

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	Department of Tourism Economics and Management		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO4026	SEMESTER	Spring
COURSE TITLE	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	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	http://eclass.chios.aegean.gr/courses/DBA244		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is to familiarize students with the conceptual framework, and the content of business environment. Additionally, the module introduces them to the basic aspects of business development and the process of establishing and developing a business, by identifying the business opportunity and implement the business plan. For a further knowledge of the relevant issues, the student will also be informed of some practical dimensions of modern entrepreneurship, which relate to the business networks, as well as new forms of business financing.</p>

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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

- *Production of free, creative and inductive thinking*
- *Search for, analysis and synthesis of data and information, with the use of the necessary technology*
- *Working independently*
- *Team work*
- *Criticism and self-criticism*

(3) SYLLABUS

1st lecture: Introduction

2nd lecture: Entrepreneurship and Economy
Game 1

3rd lecture: Business Plan I (Structure)

4th lecture: Business Plan II (Market research, Competitive advantage)
Game 2

5th lecture: Business Plan III (Marketing- Pricing – Communication – Sales)

6th lecture: Business Plan IV (Costs, Taxation)
Game 3

7th lecture: Financing – Alternative ways for Funding

8th lecture: Female Entrepreneurship - GUEST LECTURER
Game 4

9th lecture: Clusters

10th lecture: Industrial zones

11th lecture: International Entrepreneurship - GUEST LECTURER
Game 5

12th lecture: e – Entrepreneurship, Social-entrepreneurship

13th lecture: Conclusion – Past exam papers

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	<i>Face-to-face</i>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching, laboratory education, communication with students</i>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. 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. 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>	Activity	Semester workload
	<i>Lectures</i>	<i>39</i>
	<i>Case study analysis</i>	<i>41</i>
	<i>Study Hours</i>	<i>45</i>
	<i>Course total</i>	<i>125</i>
STUDENT PERFORMANCE EVALUATION	<p>Evaluation in Greek</p> <p>Evaluation with short-answer and open-ended questions</p> <p>Evaluation with semester project</p>	

(5) ATTACHED BIBLIOGRAPHY

<p><u><i>Suggested bibliography</i></u></p> <p>Entrepreneurship, 2nd Edition Mariotti Steve - Glackin Caroline Tziolas Editions</p> <p>Innovation and Entrepreneurship Bessant J. -Tidd J. Tziolas Editions</p> <p>Entrepreneurship David Deakins, Mark Freel Kritiki Editions</p> <p>Entrepreneurship P.Petrakis Edition: P.Petrakis</p> <p>Entrepreneurship Storey David, Greene Francis Kritiki Editions</p>
