

## COURSE OUTLINE

### (1) GENERAL INFORMATION

<b>FACULTY / SCHOOL</b>	MARITIME AND INDUSTRIAL STUDIES		
<b>DEPARTMENT</b>	MARITIME STUDIES		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	NAΓΓ44	<b>SEMESTER</b>	4 (elective)
<b>COURSE TITLE</b>	ENTREPRENEURSHIP		
<b>INSTRUCTOR'S NAME</b>	Assistant Professor Katerina Galani		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
	4	6	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
<b>COURSE TYPE</b> <i>Background knowledge, Scientific expertise, General knowledge, Skills development,</i>	General Knowledge		
<b>PREREQUISITE COURSES:</b>	None		
<b>LANGUAGE OF INTRODUCTION:</b>	English		
<b>LANGUAGE OF EXAMINATION/ASSESSMENT:</b>			
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS:</b>	Yes		
<b>COURSE WEBSITE (URL):</b>	<a href="https://eclass.unipi.gr/courses/NAS493/">https://eclass.unipi.gr/courses/NAS493/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>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.</i></p> <p><i>It is necessary to consult:</i></p> <p><b>APPENDIX A</b></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.</i></li> <li>• <i>Descriptive indicators for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and</i></li> </ul> <p><b>APPENDIX B</b></p> <ul style="list-style-type: none"> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p><i>The course investigates the notion of entrepreneurship and set five key objectives:</i></p> <ol style="list-style-type: none"> <li>1. Understand the Evolution of Entrepreneurship <i>Analyze the development of entrepreneurship, enterprise and business practices across different time periods, markets and cultures</i></li> <li>2. Examine Key Entrepreneurs and Enterprises <i>Study case studies of influential entrepreneurs and businesses to understand their impact on economic and social change</i></li> <li>3. Explore Business Strategies and Innovation <i>Investigate how historical business strategies, innovations and market adaptations have shaped modern entrepreneurship and the modern world</i></li> <li>4. Analyze economic and social influences <i>Evaluate the broader economic, political and societal factors that influenced business growth and entrepreneurial success</i></li> <li>5. Apply Historical Insights into Modern Business <i>Use lessons from business history to inform contemporary entrepreneurial strategies and decision-making.</i></li> </ol>

### 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?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

.....

(Other.....citizenship, spiritual freedom, social awareness, altruism, etc.)

Upon completion of the course, it is expected that students will be able to:

- Search for, analysis and synthesis of data and information using appropriate technologies
- Decision-making
- Individual/Independent work
- Group/Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Project planning and management
- Critical thinking
- Development of free, creative and inductive thinking
- Writing skills
- Presentation skills

### (3) COURSE CONTENT

The course will investigate the topics below:

- Theories on Entrepreneurship
- What makes someone Entrepreneur?
- The evolution of international Entrepreneurship
- Forms of Business Organisation  
*Big Business/ Multinationals/ Family Businesses/ Business Groups*
- Innovation and Technology
- Finance
- Business and the State
- Social and Cultural aspects of Entrepreneurship  
*From Green Business to ESG*

### (4) TEACHING METHODS – ASSESSMENT

<p><b>MODES OF DELIVERY</b> <i>Face-to-face, in-class lecturing, distance teaching and distance learning, etc.</i></p>	Face-to-face, in-class lecturing	
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> <i>Use of ICT in teaching, Laboratory Education, Communication with Students</i></p>	<ul style="list-style-type: none"> <li>• Upload of lecture notes and supporting material on the eClass platform</li> <li>• Communication with students via e-mail and the eClass platform</li> </ul>	
<p><b>COURSE DESIGN</b> <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.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-study are given following the principles of ECTS.</i></p>	<p><b>Activity/Method</b></p>	<p><b>Semester workload</b></p>
	Lectures	44
	Analysis of case studies	10
	Seminars	4
	Individual/ Group Projecy	46
	Non-guided study	46
<b>Total</b>	<b>150</b>	

**STUDENT PERFORMANCE  
EVALUATION/ASSESSMENT  
METHODS**

*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  
students*

Final exam and written essay

## (5) SUGGESTED BIBLIOGRAPHY

### *Suggested bibliography:*

- Peter Lawrence, *Enterprise in Action. A Guide to Entrepreneurship*, (Chichester, 2013)
- Geoffrey Jones, Jonathan Zeitlin (eds.), *The Oxford Handbook of Business History* (Oxford, 2007)
- Andrea Colli, *Dynamics of International Business. Comparative Perspectives of Firms, Markets and Entrepreneurship*, (Abington, 2016)
- Gelina Harlaftis, *Creating Global Shipping. Aristotle Onassis, the Vagliano Brothers and the Business of Shipping c. 1820-1970*, (Cambridge, 2019)
- Geoffrey Jones, *Profits and Sustainability. A History of Green Entrepreneurship*, (Oxford, 2017)

### *Greek Bibliography*

- Γιάννης Θεοτοκάς- Τζελίνα Χαρλαύτη, *Έλληνες εφοπλιστές και ναυτιλιακές επιχειρήσεις. Οργάνωση, διοίκηση και στρατηγική*. (Αθήνα, 2007)
- Τζων Μικλεθουεϊτ, Άντριαν Γούλντριτζ, *Η Εταιρεία. Σύντομη ιστορία μιας ιδέας που άλλαξε τον κόσμο*, (Ηράκλειο, 2012)
- Gordon Boyce, Simon Ville, *Η Εξέλιξη των σύγχρονων Επιχειρήσεων*, (Αθήνα, 2005)