



UNIVERSITY OF PIRAEUS

1) GENERAL

SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OKOIK24	SEMESTER	4
COURSE TITLE	MACROECONOMIC THEORY II		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures	4	6	
COURSE TYPE	Background knowledge		
PREREQUISITE COURSES	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/OEP443/		

2) LEARNING OUTCOMES

Learning Outcomes

Through the review of contemporary literature, the presentation of good practices through case studies and the analysis of examples, students are expected to:

- Understand the socio-economic importance of entrepreneurship at a global and national level
- Accurately identify the concept, meaning and content of entrepreneurship for modern organizations
- Study and understand the skills of the new entrepreneur o Recognize in depth the relationship between competitiveness, entrepreneurship and innovation
- Formulate and prepare a business plan.
- Understand the intelligent management of the tools Elevator Pitch, Pitch Deck, Business Model Canvas, Value Proposition, Unique Selling Point, Minimum Viable Product, Confidentiality Agreement, Letter of Intent, Memorandum of Understanding, Non-disclosure Agreement for the establishment of a startup
- Distinguish the motivations of entrepreneurship and recognize the basic business functions
- Recognize the benefits of innovation, barriers to development, research and development, sources and evaluation of innovative ideas
- Understand the role of social entrepreneurship
- Recognize the strengths, weaknesses, opportunities and threats of family businesses, female entrepreneurship, ethnic minorities, corporate entrepreneurship
- Distinguish the differences between a startup and a newly established business
- Recognize in depth the sources of financing for startups
- Understand the benefits of international entrepreneurship
- Recognize the steps to starting a startup

General Competences

- Adapting to new situations
- Teamwork
- Working in an interdisciplinary environment
- Project planning and management
- Practicing criticism and self-criticism
- Promoting free, creative and inductive thinking

3) SYLLABUS

This course focuses on introducing the essential principles of entrepreneurship, as they are applied in the modern, unstable and constantly changing environment where organizations are called upon to face new and difficult challenges, which endangers their development and sustainability in both the national and international environment. Entrepreneurship is an important factor in the success of business efficiency. This is particularly true in the context of the dynamic and volatile course of businesses. The new business environment brings with it the imperative need for small, medium and large businesses to quickly adapt to new data, where uncertainty, complexity and competitiveness prevail, aiming at their prosperity and further development.

Taking into account the importance of entrepreneurship in the effective functioning of business, the lectures cover a wide range of issues that are necessary for understanding the most important concepts of entrepreneurship, innovation, the steps to starting a business, the obstacles to a start-up business, the characteristics of an entrepreneur, the contribution of small businesses to the development of entrepreneurship, the connection between entrepreneurship and economic development, the strengths and weaknesses of family businesses, the obstacles and opportunities of female entrepreneurship and ethnic minorities, the social and economic impacts of social entrepreneurship, corporate entrepreneurship as a strategy, sources of financing, the connection of innovation with the size of the business, the opportunities of international entrepreneurship, main issues concerning start-ups, useful tools for the establishment of start-ups.

The course is based on the direct participation of students and during the course Case Studies of real cases of Greek & International companies will be analyzed/developed as well as a significant number of executives of Greek companies will be invited. The purpose of the above is, on the one hand, the connection (and therefore consolidation) of the theoretical learning of Entrepreneurship with the real Greek business environment, and on the other hand, the development of the analytical, synthetic and critical skills of the students. Finally, during the course a significant number of executives of Greek companies will be invited so that the students can understand the environment of the Greek market, the opportunities that companies exploit, but also the problems and threats they face from competition. Also, through these lectures by business executives, students will be able to compare the theory of Entrepreneurship taught in this course with practice in the Greek & International Market.

A detailed lecture schedule has been posted on the course's eclass

4) TEACHING and LEARNING METHODS

DELIVERY	In class lectures	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Use of ICT in lectures and in communication with students	
TEACHING METHODS	Activity	Semester workload
	Lectures	52
	Study	40
	Essay Writing	30
	Article Presentation	15
	Exams	2
	Course Total	141
STUDENT PERFORMANCE EVALUATION	The grading model that will be used in the course is as follows: <ul style="list-style-type: none">• Course Participation + Paper Presentations 10% (bonus max 1 unit)• Course Assignments (final) 20% (bonus max 2 units)• Written Exams at the end of the semester 0-100% (0-10 units) Total: 100% (10 units) Instructions for presentations and assignments are posted on eclass.	
ATTACHED BIBLIOGRAPHY	<ul style="list-style-type: none">• Osterwalder Alex, Pigneur Yves, Etienneble Fred, Smith Alan, Bernarda Greg, Guide to Innovation and Entrepreneurship- Broken Hill Publishers• Kuratko F. Donald, Entrepreneurship	