DIGITAL ENTREPRENEURSHIP

- **Course code**

  8164

- **Type of course (compulsory, optional)**

  Compulsory

- **Level of course** (e.g. first, second or third cycle; sub-level if applicable)

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- **Year of study**

  2013-2014

- **Semester**

  8th semester

- **Number of credits allocated**

  6 ECTS Credits

- **Name of lecturer**

  Georgios Doukidis, Professor

- **Learning outcomes**

  E-Business offers the opportunity for increasing the competitiveness of enterprises (with innovative business models, with personalized services, business analytics etc.) and the creation of new enterprises exploiting the potential of digital media (eg internet). Innovation is also an essential tool in the modern business environment for increased productivity, value added impact, international competitiveness and sustainable development. This course covers the above two trends (ie the connection of digital services and new entrepreneurship) through an interdisciplinary approach

  - The students to acquire the specialized knowledge in technical and organizational aspects of e-business
  - To be able to understand the potential of innovation and strategy for dynamic new companies (start-ups)
  - To obtain the necessary knowledge to design innovative technological services / products and the development of a comprehensive business plan
  - To use the above in order to create innovative business models / services / business in a real life environment with emphasis in new technologies

- **Mode of delivery (face-to-face, distance learning)**

  Face-to face teaching, case study discussion

- **Prerequisites and co-requisites**

  N.A.

- **Recommended optional programme components**

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- **Course contents**

  The course includes topics such as:

  - Business models of e-business
  - Technological and functional developments in digital media

- Design innovationw in business services / products, processes etc.
- Strategy for innovation and digital entrepreneurship
- Design and development of a business plan
- Development and funding new businesses
- Critical success factors in the running of new business

- **Recommended or required reading**

  The main book of the course is:
  - A. Osterwalder και Y. Pigneur "Business Model Generation", J. Wiley, 2010.

  Related scientific articles, case studies and useful links as well as slides of all lectures will be found in the web site of the course (in Eduportal section).

- **Planned learning activities and teaching methods**

  In labs will have the opportunity to become familiar with practical design issues for technologically innovative services / products, writing a business plan and design an integrated and complete enterprise.

  Real case-studies will be presented in labs for the successful design, implementation and development of digital new business

- **Assessment methods assessment methods and criteria**

  The course grade will be based 100% on a practical project, where students will design and implement a fully digital service / product, develop the business plan and become familiar with how to create / run a start-up.
- **Language of instruction**

  Greek
- **Work placement(s)**

  N.A.