

MSc in Economic and Business Strategy



Entrepreneurship and Innovation Management

Fall 2021-2022

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Course Description:

This course introduces the students to the systematic processes of the innovation management, new venture creation, and entrepreneurship. It gives particular emphasis to innovation regarding new business models embracing sustainability and circular economy. 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.

Last, but not least, the course introduces to students the concept of sustainable entrepreneurship based on the 17 Sustainable Development Goals and innovation related to these.

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,
- Understand sustainability and sustainable entrepreneurship,
- Understand the 17 SDGs and how firms may embrace them and incorporate them in their business models,
- Understand circular economy and how innovation can induce firms towards circularity.

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.

Readings:

Mandatory

- Lecture notes and case studies (case studies will be discussed thoroughly in class)
- Distributed Articles

Supplementary

- John Bessant and Joe Tidd. *Καινοτομία & Επιχειρηματικότητα, (3rd Edition), 2017, Εκδ. Τζιόλα.*
- D David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. *Entrepreneurship for Small and Medium Enterprises, Kritiki, 2011.*
- D Alexander Osterwalder & Yves Pigneur. *Ανάπτυξη Επιχειρηματικών Μοντέλων, 2010, Εκδ. Παπασωτηρίου.*
- E. Ries, *Lean Start Up – Λιτή Επιχειρηματική Εκκίνηση (The New York Times), 2013, Εκδόσεις Λιβάνη.*
- Μπλάνας, Γ. και Κυλινδρή, Σ. (επιμ.) *Ανάπτυξη Επιχειρηματικών Υποδειγμάτων, 2^η Ελληνική έκδοση, 2017, Εκδόσεις Broken Hill.*
- Tidd, J. and Bessant, J. *Στρατηγική Διοίκηση Καινοτομίας, 2018, Εκδόσεις Broken Hill.*
- Andrea Larson, University of Virginia, 2011 *Sustainability, Innovation, and Entrepreneurship, Saylor Foundation*
- Weidinger, Christina, Fischler, Franz, Schmidpeter, René (Eds.), 2014 *Sustainable Entrepreneurship, Springer-Verlag Berlin Heidelberg*

You may also find interesting articles in Global Entrepreneurship Monitor, OECD, IOBE, ICAP, Business Week, Economist, Entrepreneur.com, The Journal of Product Innovation Management, Wiley (2) Technovation, Elsevier (3) Harvard Business Review (4) MIT Sloan Management Review, World Journal of Entrepreneurship, Management and Sustainable Development (5) and others.

Grading

- Final Exam: 40%
- Group project: 40%
- Class participation and projects' presentation: 20%

Course Schedule

Week	Description
Week 1:	Course overview and basic concepts (entrepreneurship, entrepreneurship and the economy, entrepreneurial motives)
Week 2:	Capture & development of new ideas I transformation of ideas into business concepts; entrepreneurship eco-system
Week 3:	International Entrepreneurship – Models for international activity development
Week 4:	Technology and Innovation – the Knowledge Economy – National Innovation Systems – Innovation Policies
Week 5:	Technical change and sectoral analysis – technology dynamics – Innovation and Competitive Strategy
Week 6:	The Learning Organization – Knowledge Development
Week 7:	Innovation Management – New processes and products
Week 8:	The architecture of innovative firms – characteristics, resources and capabilities
Week 9:	Business Plans – ideas, structure, milestones
Week 10:	Evaluating a business idea – business models
Week 11:	Special Topics on Entrepreneurship and Innovation Management – Articles and Case Studies
Week 12:	Special Topics on Entrepreneurship and Innovation Management – Articles and

Case Studies – Sustainable Entrepreneurship and Sustainability Reports

Week 13: Group Presentation

We will have the opportunity to host guest speakers during classes so that the students can have the opportunity to discuss with her/him and ask questions about business venturing, innovation, sustainability compliance, sustainability and circular economy practices.

