

## COURSE OUTLINE

### TECHNOLOGY, INNOVATION AND ENTREPRENEURSHIP

#### (1) GENERAL

<b>SCHOOL</b>	TECHNOLOGY		
<b>DEPARTMENT</b>	FORESTRY, WOOD SCIENCES & DESIGN		
<b>LEVEL</b>	POSTGRADUATE		
<b>COURSE CODE</b>	M128	<b>SEMESTER</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	TECHNOLOGY, INNOVATION AND ENTREPRENEURSHIP		
<b>ACTIVITIES</b>		<b>WEEKLY HOURS</b>	<b>ECTS</b>
	Lectures	2	6
	<b>TOTAL</b>	2	6
<b>TYPE OF COURSE</b>	COMPULSORY IN MANAGEMENT AND MARKETING SPECIALIZATION, ELECTIVE IN SPECIALTIES PRODUCT DESIGN & TECHNOLOGY AND MANUFACTURING		
<b>PREREQUISITES</b>	NO		
<b>LANGUAGE OF TEACHING AND EXAMINATION</b>	GREEK		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>WEBPAGES COURSE (URL)</b>	<a href="https://eclass.uth.gr/courses/FWSD_P_126/">https://eclass.uth.gr/courses/FWSD_P_126/</a>		

#### (2) LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The subject of the course is the business and strategic management of innovation and technology in low-tech industries with a focus on the woodworking and wood products industry.</p> <p>The main objectives of the course are the acquisition of knowledge and skills:</p> <p>a) in the design of new business ventures that are based on the utilization of technology and the implementation of innovative ideas, making use of the knowledge provided by the purely technological courses of this postgraduate program</p> <p>b) in organizing the introduction of innovations and new technologies in existing industrial units with the aim of revising strategies and based on the constantly changing globalized business environment</p> <p>c) in the initial support of innovative ideas that will come from the participants of the program and who either aspire to become modern entrepreneurs or to develop their existing business.</p>
<b>General Skills</b>

#### (3) COURSE CONTENT

<p>In the theoretical part of the course the student is taught and learns about:</p> <ul style="list-style-type: none"> <li>• Introduction to business and technology strategy.</li> <li>• Internal and external environment analysis. Analysis of the external environment of the sector at national, European and global level. Asian markets and the financial crisis.</li> <li>• Analysis of the concepts of technology and innovation and their role in the modern business environment (industry and wider by providing industry data, industry innovation data, etc.).</li> <li>• Creating business ventures and achieving competitive advantage.</li> </ul>
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- The strategic approach and knowledge management and their relationship with technological and non-technological innovation.
- Innovation sources and patterns - collaboration and networking strategies for innovation.
- Forms of intellectual property protection.
- Open innovation – analytical study of real industry cases. Location of these businesses today.
- Development of capacities for the proper management of Technology and Innovation.
- The development of new products and services in the context of innovative entrepreneurship.
- Innovation business plan – Importance, concept description, market analysis (supply, demand, prospects, competition).
- Integrated approach of connecting technology and innovation with entrepreneurship. Focus on the specificities of the media.

From the 1st lesson, a suggested list of tasks is given that the student should undertake and prepare (individually) until the end of the semester of the MSc.

The final assignment includes, in addition to paper and electronic submission, a public oral presentation on the chosen topic, on a set date (usually the 12th or 13th week of classes). The presentation lasts 15 minutes and is followed by 5 minutes of questions from the students present. The teacher intervenes - if necessary - for comments, observations, corrections.

Students are graded on their overall performance in their final paper: 70% on content and editorial specifications and 30% on the preparation of the online presentation and its oral support.

These grades count for a total of 40% of the overall grade that students will receive after the final written theory exam.

#### (4) TEACHING AND LEARNING METHODS - EVALUATION

<b>COURSE DELIVERY METHOD</b>	In class and remotely	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>• Use of PC, ppt slides, projector</li> <li>• Learning process support through the e-class online platform</li> <li>• Interactive Whiteboard</li> <li>• Eight (8) PCs in the Laboratory to exercise students in a questionnaire processing program</li> </ul>	
<b>MANAGEMENT OF TEACHING</b>	<b>Activity</b>	<b>Semester Workload</b>
	Lectures	26
	Small individual practice tasks	20
	Final Subject	60
	Independent Study	44
	<b>Course Total (25 workload hours per credit unit)</b>	<b>150</b>
<b>STUDENT EVALUATION</b>	<p>I. Written final exam (60%) which includes:</p> <ul style="list-style-type: none"> <li>- Short answer questions from all the material in the book</li> <li>- Solving exercises related to the subject of the course</li> </ul> <p>II. Presentation of Individual Subject (40%).</p>	

## (5) RECOMMENDED-BIBLIOGRAPHY

- *Suggested Bibliography:*

- Παπαδάκης. Β. Στρατηγική των επιχειρήσεων. Ελληνική και διεθνής εμπειρία, Τόμος α<sup>ο</sup> Θεωρία, Τόμος β<sup>ο</sup> Μελέτες περιπτώσεων, Εκδόσεις Μπένος, Αθήνα 2007
- Γεωργαντά, Ζ. (2003). Επιχειρηματικότητα και Καινοτομίες: Το Management της επιχειρηματικής καινοτομίας. Θεσσαλονίκη: Ανικούλα, σελ 59-61. Ινστιτούτο Επικοινωνίας, 2006, Πάντειο Πανεπιστήμιο & QED Εταιρία Ερευνών, «Καινοτομία και Ελληνικός Επιχειρηματικός Χώρος, Έρευνα, Αθήνα.
- Ραφαηλίδης Α, Τσελεκίδης Ι., 2005, Τεχνολογία, Καινοτομία, Κοινωνία της γνώσης και Ελλάδα, στη συλλογή «Σύγχρονες προσεγγίσεις της Ελληνικής οικονομίας» επιμ. Κόλλιας Χρ., Ναξάκης Χ., Χλέτσος Μ., εκδ. Πατάκης
- Ξανθάκης, Μ. & Λ. Τσιούρη (2001) Διαχείριση Τεχνολογίας και Venture Capital: Η περίπτωση της Ελλάδας, Εκδόσεις Παπαζήση.
- Κομνηνός Νίκος, Κυργιαφίνη Λίνα, και Σεφερτζή Έλενα (εμ) (2001) Τεχνολογίες Ανάπτυξης Καινοτομίας σε Περιφέρειες και Συμλέγματα Παραγωγής, Αθήνα: Εκδόσεις Gutenberg.
- Ζαής Γεώργιος (2007) Εισαγωγή στη Διαχείριση Τεχνολογικών Καινοτομιών, Αθήνα: Εκδόσεις ΚΡΙΤΙΚΗ.
- Schilling, Melissa (2005) Strategic Management of Technological Innovation, μψΓρας Ηιλλ, Ιρσιν
- White Margaret, Bruton Garry, 2010. Η στρατηγική διαχείριση της τεχνολογίας και της καινοτομίας. Εκδόσεις:Κριτική