

COURSE OUTLINE

(1) GENERAL

SCHOOL	POLITICAL, SOCIAL AND ECONOMIC SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	NK73	SEMESTER	7
COURSE TITLE	ENTREPRENEURSHIP I		
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	4	6	
WORKSHOPS			
LECTURES FROM ENTREPRENEURS			
<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>	SPECIALIZATION		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	http://www.econ.duth.gr/undergraduate/lessons/z8.shtml		

(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*

Entrepreneurship is the driving force for an economy. Wealth and the majority of employment are the result of small business creation from business-minded individuals, many of whom continue creating even larger firms.

The goal of this course is to familiarize students in their last year of study with the concept of entrepreneurship and the effective and productive utilization of the knowledge they gained during their studies by creating a new business.

To do this, we are based on:

- the knowledge and skills acquired by the students so far in their studies
- and also in teaching relevant new concepts and skills

Thus, our students will be able to develop the skills that are necessary to establish, expand and run a successful business, and to work effectively as business managers.

Particular emphasis is given to foster and enhance the entrepreneurial culture that will precede the mood to create a new company (startup intention). This perspective is based on the premise that becoming an entrepreneur can be the result of education and training. Thus, entrepreneurs are "made" and are not "born".

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

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

*Working in an interdisciplinary environment
Production of new research ideas*

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Others...
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- Teamwork
- Decision making
- Brainstorming
- Innovation
- Enterprise Creation Simulation
- Ability to analyse complex ideas
- Training to resolve complex issues
- Market Research
- Creation of advertising spots
- Presenting ideas through Posters

(3) SYLLABUS

Topics:

- The meaning and importance of entrepreneurship and the environment in which it grows.
- The definition of entrepreneurship and the entrepreneur.
- The stages of the business process:
 - Capturing a business idea
 - Evaluating the business model,
 - Creating a business plan,
 - Fundraising and forming agreements
 - Selection of sustainable development model and
 - Exploring exit strategies.
- Start-up issues for new entrepreneurs
- Promotion and advertising aspects of products or services
- An understanding of modern finance
- Evaluation of investment plans, financial analysis of investment.
- Break-Even-Point Analysis
- SWOT Analysis.
- SPACE-Matrix Analysis.

- Preparation of an integrated Business Plan.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Lectures, workshops, working groups	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Eclass • Social media • Emails 	
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
	Lectures	30
	Workshops	20
	Creating advertisement spot	20
	Producing a Business Plan	70
	Creating a Poster	10
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure 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 Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<ul style="list-style-type: none"> • Presentation of the business idea • Creation and presentation of an advertising spot • Creation and presentation of a Poster for the Poster Session • Produce a complete Business Plan and Presenting it • At the end of the semester following the evaluation of the Business Plans three prizes are awarded in cooperation with the Macedonian Thrace Brewery (Vergina) during a relevant event. The prizes are awarded by the Chief Executive Officer Dimitris Politopoulos 	

	<p>are:</p> <ul style="list-style-type: none">• 1st prize € 900• 2nd prize € 600• 3rd prize € 300• The 10 best innovative ideas and business plans are also awarded commemorative distinctions.
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(5) ATTACHED BIBLIOGRAPHY

<p><i>P. Gogas, I. Pragidis, Entrepreneurship Guide - From Theory to Practice, Publisher Sofia, 2014.</i></p>
