

Course title	Entrepreneurship and Innovation				
Course code	ENT304				
Course type	Elective				
Level	Postgraduate				
Year / Semester	2 nd /3 rd				
Teacher's name	Dr Alexandros Charalambides & Mr George Kokou				
ECTS	7.5	Lectures / week	1-2	Laboratories / week	0
Course purpose and objectives	<p>The course aims to enable students to realise and appreciate the importance of innovation along with the various stages of the entrepreneurial process in the contemporary challenging business environment. Integrating theory with practice through case studies, group exercises and presentations by business experts and entrepreneurs will provide students the ability to develop an understanding of managing innovative entrepreneurial sustainable activities and the concept of intrapreneurship. Furthermore, students will anticipate the roles and responsibilities of entrepreneurs in organising factors of production and in developing the required skills to motivate, lead, take risks and form an entrepreneurial spirit of continuous improvement and innovation within the organisation, formulating a strong corporate culture.</p>				
Learning outcomes	<p>Upon successful completion of this course, students will be able to acquire a new set of knowledge and skills related to models, tools, and frameworks to further develop entrepreneurial thinking in corporate and in non-profit settings with the aim to feel confident to explore opportunities, to take actions and to innovate. Students are expected to learn the importance of forming an entrepreneurial capacity in maximising skills, knowledge, creativity and confidence within the organisation based on the method of consultation, empowerment and engagement.</p>				
Prerequisites	None	Required	None		
Course content	<ul style="list-style-type: none"> ▪ Types and forms of Entrepreneurship ▪ The entrepreneurial process: from the idea to the launching. Motives and required skills ▪ Opportunity cost and decision-making ▪ Encouraging intrapreneurship and passion for self-actualisation ▪ Target group and Segmentation analysis ▪ The Innovation framework: Process and Types ▪ Methods for exploring new business opportunities and innovative concepts ▪ Benchmarking options: Searching for Best Practices ▪ Managing an Entrepreneurial activity: Franchising vs. start-up ventures ▪ Forming a strong entrepreneurial culture and a resilient leadership style 				

	<ul style="list-style-type: none"> ▪ Barriers to entrepreneurship and innovation ▪ Clustering: Forming Alliances through Open Innovation Systems ▪ Forms and sources of financing new and existing projects ▪ Location options and considerations ▪ Evaluating the methods of protecting Intellectual Property ▪ Social Entrepreneurship and Ethics ▪ Managing functions, business activities and anticipating risk ▪ Analysing the External and Industry environment ▪ Developing an effective Business Plan
Teaching methodology	Face to Face
Bibliography	<ul style="list-style-type: none"> ▪ Zacharakis, A., Corbett, A., and Bygrave, W. (2020). <i>Entrepreneurship</i>, 5th Edition. New York: Wiley. ▪ Hisrich, R.D., Peters, M.P., and Shepherd, D. (2020). <i>Entrepreneurship</i>, 11th Edition. McGraw-Hill Irwin. ▪ Benjamin M. Legum, et al. (2019). <i>Engineering Innovation: From Idea to Market Through Concepts and Case Studies</i>. Boston, MA: De Gruyter. Available at: https://search.ebscohost.com/login.aspx?direct=true&db=e020mww&AN=2174352&site=ehost-live. ▪ Aulet, B. (2017). <i>Disciplined Entrepreneurship Workbook</i>. Hoboken, NJ: Wiley. ▪ Piperopoulos, P. (2012). <i>Entrepreneurship, Innovation and Business Clusters</i>. Routledge. ▪ Carayannopoulos S. (2017). Small, young firm flexibility and performance in the context of disruptive innovations. <i>International Journal of Entrepreneurship and Innovation Management, Inderscience Enterprises Ltd</i>, vol. 21(1/2), 105-118 ▪ Barringer, B. R., and Ireland, R. D. (2019). <i>Entrepreneurship: Successfully launching new ventures</i>, 6th Edition. Pearson.
Assessment	<p>Final Exam: 50%</p> <p>Assignments: 40%</p> <p>Attendance and Participation: 10%</p>
Language	English