

COURSE OUTLINE

(1) GENERAL

SCHOOL	UNIVERSITY OF ATHENS		
ACADEMIC UNIT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ECO481	SEMESTER	8th
COURSE TITLE	SPECIAL ISSUES IN ECONOMIC DEVELOPMENT: ENTREPRENEURSHIP		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	7
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	HELLENIC		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	ONLY FOR HELLENIC SPEAKERS		
COURSE WEBSITE (URL)	https://eclass.uoa.gr/courses/ECON720/		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

With the successful completion of the course, the students will be able to understand:

- How the entrepreneurial environment functions in Greece
- What is needed to create a new venture
- How this venture can become sustainable and competitive
- What are the challenges during both the venture formation as well as the venture operation phases and how can one tackle them in a timely and effective manner
- What is the contribution of the venture to economic development and social prosperity
- What is the process of business plan creation and how can one form his/her

own personal virtual venture

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- *Collection, analysis and synthesis of data and information with the use of appropriate technologies*
- *Decision making*
- *Team work*
- *Development of free, creative and deductive thinking*
- *Practice of critical and self-critical thinking*

(3) SYLLABUS

The course consists of the following units/sub-units:

UNIT 1: ENTREPRENEURIAL JOURNEYS – Entrepreneurship, Opportunity recognition, Franchising, Existing ventures and entrepreneurial opportunities, Business plan – the roadmap to success.

UNIT 2: DEFINE YOUR CUSTOMER BASE – From the opportunity identification, to the creation of a venture and the market research.

UNIT 3 – INTEGRATED MARKETING – Developing the right marketing mix and plan, Pricing and credit policies, Integrated communication marketing, International entrepreneurship, “Smart” sales and effective customer service.

UNIT 4 – THE POWER OF MONEY: FINDING, SECURING AND MANAGING FINANCIAL RESOURCES – Understanding and managing of initial, fixed and variable cost, using financial reporting for venture governance, cash flows and taxes, financing strategies: external and internal funds or combination of both.

UNIT 5 – EFFECTIVE RUNNING OF SMALL VENTURES - Successful operations, location, facilities, space structuring, human resources management.

UNIT 6 – LEADERSHIP, ENTREPRENEURIAL ETHICS, AND EXIT OPTIONS – Leadership practices and entrepreneurial ethics, franchising, licensing of rights, harvesting: Monetizing your entrepreneurial “sweat equity”.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and synchronous online																						
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	• <i>Use of ICT</i> • <i>Use of e-Class learning platform</i> • <i>Use of power-point presentations and other digital documents</i> • <i>Extensive interaction between instructors and students as well as within student teams with email</i>																						
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<table border="1"> <thead> <tr> <th>Activity</th><th>Semester workload</th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>39</td></tr> <tr> <td>Student individual and team effort</td><td>(60)</td></tr> <tr> <td>Self-study</td><td>136</td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr> <td>Course total</td><td>175</td></tr> </tbody> </table>	Activity	Semester workload	Lectures	39	Student individual and team effort	(60)	Self-study	136													Course total	175
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STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	1. Written final exam (100%) with four questions where the student needs to answer three. 2. Team Project Presentation The team projects are optional and entail a presentation to the class and weekly progress check. The aim of the team project is the formation of a virtual venture and the presentation in the class of analysis and management of said venture based on the content covered in class (sectoral analysis, environmental analysis, competition analysis, SWOT analysis, marketing strategy, marketing plan, marketing mix, financial analysis, forecasting, financing analysis, exit strategy). The project grade depends on: - The structure of the project - The content of the project report - The final project presentation																						

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

- Mariotti Steve - Glackin Caroline (Επιμ. Θερίου Γ.), 2016. Επιχειρηματικότητα και Διοίκηση. Μικρών Επιχειρήσεων, 2η Έκδοση. ΕΚΔΟΣΕΙΣ ΤΖΙΟΛΑ.
- Deakins, D., Freel, M., 2007. "Επιχειρηματικότητα", Εκδόσεις Κριτική.
- Καινοτομία επιχειρηματικού προτύπου 2018, 2η Έκδοση από Θεοδώρα Βάλβη, Σπύρος Βλιάμος, Ηλίας Καραγιάννης, Publications DISIGMA.
- Carayannis, Elias et al, 2010, Innovation and Entrepreneurship: Theory and Practice, Springer Publishers, NY, NY.
- Elias G. Carayannis et al, 2003, Idea Makers and Idea Brokers: Intellectual Venture Capitalists in High Tech Entrepreneurship, Greenwood Press, Connecticut.
- Del Giudice, Manlio, Della Peruta, Maria Rosaria, Carayannis, Elias G., 2014. "Student Entrepreneurship in the Social Knowledge Economy, Successful Cases and Management Practices", Springer Publishers, NY, NY.
- Hisrich "Entrepreneurship", 2010. Εκδόσεις Επίκεντρο.
- Brealey, R. and Myers, S., 2010. "New Venture Creation: Entrepreneurship for the 21st Century", McGraw Hill International Edition.