



UNIVERSITY OF CRETE

Computer Science Department  
2017-2018, Winter Semester

Technological Innovation and Entrepreneurship (HY-408)

ECTS: 6

Constantine Manasakis [[manasakis@uoc.gr](mailto:manasakis@uoc.gr)]

Economist, MBA, PhD

Assistant Professor, Department of Political Science, University of Crete

<https://sites.google.com/site/constantinemanasakis>

**The objectives of the course:**

The course is based on the fact that in the modern economic environment, innovation has multiplying dynamic effects for the creation of value by companies, organizations and national economies. At the same time, the business process is a strategy for creating added value, increasing employment, extrovert competitiveness and sustainable development.

The course aims to introduce students to the foundation of value-added technological innovations aimed at setting up and developing new enterprises.

**The thematic areas and units of the course:**

Thematic area 1: Innovation in the entrepreneurial process

- 1/ Innovation
- 2/ Business creativity
- 3/ Sources for innovation
- 4/ Search strategies for innovation

Thematic area 2: Value creation

- 5/ Business models towards value
- 6/ Building the business case
- 7/ Developing new products and services
- 8/ Implementing new business ventures

Thematic area 4: Business development

- 9/ Enterprise and talent development through entrepreneurship
- 10/ Business development
- 11/ Leadership and groups
- 12/ Knowledge management and intellectual property
- 13/ Learning to manage innovation towards new business ventures

### **Teaching method**

- Each thematic area is composed by units. Each unit is composed by two lectures. Each lecture covers the relevant theoretical background and practical dimensions.
- Each lecture is supplemented with the corresponding PowerPoint presentation, business case studies, assignment to students.

### **Basic textbooks:**

Bessant, J. and Tidd, J., 2015. Innovation and Entrepreneurship. 3rd Edition. John Wiley & Sons, Inc.

Schmidt, E., Rosenberg, J., Eagle, A.: How Google Works - The rules for success in the Internet Century. Grand Central Publishing, New York, 2014.

### **Exam and Grading**

Final exam: 60%

Weekly assignments: 50%