

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	ENVIRONMENTAL ENGINEERING		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	GE5220	SEMESTER OF STUDY	2°
COURSE TITLE	Innovation and Entrepreneurship		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Studies and Lectures		3	5
COURSE UNIT TYPE	MELH		
PREREQUISITES :	Non		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	http://geope.teikoz.gr/undergraduate/ug_studies.htm		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course aims to provide to the students of the department the necessary knowledge for subjects relevant to Entrepreneurship and Innovation and to develop the relevant abilities to create, invent, and communicate and leader. Special emphasis will be paid to the dynamics of entrepreneurship and the parameters that boost innovation and also the complex problems that faces the entrepreneur in the Greek and the International environment.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> 1. To transfer an innovative idea to a business initiative. 2. To prepare a business plan. 3. To use the different tools for managing innovation
General Skills
<p><i>Upon successful completion of the programme students will:</i></p> <ul style="list-style-type: none"> -have the basic theoretical and practical knowledge in the fields of the subject area of Geotechnology and Environmental Engineering -be able to properly apply the theoretical and practical knowledge acquired during the study period -be able to cover a wide spectrum of scientific and technical knowledge related to mining and geotechnical projects as well as the sector of environmental reclamation -have gained the necessary competencies to proceed to their second cycle study

3. COURSE CONTENTS

Entrepreneurship and enterprise, the business initiative and brainstorming, basic meanings, technology, managing technology, invention, creativity, innovation, innovative ideas, the meaning of technological innovation, measuring innovation, the innovation procedure, innovation models (Schumpeter, Tomatzky, Kline, e.t.c.), managing innovation, company incubator, technology parks, tools to manage innovation, spin-off companies, case studies, Greek and regional innovation systems. Methodology to prepare a business plan, marketing, investigating business opportunities, method to analyze the offer and the demand, preparing the financial-economics elements of a business plan, the budget of a business plan, cost analysis, fixing the prices policy, investing decisions, marketing plan, using information technologies, business collaborations, steps needed to create a business, kinds of different companies (individual, uniform, limited, S.A., holding companies), financing ways for the start-up companies (seed capital, venture capital, business angels, e.t.c.) managing business names (brand names, trademarks), preparing the business plan, case studies. Green entrepreneurship and green innovation.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	Face-to-face	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY		
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Study	60
	Theory	40
	Total of lesson	100
ASSESSMENT METHODS	I. Lab and/or Project Work on business plans (40%) II. End of Semester Formal Examination (60%)	

5. RESOURCES

- Recommended Book Resources:

- Recommended Article/Paper Resources:

1. P. Kioxos, J. Papanikolaou 1999. Programming Business Actions», Ed. Stamouli, 1999
2. H. Karagiannis, J. Bakouros «Innovation & Entrepreneurship, Theory - Application», Ed. Sofia 2010
3. N. Komninos, L.Kyrgiagini, E.Sefertzi, «Technologies to develop Innovation», Gutemberg, Athens 2001

4. X. Kanelopoulos , «Managing SMEs and Entrepreneurship» Ed. Stamouli, 2000
5. P. Piperopoulos «Entrepreneurship, Innovation & Business Clusters» Ed. Stamoulis, 2008
6. J. Tidd, John Bessant, Keith Pavitt, «Managing Innovation», Wiley 2001
7. Frederick Betz, «Managing Technological Innovation», Wiley 2003
8. N. Komninos “Intelligent cities, innovation, knowledge systems and digital spaces” Spon Press, 2002
9. James M. Utterback, «Mastering the Dynamics of Innovation», Harvard Business School Press 1994
10. Jan Cobbenhagen, «Successful Innovation», MPG Books Ltd 2000
11. Dylan Jones-Evans, «Technology, Innovation and Enterprise», Macmillan Press LTD 1997
12. Robert Szakonyi, «Technology Management», CRC Press LLC 1999
13. International Conference “Dissemination of Innovation, clusters, regional institutions and telematics” Recite II, Innoregio, Thessaloniki 2002.

MELH: Management, Economy, Legislation & Humanity Courses