

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Environment		
ACADEMIC UNIT	Department of Environment		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	343KEY	SEMESTER	8
COURSE TITLE	ENTREPRENEURSHIP		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	
Laboratory		3	
Total credits			5
COURSE TYPE	Skills development		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	-		
COURSE WEBSITE (URL)	http://www.env.aegean.gr/studies/undergraduate-degree/curriculum/entrepreneurship/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>On successful completion of the programme students should be able to demonstrate understanding of:</p> <p>The new business opportunities in the green economy The characteristics and the targeting of a green business How to recognize and exploit green business opportunities How to develop a business plan for pursuit of their green entrepreneurial opportunity.</p> <p>Additionally, students will be able to:</p> <ul style="list-style-type: none"> - Develop a green entrepreneurship idea - Explore and analyse market trends - Create the Business Model Canvas of the idea - Develop the Business Plan of the project - Present (pitch) the business idea to investors

General Competences

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Decision-making
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new ideas

(3) SYLLABUS

Innovation: Driver for new business opportunities in the green economy
Definition, analysis and key characteristics of “green business”
Conceptual and practical differentiation between “green business” and “environmental responsible business”
Green business opportunities: the local environmental, biotic, cultural and tourism assets as bases for innovative green products/services
The alternative sources of finance and methods of financing new green business opportunities
Introduction to the basic of e-commerce strategies
Introduction to basic e-marketing strategies
Key elements, methodology and structure of a successful Business Plan
Case studies: Guest speakers – green entrepreneurs

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face,	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching, laboratory education, communication with students	
TEACHING METHODS	Activity	Semester workload
	Lectures, seminars,	39
	laboratory practice	39
	Fieldwork/market analysis,	22
	Study	30
	Course total	130
STUDENT PERFORMANCE EVALUATION	<p>Language: Greek or english</p> <p>Assignments/Project: 100% (Enrolled students must attend the lectures)</p>	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Business Model generation
Osterwalder A. and Pigneur Y., 2010, Παπασωτηρίου

«Entrepreneurship and Small Firms»
Deakins David, Freel Mark, 2014, Rosili

OECD (2013):" Working Party on SMEs and Entrepreneurship (WPSMEE) -GREEN ENTREPRENEURSHIP, ECO-INNOVATION AND SMEs-Final Report", CENTRE FOR ENTREPRENEURSHIP, SMEs AND LOCAL DEVELOPMENT

- Related academic journals: