

## COURSE OUTLINE

### (1) General information

<b>FACULTY/SCHOOL</b>	Economic, Business and International Studies		
<b>DEPARTMENT</b>	Tourism Studies		
<b>LEVEL OF STUDY</b>	Undergraduate		
<b>COURSE UNIT CODE</b>	<b>TSK405</b>	<b>SEMESTER</b>	<b>4</b>
<b>COURSE TITLE</b>	TOURISM ENTREPRENEURSHIP		
<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>	
Lecture	3	5	
<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>	Scientific expertise		
<b>PREREQUISITE COURSES:</b>	No		
<b>LANGUAGE OF INSTRUCTION:</b>	GREEK		
<b>LANGUAGE OF EXAMINATION/ASSESSMENT:</b>			
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

#### **Learning Outcomes**

*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.*

*It is necessary to consult:*

#### **APPENDIX A**

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

#### **APPENDIX B**

- *Guidelines for writing Learning Outcomes*

The main purpose of this course is to help students develop the necessary skills needed to work effectively in small and medium-sized enterprises or to start their own business or to buy and run a business. Students learn to assess the capabilities of running a small business, identify and evaluate

business opportunities, raise the necessary funds, and organize and manage business operations such as production, marketing, accounting, and financial. The ultimate goal of the course is to integrate students into the basic principles of entrepreneurship and to combine the knowledge they have acquired in other related courses through the examination of modern practical issues of entrepreneurship. It also helps as a guide for what students should pay attention to in the rest of their studies to become good entrepreneurs. Great emphasis is placed on the dynamic concepts of entrepreneurship, creativity and innovation, analysis and problem situations and the synthesis of solutions. A crucial element of this analysis is the understanding of entrepreneurship and innovation as collective, interactive, socio-economic processes.

Using modern literature, examples and case studies students will be able to:

- Understand the basic concepts related to entrepreneurship and entrepreneurship.
- Describe the ecosystem of entrepreneurship and distinguish the dimensions that compose it.
- Describe and define the concepts of innovation and creativity and distinguish their importance in the successful development of a new business.
- Distinguish and develop the stages of the business process.
- Evaluate the most important factors for starting and managing a new business activity.
- Identify the steps of developing a business plan.
- Recognize and describe business opportunities that align with personal interests, talents and values.
- Develop their own business plan.

#### **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.)  
.....*

- Search, analyze and synthesize data and information
- Interpretation of everyday situations using financial knowledge and tools
- Making business decisions on both operational and investment issues
- Systematic and non-Systematic Risk Management
- Formulation of a Business Plan based on dynamic sensitivity analysis scenarios
- Independent work & Group work
- Promoting free, creative and inductive thinking
- Understand the role of the Team and Leadership elements through Teamwork and Presentation of Business Games and Case Studies

### **(3) COURSE CONTENT**

- Introduction to Entrepreneurship. Definitions & business process. Definition of entrepreneur and business opportunity. Entrepreneurship in Greece and internationally. Examples of successful businesses.

- Entrepreneurship Development Institutions & Role of the State. Linking entrepreneurship and economic development. Development of entrepreneurial skills.
- Business concept and business plan.
- Business Model Canvas.
- Financing a new business / business activity. Venture Capital Companies. Business Incubators. Business Plan Financing.
- Financial Plan.
- Development of business activities. Business exit strategies - business activity. Business valuation.
- Start-ups. Idea shaping. Recognition of opportunities. Implementation and financing of an idea. Entry and introduction process in the market. Sale - acquisition to third parties.
- Innovation and entrepreneurship.
- Social entrepreneurship. Corporate entrepreneurship.
- International entrepreneurship. Internationalization and globalization. International Best Entrepreneurship Practices.

#### (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	
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	Use of ICT in teaching and Communication with students	
<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-directed study are given following the principles of the ECTS.</i></p>	<p><b>Activity/Method</b></p>	<p><b>Semester workload</b></p>
	<p>Lectures</p> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Questions-Answers</li> <li>• Exercises</li> <li>• Case studies</li> </ul>	39
	<p>Group or individual case studies</p>	10
	<p>Group or individual work</p>	10
	<p>Self-directed study of the relevant literature</p>	20
	<p>Exams</p>	2
	<p><b>Total</b></p>	<b>85</b>
<p><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b> <i>Detailed description of the evaluation</i></p>	<p>Language of evaluation: Greek</p> <p>Examinable material will be announced on e-class</p>	

<p><i>procedures:</i></p> <p><i>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.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<ul style="list-style-type: none"> <li>• Essays, exercises, case studies: Group or individual exercises or case studies ( contribute 10% to final grade)</li>   <li>Group or individual essays ( contribute 25% to final grade)</li>   <li>• Final Written Exams: Case study with questions (theory application to the specific case study) (contribute to 65% of final grade)</li> </ul>
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**(5) SUGGESTED BIBLIOGRAPHY:**

*-Suggested bibliography:*

- Deakins D. & Freel M., Επιχειρηματικότητα και μικρές Επιχειρήσεις. Νεοφυείς Επιχειρήσεις: Μια δυναμική απάντηση των νέων στην ανεργία, 2η Έκδ., Εκδόσεις Rosili, 2017.
- Scarborough M.N., Επιχειρηματικότητα και Διοίκηση Μικρομεσαίων Επιχειρήσεων, Εκδόσεις Ίων, 2016.
- Spinelli S., Adams R., Δημιουργία νεοφυών επιχειρήσεων – Επιχειρηματικότητα για τον 21ο αιώνα, Utopia, 2015.
- Κυριακίδου Ο. & Σαλαβού Ε.Ε., Κοινωνική Επιχειρηματικότητα, Εκδόσεις Rosili, 2014.

Academic Journals:

- Harvard Business Review
- Journal of Entrepreneurship: Theory & Practice
- International Journal of Entrepreneurship and Innovation
- Strategic Entrepreneurship Journal
- Entrepreneurship & Regional Development