b>Learning Outcomes</b>  |
| <p>The aim of the course is to familiarize students with the modern social and economic reality of entrepreneurship and develop relevant creativity, communication and leadership skills. It is the basis for building the ability to identify business opportunities in everyday life, to focus on social needs and to create value based on their knowledge and their creative and critical ability.</p> <p>Emphasis is given to the dynamic concepts of entrepreneurship, creativity and innovation, to the analysis of problematic situations and the synthesis of solutions rather on the narrow scope of business management. Critical element of the approach adopted is the comprehension of entrepreneurship and innovation as collective, interactive socio-economic processes. Starting from the analysis of modern reality, the capability to search for and construct radical, realistic solutions to problems is developed.</p> |
| <b>General Skills</b>   |
| <p>Upon successful completion of the course, the students will be able to develop and cultivate basic professional and social skills:</p> <ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> <li>• Autonomous work</li> <li>• Teamwork</li> <li>• Work in an international environment</li> <li>• Work in an interdisciplinary environment</li> <li>• Ability to recognize and evaluate business and innovative "opportunities",</li> <li>• Production of new ideas</li> <li>• Respect for diversity and multiculturalism</li> <li>• Respect for the natural environment</li> <li>• Demonstration of social, professional and moral responsibility and sensitivity to gender issues</li> </ul>   |

- Exercise criticism and self-criticism
- Promoting free, creative and inductive thinking
- Understanding economic and technological developments and their implications,
- Development of business perception and professional mentality.

### 3. COURSE CONTENT

The course focuses on issues related to:

- entrepreneurship and business,
- analysis of social needs and trends,
- exploration of business opportunities: the need, the problem, the solution, the creation of value
- methods of creative thinking
- the role of innovation in the creation of the business venture
- Intangible industrial property
- resource collection
- development of business ideas,
- development of business partnerships
- business models.

Students learn-by-doing, applying the methods in the process from business conceptualization to evaluation, pivot and pitching to potential partners or/and investors.

During the course, in addition to lectures:

- case studies are used which are the subject of presentation and discussion during the lectures
- students visit companies related to their subjects and interests,
- lectures are given by entrepreneurs,
- meetings are organized with mentors from the local business community

Students develop business plans in groups of 4-7 members, with the advisory guidance and support of the support team or members of the business community.

Course lectures and other activities are supported by workshops, where each team is discussing their work and seeking solutions to any problems it faces or specialized knowledge about specific aspects of its work.

### 4. TEACHING AND LEARNING METHODS - EVALUATION

|  |  |                          |
|--|--|--------------------------|
| <b>DELIVERY METHOD</b>                                   | Face to face   |                          |
|  | The course is organized in two parallel streams:   |                          |
|  | 1. Lectures, which analyze the concepts and methodologies that form the core of the course material  |                          |
|  | 2. Workshops (studios), where students: get acquainted with methods and tools of creative thinking and analysis, consultation, synthesis of ideas and plans are organized in groups - with emphasis on interdisciplinarity |                          |
| <b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> | Use of a course website on the e-class platform for posting (a) notes, (b) internet links, (c) announcements, search tools and social networks   |                          |
| <b>MANAGEMENT OF TEACHING</b>                            | <b>Activity</b>  | <b>Semester Workload</b> |
|  | Lectures   | 36                       |
|  | Seminars   | 4                        |
|  | Studio workshops   | 84                       |

|                           |  |            |
|---------------------------|--|------------|
|                           | Individual and work study for term assignment  | 40         |
|                           | Term assignment presentation   | 16         |
|                           | <b>Course Total</b>  | <b>180</b> |
| <b>STUDENT EVALUATION</b> | <p>Essay and Public Presentation of a complete business idea.</p> <p>Student assessment is largely based on the group work done by students, while the final grade takes into account:</p> <ul style="list-style-type: none"> <li>• the written text of the thesis</li> <li>• the presentation of the work at the end of the semester</li> <li>• participation in laboratory courses</li> <li>• participation in course activities (lectures, visits, etc.)</li> </ul> <p>Focus, problem analysis, solution composition, collaboration and sharing are evaluated</p> |            |

## 5. RECOMMENDED-BIBLIOGRAPHY

1. *Entrepreneurship*,  
Έκδοση 2020  
Κωδικός Βιβλίου στον Εύδοξο: 94645251  
Συγγραφείς: Neck Heidi, Neck Christopher, Murray Emma
2. *Entrepreneurship and Small Business*  
Έκδοση 2<sup>η</sup>, 2017  
Κωδικός Βιβλίου στον Εύδοξο: 59397350  
Συγγραφείς: David Deakins, Mark Freel
3. *Business Model Development*  
Έκδοση 2017  
Κωδικός Βιβλίου στον Εύδοξο: 68373077  
Συγγραφείς: Osterwalder Alexander, Pigneur Yves