

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	5811	SEMESTER	8th
COURSE TITLE	ENTREPRENEURSHIP AND INNOVATION IN THE SUPPLY CHAIN		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		4	5
COURSE TYPE	Specialized general knowledge		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is to:

- examine the key concepts of entrepreneurship and innovation by focusing on applications in supply chain management.
- recognise the dimensions, legal framework and forms of entrepreneurship and innovation.
- highlight the skills required for preparing relevant plans and proposals.

Upon successful completion of the course, the student will be able to:

- explain the importance of entrepreneurship and innovation.
- describe the different choices of entrepreneurship and innovation in supply chain management.
- distinguish opportunities in different markets and different industries.
- assess the internal and external environment of the businesses and organizations involved.
- plan the implementation map.

General Competences

- Adapting to new situations
- Decision-making
- Working independently
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Production of new research ideas
- Project planning and management
- Advance free, creative and causative thinking

3. SYLLABUS

1. Introduction to basic concepts
2. Globalisation and international competitive environment
3. The concept of innovation
4. Innovation in the EU and performance of the Greek innovation system
5. The concept of entrepreneurship
6. Business challenges and business culture
7. Skills for innovation and entrepreneurship
8. The relationship between competitiveness, entrepreneurship and innovation with the supply chain
9. Smart supply chain
10. The role of the logistics sector in the recovery of entrepreneurship
11. Formulation and preparation of business plans
12. Case studies
13. Special topics

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face, Distance learning															
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications <p>Communication with students: face to face at office hours, email, eclass platform</p>															
TEACHING METHODS	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td style="text-align: center;">65</td> </tr> <tr> <td><i>Writing paper/ papers</i></td> <td style="text-align: center;">28</td> </tr> <tr> <td><i>Independent Study</i></td> <td style="text-align: center;">30</td> </tr> <tr> <td><i>Advisory support</i></td> <td style="text-align: center;">0.5</td> </tr> <tr> <td><i>Exams</i></td> <td style="text-align: center;">2</td> </tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td> <td style="text-align: center;">125.5 h</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Workload</i>	Lectures (direct)	65	<i>Writing paper/ papers</i>	28	<i>Independent Study</i>	30	<i>Advisory support</i>	0.5	<i>Exams</i>	2	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	125.5 h
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<p>STUDENT PERFORMANCE EVALUATION</p>	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may include: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> ii. Compulsory written essay during the semester (weighting factor 30%) <p>Evaluation criteria: correctness, completeness, clarity</p> <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Bessant, J. & Tidd, J. (2016). *Καινοτομία και Επιχειρηματικότητα*. Θεσσαλονίκη: Τζιόλα.
- Πιπερόπουλος, Π.Γ. (2008). *Επιχειρηματικότητα, καινοτομία και business clusters*. Αθήνα: Σταμούλη.
- Χατζηκωνσταντίνου, Γ.Θ. & Γωνιάδης, Η.Ι. (2009). *Επιχειρηματικότητα και καινοτομία*. Αθήνα: Δαρδανός.

Suggested Bibliography in English Language:

- Carrizo Moreira, A., Ferreira, L.M.D.F. & Zimmermann, R.A. (2018). *Innovation and Supply Chain Management*. Berlin: Springer.
- Lee, W.B. (2012). *Creating Entrepreneurial Supply Chains: A Guide for Innovation and Growth*. Plantation, Florida: J. Ross.

Related academic Journals:

- Entrepreneurship Theory and Practice
- Journal of Global Entrepreneurship Research
- Strategic Management Journal

Instructor's Notes