

COURSE OUTLINE

(1) GENERAL

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|---|----------------------------------|---|-----------------|
| SCHOOL | ECONOMICS AND MANAGEMENT SCIENCE | | |
| ACADEMIC UNIT | DEPARTMENT OF ECONOMICS | | |
| LEVEL OF STUDIES | 6 th | | |
| COURSE CODE | OIK715 | SEMESTER | 7 th |
| 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 | | 4 HOURS PER WEEK | 6 ECTS |
| <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: | | NONE | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | | GREEK | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | | NO | |
| COURSE WEBSITE (URL) | | https://ecourse.uoi.gr/enrol/index.php?id=1935 | |

(2) LEARNING OUTCOMES

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| <p>Learning outcomes <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>Knowledge The course aims at providing basic knowledge of business operations, business economics and strategic planning</p> <p>Skills On successful completion of this course, students should be able to analyze the business environment (internal / external), define model business models and key business strategies.</p> <p>Abilities Students are expected to be able to understand the basic parameters of business operations so they can act as business executives, consultants and / or entrepreneurs.</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

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

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

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Others...

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- Search for, analysis and synthesis of data and information
- Team work
- Production of new business ideas
- Production of free, creative and inductive thinking
- Decision Making
- Project planning and management

(3) SYLLABUS

The course analyses the business environment, provides knowledge on organization and management, planning, marketing, project appraisal, business plans and human resources management. It analyses the concept of innovation and its contribution to business competitiveness. Several types of tools for the analysis of business environment covered such as PEST, SWOT, PORTER, KSF. Business modelling is practiced with the use of Business Canvas Model.

(4) TEACHING and LEARNING METHODS - EVALUATION

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| <p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p> | Face-to-face. | |
| <p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p> | Yes. Use of powerpoint and videos during lectures. | |
| <p>TEACHING METHODS <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> | Activity | Semester workload |
| | Lectures | 52 hours |
| | Directed study | 35 hours |
| | Non-directed study | 35 hours |
| | Project-essay writing | 35 hours |
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| Course total | 157 | |

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| <p>STUDENT PERFORMANCE EVALUATION <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>Project and Final (written) exams with open ended questions.</p> <p>Final grade=(final exams)* 0.70 + (project grade) *0.30</p> |
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(5) ATTACHED BIBLIOGRAPHY

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| <ol style="list-style-type: none"> 1. Kefis B., Papazachariou P., From business vision to Business Plan,, Kritiki Publishers (in Greek). 2. Johnson G., Scholes K., Whittington R., Exploring Corporate Strategy, Prentice Hall (or the Greek translation by Kritiki publishers) 3. Kuratko, D., Entrepreneurship: Theory, Process, Cengage Learning (or the Greek translation by Broken Hill publishers) |
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