

Masters Program
«Economic and Business Strategy»
Department of Economics
University of Piraeus



Module Guide

"Entrepreneurship and Innovation Management"

Instructor

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« *Entrepreneurship and Innovation Management* »

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**Innovation can change the world,
Innovation can change enterprises,
Innovation can change Greece!**

1. Course Description

This course introduces the students to the systematic processes of the innovation management, new venture creation, and entrepreneurship. It focuses on the challenging and important issues of the entrepreneurial life cycle associated with recognizing, launching, growing and valuing new business ventures. The Entrepreneurship and Innovation Management course is designed for the study of all aspects of starting and running a new venture and for this reason it applies to all organizational forms such as established large companies, small and medium sized enterprises, and startup firms. Entrepreneurship and Innovation Management describes the framework conditions for entrepreneurship and analyzes the core factors required for successful innovative entrepreneurship. The course explores the analytical techniques needed to recognize emerging business opportunities, understand the various financing choices, apply valuation methodologies, screening a business idea, develop a marketable business plan, manage growth in a rapidly evolving environment, and successfully capitalize the value of a business. Students also identify their potential for creating a business or marketable product/ idea.

Using tools and techniques of business models and business plans, Entrepreneurship and Innovation Management module makes students capable to assess firms' present and future performance. Further, this module seeks to trigger students' entrepreneurial spirit and develop their innovative skills for enhancing their entrepreneurial activity in the global economy.

2. Course Objectives

The learning objectives of the course are to enable students to take a contemporary, critical approach to:

- Examine the factors affecting Entrepreneur to start a new business venture,
- Gain a better insight of the framework conditions for Entrepreneurship,
- Develop ability to research, diagnose and analyze those factors for successful Entrepreneurship,
- Gain deep knowledge of new ideas implementation process and start-up business procedures,
- Be able to write successful business models and business plans for raising capital
- Be able to assess firms' operating and financial performance,
- Introduce to the range of investment policies for enhancing entrepreneurial activities in the global economy.

The course is particularly suitable for those who intend to join the entrepreneurial world working with high growth innovative ventures; existing entrepreneurs or managers of entrepreneurial businesses who wish to gain a better understanding of the dynamics of managing their business.

3. Grading

The final course mark will comprise three elements, weighted as follows:

- Final exam: 50%
- Group project: 40%
- Project Presentation: 10%

Students are expected to form groups, preferably of 3-4 individuals, and work on a business model/plan project. Each group will be responsible for developing and delivering a final essay on the project they chose.

4. Detailed Schedule

The following is a list of session titles:

Session 1 - Introduction

-Course Overview

- Definitions and Key Concepts
- Entrepreneurial motives and basic characteristics
- Entrepreneurial functions
- Entrepreneurship Results
- Self-assessment exercise

Session 2 - Capture & development of new ideas I transformation of ideas into business concepts; entrepreneurship eco-system

- Sources of Entrepreneurial ideas
- Ecosystems and Entrepreneurship
- Case Study

Session 3 - Opportunity Recognition

- Linking Creativity, Entrepreneurship and Innovation
- Opportunities recognition and evaluation for fast development
- Incremental, steady development
- Invited speaker

Session 4 - Sources for Innovation

- Introduction
 - Where do innovations come from?
- A framework for Looking at Innovation Sources

Session 5 - Funding of business ventures

- Conventional Sources for Funding
- New Funding Opportunities
- Open Funding
- Funding in Greece
- Invited speaker

Session 6 - Types of Entrepreneurship (I)

- Innovation and Social Entrepreneurship
- Startup firms

- Case studies
- Invited speaker

Session 7 - Types of Entrepreneurship (II)

- Innovation and Green Entrepreneurship
- Innovation and Agricultural Entrepreneurship
- Case studies

Sessions 8 - Intrapreneurship & Intrapreneurs

- Development of intrapreneurial activities
- Business Life cycle and Entrepreneurship vs real market structures
- Invited Speaker

Sessions 9 - Business Models

- Idea development
- Business Model Canvas
- Workshop

Session 10 - Business Plans

- Development of Business Plans
- Business Plans' Strengths and Weaknesses
- Workshop

Sessions 11 - International Entrepreneurship

- International Entrepreneurship
- Global Markets
- Case studies

Sessions 12 - Entrepreneurial Strategies and Business Development

- New products/services
- How to meet consumers' needs
- New markets and products/services promotion
- The Greek and international experience
- Case studies

Sessions 13 - Students' Presentation of their final team project

5. Readings

Essential Reading

- ‡ Lecture Notes
- ‡ Studies of Global Entrepreneurship Monitor, OECD, IOBE, ICAP
- ‡ Recently published Articles from various Business Magazines and journals
(for e.g. Business Week, Economist, Entrepreneur.com)

Complementary Reading

- ‡ John Bessant and Joe Tidd. *Καινοτομία & Επιχειρηματικότητα*, (3rd Edition), 2017, Εκδ. Τζιόλα.
- ‡ David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. *Entrepreneurship for Small and Medium Enterprises*, Kritiki, 2011.
- ‡ Alexander Osterwalder & Yves Pigneur. *Ανάπτυξη Επιχειρηματικών Μοντέλων*, 2010, Εκδ. Παπασωτηρίου.