



Entrepreneurship and Innovation Management

Fall 2020-2021

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Course Description:

This course introduces the students to the systematic processes of the innovation management, new venture creation, and entrepreneurship. It focuses on the challenging and important issues of the entrepreneurial life cycle associated with recognizing, launching, growing and valuing new business ventures. The Entrepreneurship and Innovation Management course is designed for the study of all aspects of starting and running a new venture and for this reason it applies to all organizational forms such as established large companies, small and medium sized enterprises, and startup firms. Entrepreneurship and Innovation Management describes the framework conditions for entrepreneurship and analyzes the core factors required for successful innovative entrepreneurship. The course explores the analytical techniques needed to recognize emerging business opportunities, understand the various financing choices, apply valuation methodologies, screening a business idea, develop a marketable business plan, manage growth in a rapidly evolving environment, and successfully capitalize the value of a business. Students also identify their potential for creating a business or marketable product/ idea.

Using tools and techniques of business models and business plans, Entrepreneurship and Innovation Management module makes students capable to assess firms' present and future performance. Further, this module seeks to trigger students' entrepreneurial spirit and develop their innovative skills for enhancing their entrepreneurial activity in the global economy.

The learning objectives of the course are to enable students to take a contemporary, critical approach to:

- Examine the factors affecting Entrepreneur to start a new business venture,
- Gain a better insight of the framework conditions for Entrepreneurship,
- Develop ability to research, diagnose and analyze those factors for successful Entrepreneurship,
- Gain deep knowledge of new ideas implementation process and start-up business procedures,
- Be able to write successful business models and business plans for raising capital
- Be able to assess firms' operating and financial performance,

- Introduce to the range of investment policies for enhancing entrepreneurial activities in the global economy.

The course is particularly suitable for those who intend to join the entrepreneurial world working with high growth innovative ventures; existing entrepreneurs or managers of entrepreneurial businesses who wish to gain a better understanding of the dynamics of managing their business.

Readings:

Mandatory

- Lecture notes and case studies (case studies will be discussed thoroughly in class)
- Distributed Articles

Supplementary

- John Bessant and Joe Tidd. *Καινοτομία & Επιχειρηματικότητα, (3rd Edition), 2017, Εκδ. Τζιόλα.*
- D David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. *Entrepreneurship for Small and Medium Enterprises, Kritiki, 2011.*
- D Alexander Osterwalder & Yves Pigneur. *Ανάπτυξη Επιχειρηματικών Μοντέλων, 2010, Εκδ. Παπασωτηρίου.*

You may also find interesting articles in Global Entrepreneurship Monitor, OECD, IOBE, ICAP, Business Week, Economist, Entrepreneur.com, The Journal of Product Innovation Management, Wiley (2) Technovation, Elsevier (3) Harvard Business Review (4) MIT Sloan Management Review.

Grading

- Final Exam: 40%
- Group project: 40%
- Class participation and projects' presentation: 20%

Course Schedule

Week

Description

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| Week 1: | Course overview and basic concepts (entrepreneurship, entrepreneurship and the economy, entrepreneurial motives) |
| Week 2: | Capture & development of new ideas transformation of ideas into business concepts; entrepreneurship eco-system |

- Week 3: International Entrepreneurship – Models for international activity development
- Week 4: Technology and Innovation – the Knowledge Economy – National Innovation Systems – Innovation Policies
- Week 5: Technical change and sectoral analysis – technology dynamics – Innovation and Competitive Strategy
- Week 6: The Learning Organization – Knowledge Development
- Week 7: Innovation Management – New processes and products
- Week 8: The architecture of innovative firms – characteristics, resources and capabilities
- Week 9: Business Plans – ideas, structure, milestones
- Week 10: Evaluating a business idea – business models
- Week 11: Special Topics on Entrepreneurship and Innovation Management – Articles and Case Studies
- Week 12: Special Topics on Entrepreneurship and Innovation Management – Articles and Case Studies
- Week 13: Group Presentation

We will have the opportunity to host a guest speaker during classes so that the students can have the opportunity to discuss with her/him and ask questions.

