

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Environment		
ACADEMIC UNIT	Department of Environment		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	348KEY	SEMESTER	8
COURSE TITLE	Applied Entrepreneurship		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
lectures		1	
		2	
		3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Skills development		
PREREQUISITE COURSES:	Applied Entrepreneurship (343KEY)		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://www.env.aegean.gr/studies/undergraduate-degree/curriculum/applied-entrepreneurship/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
<p>The course "Applied Entrepreneurship" is a "laboratory" for maturing business ideas. Students meet the demands and challenges of the modern business environment and elaborate their business idea in depth, with the goal of being able to support this idea in front of judges in business competitions and potentially in front of investors.</p> <p>To substantiate their idea, they compile a complete business plan having methodically researched the business model, potential market and competition while delving into technical requirements of the project to prepare a sample (prototype) of the service, platform or product that will provide. Students are encouraged to obtain information and data, as appropriate, from experts and potential consumers and / or partners in their project. They are also encouraged to learn and apply tools for market research (questionnaires) and product / service promotion (branding, marketing). During the semester they are supported by people from the market and special mentors-associates of the course, Students should present their ideas to judging panels and participate in third-party entrepreneurship competitions.</p>
<p>General Competences</p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p> <div style="display: flex; justify-content: space-between;"> <div> <p><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></p> <p><i>Adapting to new situations</i></p> </div> <div> <p><i>Project planning and management</i></p> <p><i>Respect for difference and multiculturalism</i></p> <p><i>Respect for the natural environment</i></p> </div> </div>

<i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> <i>.....</i> <i>Others...</i> <i>.....</i>
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information • Adaptation to new situations • Decision-making • Working independently • Team work • Project planning and management • Respect for the natural environment • Production of new research ideas • Understanding and achieving sustainable development goals • Promoting free, creative and inductive thinking • Search, recognition and implementation of innovation • Work in an international environment • Work in an interdisciplinary environment 	

(3) SYLLABUS

<ul style="list-style-type: none"> • Business Idea generation process <ul style="list-style-type: none"> ○ Analyzing the specific need or the problem ○ Meeting the need/solving the problem ○ Linking to sustainable development goals • Team organization <ul style="list-style-type: none"> ○ Sharing of basic tasks ○ Identification of roles (representation, writing, presentation, technical part, market part...) • Sketching the idea* (Business Model Canvas) <ul style="list-style-type: none"> ○ Value Proposition ○ Market-consumer interface (revenue factors) ○ Business needs in infrastructure and collaborations (cost factors) * Under constant review • Outline the potential consumer profile (consumers or organizations) <ul style="list-style-type: none"> ○ Personas ○ Empathy maps • Market segments <ul style="list-style-type: none"> ○ Markets that can be approached (geographical) ○ Target population groups (consumers or organizations) ⊖ Market penetration scenarios • Production <ul style="list-style-type: none"> ○ Development of a prototype of the service, platform, or product ○ Contact with mentors - experts on a case-by-case basis ○ Identify (and / or address) the challenges of the production process • Market access <ul style="list-style-type: none"> ○ Determining the revenue model (main and secondary flows) ○ Identification of communication, service, and sales channels ○ Contact with mentors - experts on a case-by-case basis • Collaborations <ul style="list-style-type: none"> ○ Suppliers, service providers ○ Alliances ○ Contact with mentors - experts on a case-by-case basis • Presence on the internet <ul style="list-style-type: none"> ○ Branding approach ○ Sample Developing product website & social media • Pitching the idea <ul style="list-style-type: none"> ○ Creative presentation ideas scenario ○ Pitch deck development

- Pitch deck presentation to audience

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	The class is adapted to moodle platform provided by University of Aegean	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	13 weeks. x 1 hours/week = 13
	Workshops	13 weeks. x 2 hour/week = 26
	Research / Idea Development:	60
	Final Business Preparation (Business plan) and Presentation (before judges):	30
	Course Total	129
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Language of evaluation Methods of evaluation <ul style="list-style-type: none"> • Workshops (preparation - idea development) : 30% • Written Assignment (business plan) : 40% • Oral presentation (pitching): : 30% 	

(5) ATTACHED BIBLIOGRAPHY

1.	“Το επιχειρηματικό όραμα σε Business Plan” - Βασίλης Ν. Κέφης-Πέτρος Παπαζαχαρίου,- Κωδικός στον Εύδοξο: 11807
2.	Επιχειρηματικότητα- Νοοτροπία και Πρακτική” - Neck Heidi, Neck Christopher, Murray Emma (Συγγρ.) - Τσίτσικαρη Έφη, Σταμπουλής Γιώργος (Επιμ.) -Κωδικός στον Εύδοξο: 94645251