

# MSc in Economic and Business Strategy



## Entrepreneurship, Innovation and Sustainable Development

Fall 2023-2024

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### Course Description:

This course introduces the students to the systematic processes of *new venture creation*, *innovation development* and *sustainable practices* in business models. It focuses on the challenging and important issues of the entrepreneurial life cycle associated with recognizing, launching, growing and valuing new business ventures, especially under the prism of the Sustainable Development needs. The Entrepreneurship, Innovation and Sustainable Development 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. It describes the framework conditions for entrepreneurship and analyzes the core factors required for **successful innovative entrepreneurship** recognizing the need to conform to the **Sustainable Development Goals (SDGs)** posed by the UN in 2017. Particular emphasis is placed on **innovations based on circular economy and bioeconomy**, with specific case studies. 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. They understand what sustainable entrepreneurship is by exploring the three pillars of Sustainability, i.e., Environment, Society, Governance and how these may be adopted across the value chain.

Using tools and techniques of business models and business plans, Entrepreneurship, Innovation and Sustainable Development 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 within turbulent conditions (COVID-19, energy crisis, climate crisis).

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,
- 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
- Understand how innovation triggers entrepreneurship success
- Understand how businesses are affected by the Sustainable Development Goals
- Understand how Sustainable Development and especially circular economy and bioeconomy offer great opportunities for innovation and successful entrepreneurship.
- Be able to incorporate the SDGs across the value chain of a business

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. All those interested in understanding the turbulent environment through which the private and public sectors are called to operate by complying to the SDGs.

### 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.
- Nada Sanders and John Wood (2018). *Βασικές Αρχές της Βιώσιμης Επιχείρησης: Θεωρία, Πράξη και Στρατηγική*, Εκδόσεις Broken Hill Publishers.
- **Gardetti**, Miguel, **Muthu**, Subramanian Senthilkannan (Eds.), (2019). *Sustainable Luxury: Cases on Circular Economy and Entrepreneurship*.
- **Zucchella**, Antonella, **Urban**, Sabine, (2019). *Circular Entrepreneurship: Creating Responsible Enterprise*
- 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<sup>η</sup> Ελληνική έκδοση, 2017, Εκδόσεις Broken Hill.
- Tidd, J. and Bessant, J. *Στρατηγική Διοίκηση Καινοτομίας*, 2018, Εκδόσεις Broken Hill.

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.

## Grading

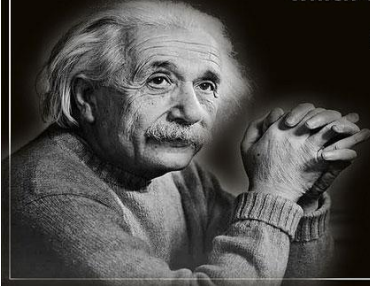
- Final Group Project: 50%
- Class Case Studies' presentation: 30%
- In class participation in discussions: 20%

## Course Schedule

<b>Week</b>	<b>Description</b>
Week 1:	Course overview and basic concepts (entrepreneurship, entrepreneurial motives)
Week 2:	Capture & development of new ideas   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:	Sustainable Development Goals – Sustainable Entrepreneurship
Week 12:	Incorporating the SDGs in business models - Sustainability Reports
Week 13:	Group Presentation

We will have the opportunity to host a guest speaker during classes so that the students can have the opportunity to discuss with her/him and ask questions.

„I never teach my pupils, I only  
provide the conditions in  
which they can learn“



Albert Einstein  
1879-1955