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| **Subject** | **Entrepreneurship and Innovation** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| (Z) | II | 6 | / |
| **Aims and Objectives** | The course applies key theories and research on innovation and entrepreneurship and then reviews and synthesizes those theories and research to apply them in a much broader and contemporary context, including corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. This course also explores the skills that every entrepreneur should possess, such as opportunity recognition and development, and methods of advancing entrepreneurial skills by exploring strategic issues regarding new venture creation and development. In addition, this course explores the skills that every manager needs in order to manage successful innovation in entrepreneurial as well as established ventures. The course will focus on innovation- based strategiesand adventure starting-up ventures that excel at identifying, building,  and commercializing different societal aspects. | | | |
| **Learning outcomes** | On completion of the course, students should be able to:   * Assess and evaluate the role of entrepreneurial activity and innovation on the success of abusiness venture * Develop and analyses an innovativ and entrepreneurial situation strategies * Critically analyses the techniques used in enhancing innovative and entrepreneurialbehavior * Establish relations between entrepreneurship and innovation in a real businessenvironment * Appreciate and understand the role of technology, education and globalization for   innovative firms | | | |
| **Literature/References** | * *Brown K. and Stephen P. Osborne (2005) MANAGING CHANGE AND INNOVATION IN PUBLIC SERVICE ORGANIZATIONS. New York: Routledge* * *Brown, Terrence and Ulijn, Johannes. 2004. Innovation, entrepreneurship and culture: the interaction between technology, progress and economic growth. Cheltenham: Edward Elgar.* * *Cappellin R. and Wink R. (2009) International Knowledge and Innovation Networks Knowledge Creation and Innovation in Medium-technology Clusters. UK: Edward Elgar Publishing Limited.* * *Eveleens, C. (2010). Innovation management; a literature review of innovation process models and their implications. Working Paper HAN University of Applied Sciences* * *Fonseca, Jose. 2003. Complexity and innovation in organizations. New York: Routledge.* * *Fuglsang, Lars. 2008. Innovation and the creative process: towards innovation with care. Cheltenham: Edward Elgar* * *Godin, Benoît (2008). "Innovation: the History of a Category". Project on the Intellectual History of Innovation*   *Blank, S. Dorf, B. (2020) The Startup Owner's Manual: The Step-By-Step Guide for Building a GreatCompany 1st Edition, Wiley*  [*Christensen,*](https://www.amazon.com/Clayton-M-Christensen/e/B000APPD3Y/ref%3Ddp_byline_cont_book_1) *C. M. (2016) The Innovator's Dilemma: When New Technologies Cause Great Firms toFail (Management of Innovation and Change), Harvard Review Press* Ries, E. (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to CreateRadically Successful Businesses,* The New York Times.  Chesbrough, H. (2003) *Open Innovation*, Harvard University Press: Cambridge, MA. David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. (2011) Entrepreneurship for Smalland Medium Enterprises, Kritiki.  Drucker, P. (2008). *The Essential Drucker. The Best of Sixty Years of Peter Drucker’s EssentialWritings on Management,* Harper Business: US.  Goffin, K. and R. Mitchell (2010) Innovation Management, 2nd edn. London: Pearson Meyer, G. D. and Heppard, K. A. (2000), Entrepreneurial Strategies, Entrepreneurship as strategy:Competing on the entrepreneurial edge  Schumpeter, J. A. (1934), The Theory of Economic Development, Harvard University Press,  Cambridge, MA. | | | |