

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	POLITICAL, SOCIAL AND ECONOMIC SCIENCES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	NK84B	<b>SEMESTER</b>	8
<b>COURSE TITLE</b>	ENTREPRENEURSHIP II		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
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>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALIZATION		
<b>PREREQUISITE COURSES:</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="http://www.econ.duth.gr/undergraduate/lessons/h7.shtml">http://www.econ.duth.gr/undergraduate/lessons/h7.shtml</a>		

## (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*

The course Entrepreneurship II focuses on comprehensive development and application of the specialized knowledge that the students gained during their studies. They find a real business and provide specialized consulting services during the course of the semester. They perform various tasks of business analysis aiming to get a thorough understanding of the specific business and its environment. Then, they try to find solutions to problems that either specified by the firm's management or are uncovered by our students in the course of their business analysis.

It is an innovative and pioneering course for Greek academic standards as the students apply specialized knowledge on real conditions and real businesses.

Entrepreneurship II aims to exploit and enhance the expertise of our students in Economics and Business Administration.

At the same time we make an effort to build and improve student confidence with respect to their abilities, knowledge, and technical capabilities. This will enable them to successfully cope in the labor market and in the business world.

### 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?*

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>

- Teamwork
- Decision making
- Brainstorming
- Innovation
- Work in real businesses
- Ability to solve complex business problems
- Discussion in working groups to solve complex issues
- Market Research
- Developing relationships with business and management as specialized scientists
- Presentation of ideas through IT

### **(3) SYLLABUS**

The foities / behavior shows provide free consulting services (Business Consulting) in Komotini businesses and the wider region of Eastern Macedonia and Thrace is the living space of the Department of LBB. Created for this purpose Consulting Groups composed of 5-7 senior students / behavior shows. These groups are supervised throughout the semester by the teacher.

The course includes:

- Exploiting the expertise and specialized knowledge of students / three in Economics and Business Administration in real businesses through Consulting Groups (Advisory Groups).
- Diffusion of specialized scientific knowledge of students in the local community.
- Connecting the scientific potential of LBB with businesses in the region.
- Acquisition of know-how and work experience in real conditions for the graduates of the Economics Division.
- Support for undertakings in the region by providing free specialized consulting services based on specific conditions after the crisis and the serious problems they face.

- Long-term and durable connection of the scientific potential of LBB at teacher and student level with the productive fabric of the region.
- Increase productivity and competitiveness of local businesses.

The Advisory Groups (Consulting Groups) seek and find companies with which achieve a cooperation agreement to provide free advisory services. The Consulting Groups have an ongoing collaboration during the semester to these enterprises. This cooperation focuses on discussions through organized and scientifically structured interviews and questionnaires with the owners, the management and employees of the company / customer. Is observation, recording and analysis procedures and functions. Used questionnaires in management, marketing, market research, financial analysis and forecasting data for the compilation of the Business Plan, etc.

Examples -among the more-activities in which students / responsible behavior shows:

- The evaluation of investment projects
- The valuation of corporate value
- Provisions demand specific markets
- Preparation of Business Plan
- Conducting market research
- Develop marketing and promotion
- Web design and web marketing
- Research and development programs NSRF
- Specific problems or business requirements in logistics, human resources, production processes, etc.

The experience of the past two years has shown that advisory teams have brought solutions to important issues facing local businesses have conducted market research with significant results for the company and have delivered detailed Consulting Reports on various issues optimization of administrative processes, production, distribution and marketing. The cooperating business experience was so good that some of them rewarded with scholarships, prizes and letters of our students.

The course includes:

- Lectures on the specific issues of Business Consulting
- Mentoring of Consulting Groups of students / three on the issues-problems
- Workshops on specific topics and tools Business Consulting and personal development skills of students / three

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Mentoring</li> <li>• Workshops</li> </ul>																							
<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> <li>• Eclass</li> <li>• Social media</li> <li>• Emails</li> <li>• Teleconferencing</li> </ul>																							
<p><b>TEACHING METHODS</b> <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></p> <p><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></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Workshops</td> <td>20</td> </tr> <tr> <td>Finding a "customer"</td> <td>10</td> </tr> <tr> <td>On-site cooperation with management</td> <td>30</td> </tr> <tr> <td>Preliminary Consulting Report (PCR)</td> <td>20</td> </tr> <tr> <td>Final Consulting Report (FCR)</td> <td>40</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><b>150</b></td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	30	Workshops	20	Finding a "customer"	10	On-site cooperation with management	30	Preliminary Consulting Report (PCR)	20	Final Consulting Report (FCR)	40							Course total	<b>150</b>
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<p><b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i></p> <p><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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>The evaluation of the students in this course is based on:</p> <ul style="list-style-type: none"> <li>• the drafting of the Preliminary Consulting Report (PCR)</li> <li>• the drafting of the Final Consulting Report (FCR)</li> <li>• the evaluation of Consulting Groups from actual business customers</li> </ul>																							

(5) ATTACHED BIBLIOGRAPHY

Suggested Reading:

- D. Vasiliou N. Irioti, Financial Management Theory and Practice, Rosili Publishers, 2008.