

COURSE OUTLINE

(1) General information

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| FACULTY/SCHOOL | MARITIME AND INDUSTRIAL STUDIES | | |
| DEPARTMENT | MARITIME STUDIES | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE UNIT CODE | NAAFF44 | SEMESTER | Spring Semester elective |
| COURSE TITLE | Entrepreneurship | | |
| INSTRUCTOR'S NAME | Dr Dimitrios Konstantios | | |
| INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i> | WEEKLY TEACHING HOURS | CREDITS | |
| | 4 | 6 | |
| <i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i> | | | |
| COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i> | Background knowledge | | |
| PREREQUISITE COURSES: | NO | | |
| LANGUAGE OF INSTRUCTION: | English | | |
| LANGUAGE OF EXAMINATION/ASSESSMENT: | | | |
| THE COURSE IS OFFERED TO ERASMUS STUDENTS | YES | | |
| COURSE WEBSITE (URL) | https://eclass.unipi.gr/courses/NAS449/ | | |

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

APPENDIX B

• *Guidelines for writing Learning Outcomes*

The module presents the fundamental concepts of Entrepreneurship and how it is shaped in the modern competitive environment in both the public and the private sector. The main feature of the module is the encapsulation of topics ranging from scientific considerations, concepts, analytical methods and real case studies.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

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| <i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i> | <i>Project planning and management</i> |
| <i>Adapting to new situations</i> | <i>Respect for diversity and multiculturalism</i> |
| <i>Decision-making</i> | <i>Environmental awareness</i> |
| <i>Individual/Independent work</i> | <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> |
| <i>Group/Team work</i> | <i>Critical thinking</i> |
| <i>Working in an international environment</i> | <i>Development of free, creative and inductive thinking</i> |
| <i>Working in an interdisciplinary environment</i> | <i>.....</i> |
| <i>Introduction of innovative research</i> | <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> |
| | <i>.....</i> |

By the end of the course, students should be able to:

- Analyze and fully understanding the different approaches that have developed and compose the concept of Entrepreneurship.
- Understanding Business decision-making under different market conditions.
- Develop business capabilities and critical thinking.
- Understand the historical development of business activity and to perceive the various dimensions of individual and corporate business mentality.
- Describe social and sustainable Entrepreneurship and assess their role in the context of international markets.
- Understand the impact of innovation and creative thinking in identifying business opportunities
- Understand the basic tools for evaluating start-ups and understand the role of the various alternative methods available to them in order to create a new business versus acquiring an established one or franchising.
- Assess, against the risk, the available sources of financing at all stages of the business life cycle.
- Understand the key dimensions that influence the preparation and presentation of an effective business plan and to analyze the strategic planning and development of businesses.
- Assess the importance and various dimensions of business activity, with a focus on the present and the future.
- Organize and present the findings of their business plan, through participation and collaboration with fellow students in small groups

(3) COURSE CONTENT

- Generating and exploring new entries
- The Business Idea
- Identifying Opportunities
- The Business Plan:
- The Marketing Plan
- The Organizational Plan
- The Financial Plan
- Sources of Capital
- Strategies for growth and managing implications of growth

(4) TEACHING METHODS--ASSESSMENT

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| MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i> | In-class lecturing |
| USE OF INFORMATION AND COMMUNICATION | E-CLASS |

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| TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i> | | |
| COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc. The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i> | Activity/Method | Semester workload |
| | LECTURES | 52 |
| | PROJECT | 45 |
| | STUDY | 53 |
| | TOTAL | 150 |
| STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures: Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc. Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the</i> | <p>The language of the final exam and assignments is English.</p> <ul style="list-style-type: none"> • Practical skills assessment (written business plan analysis - 20%) • Practical skills assessment (presentation of the business plan 20%) • Final exam (including open and closed type questions - 60%) | |

students.

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Lawrence (2013) A Guide to Entrepreneurship, electronic guide, HEAL-Link Wiley ebooks
- Scott, J.T. (2017) The Entrepreneur's Guide to Building a Successful Business, EFMD
- Boyett J.H. and Boyett J.T. (2001) The Guru Guide™ to Entrepreneurship, Published by John Wiley & Sons, Inc
- Deakins, D., Freel, M. (2017) Επιχειρηματικότητα και μικρές Επιχειρήσεις, Εκδόσεις Rosili Εμπορική
- Kuratko, F.D., Επιμέλεια: Ειρήνη Φαφαλιού (2010), Επιχειρηματικότητα – Από τη Θεωρία στην Πράξη, Εκδόσεις Broken Hill Publishers, Κύπρος
- Storey, D.J., Greene, F.J., Χασσίδ, Ι., Φαφαλιού, Ε., (2011), Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις, Εκδόσεις Κριτική, Αθήνα
- Osterwalder A. and Pigneur, Y., (2010,) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, New Jersey; John Wiley and Sons
- Marrioti, S. and Glackin, C., (2016), *Entrepreneurship and Management of Small Business*, Evdoxos editions, Athens, Greece (trans.).
- Burns, P., (2014), *New Venture Creation: a framework for entrepreneurial start-ups*, Palgrave Macmillan
- Burns P. (2016) *Entrepreneurship and Small Business: Start-up, Growth and Maturity*, 4th Ed., London: Palgrave
- Wickham, P. A., (2011), *Strategic Entrepreneurship*. (5th ed.) Harlow; FT Prentice Hall

Related International Scientific Journals

- International Entrepreneurship and Management Journal
- Harvard Business Review
- Entrepreneurship Theory and Practice
- Entrepreneurship & Regional Development
- Foundations and Trends in Entrepreneurship
- Journal of Small Business Management