

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	AGRICULTURE SCIENCE		
<b>DEPARTMENT</b>	FOOD SCIENCE AND NUTRITION		
<b>STUDY LEVEL</b>	5 years		
<b>COURSE CODE</b>	ME715	<b>SEMESTER</b>	7 <sup>th</sup>
<b>COURSE TITLE</b>	Introduction to Entrepreneurship		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY COURSES</b>	<b>CREDITS</b>
<i>In case ECTS are awarded for distinct parts of the course e.g. Theory Lectures, Laboratory Practicals etc. If ECTS are awarded uniformly for the entire course, give the weekly teaching hours and total ECTS.</i>			
Theory Lectures		3	
Exercises		3	6
<b>COURSE TYPE</b>	Generic knowledge and Skills Development		
<i>Background, Basic knowledge, Field of Science, Skill development</i>			
<b>PREREQUISITES:</b>	NO		
<b>LANGUAGE:</b>	Greek or English		
<b>THE COURSE OFFERED for ERASMUS STUDENTS?</b>	YES		
<b>COURSE WEB PAGE (URL)</b>	<a href="https://eclass.uth.gr/courses/ECON_U_137/">https://eclass.uth.gr/courses/ECON_U_137/</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Upon successful completion of the course, the students will be able to develop and cultivate basic professional and social skills:</p> <ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> <li>• Autonomous work</li> <li>• Teamwork</li> <li>• Work in an international environment</li> <li>• Work in an interdisciplinary environment</li> <li>• Ability to recognize and evaluate business and innovative "opportunities",</li> <li>• Production of new ideas</li> <li>• Respect for diversity and multiculturalism</li> <li>• Respect for the natural environment</li> <li>• Demonstration of social, professional and moral responsibility and sensitivity to gender issues</li>   <li>• Exercise criticism and self-criticism</li> <li>• Promoting free, creative and inductive thinking</li> <li>• Understanding economic and technological developments and their implications,</li> <li>• Development of business perception and professional mentality.</li> </ul>
<b>General competences</b>

The course focuses on issues related to:

- entrepreneurship and business,
- analysis of social needs and trends,
- exploration of business opportunities: the need, the problem, the solution, the creation of value
  
- methods of creative thinking
- the role of innovation in the creation of the business venture
- Intangible industrial property
- resource collection
- development of business ideas,
- development of business partnerships
- business models.

Students learn-by-doing, applying the methods in the process from business conceptualization to evaluation, pivot and pitching to potential partners or/and investors.

During the course, in addition to lectures:

- case studies are used which are the subject of presentation and discussion during the lectures
- students visit companies related to their subjects and interests,
- lectures are given by entrepreneurs,
- meetings are organized with mentors from the local business community

Students develop business plans in groups of 4-7 members, with the advisory guidance and support of the support team or members of the business community.

Course lectures and other activities are supported by workshops, where each team is discussing their work and seeking solutions to any problems it faces or specialized knowledge about specific aspects of its work.

### 3. COURSE CONTENT

The course focuses on issues related to:

- entrepreneurship and business,
- analysis of social needs and trends,
- exploration of business opportunities: the need, the problem, the solution, the creation of value
  
- methods of creative thinking

- the role of innovation in the creation of the business venture
- Intangible industrial property
- resource collection
- development of business ideas,
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#### 4. TEACHING METHODS – ASSESSMENT

<b>Learning methods</b>	Face to face The course is organized in two parallel streams:  1. Lectures, which analyze the concepts and methodologies that form the core of the course material  2. Workshops (studios), where students: get acquainted with methods and tools of creative thinking and analysis, consultation, synthesis of ideas and plans are organized in groups - with emphasis on interdisciplinarity.	
<b>USE OF ICT</b>	Use of a course website on the e-class platform for posting (a) notes, (b) internet links, (c) announcements, search tools and social networks.	
<b>Organization</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	36
	Seminars	4
	Studio workshops	84
	Individual and work study for term assignment	40

	Term assignment presentation	16
	<b>TOTAL</b>	<b>180</b>
<b>STUDENT EVALUATION</b>	<p>Essay and Public Presentation of a complete business idea.</p> <p>Student assessment is largely based on the group work done by students, while the final grade takes into account:</p> <ul style="list-style-type: none"> <li>• the written text of the thesis</li> <li>• the presentation of the work at the end of the semester</li> <li>• participation in laboratory courses</li> <li>• participation in course activities (lectures, visits, etc.)</li> </ul> <p>Focus, problem analysis, solution composition, collaboration and sharing are evaluated.</p>	

## 5. BIBLIOGRAPHY

<p>1. <i>Entrepreneurship</i>,</p> <p>Έκδοση 2020  Κωδικός Βιβλίου στον Εύδοξο: 94645251  Συγγραφείς: Neck Heidi, Neck Christopher, Murray Emma</p> <p>2. <i>Entrepreneurship and Small Business</i> Έκδοση 2<sup>η</sup>, 2017  Κωδικός Βιβλίου στον Εύδοξο: 59397350 Συγγραφείς: David Deakins, Mark Freel</p> <p>3. <i>Business Model Development</i></p> <p>Έκδοση 2017  Κωδικός Βιβλίου στον Εύδοξο: 68373077 Συγγραφείς: Osterwalder Alexander, Pigneur Yves</p>
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