



## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	TOURISM		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	INF140	<b>SEMESTER</b>	7 <sup>th</sup>
<b>COURSE TITLE</b>	Innovation and Entrepreneurship in Digital Era		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE CATEGORY</b>	Specific Background		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	-		
<b>LANGUAGE OF TEACHING AND EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>			
<b>URL</b>	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1222/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1222/</a>		
<b>ECLASS</b>			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"><li>• understand the special characteristics of digital technologies and how they have changed strategic thinking, business economics and business models</li><li>• analyze how different types of organizations can create and leverage ecosystems for innovation</li><li>• explain the benefits and challenges of open innovation in established firms explain the mechanisms and challenges of knowledge collaboration for innovation</li><li>• assess the potential of data and algorithms in transforming knowledge work</li><li>• think critically about the organizational and social challenges caused by the emergence of new technologies</li></ul>
<b>General Skills</b>

### 3. CONTENT

The module aims to understand the concept and importance of entrepreneurship and innovation as well as the environment in which they develop. It also aims to demonstrate the contribution of new IT and Telecommunication technologies to the undertaking of an innovative business initiative. Important objectives are the acquisition of knowledge and the ability to distinguish between alternative types of innovation, digital innovation, protection methods and business value assessment metrics.

Week 1: Introduction to innovation in the digital age

Week 2: The concept of innovation - Types of innovation

Week 3: Innovation development process

Week 4: Models of innovation

Week 5: Developing a technology strategy



Week 6: Models of technological evolution

Week 7: Business Innovation

Week 8: Organization and management of innovative processes

Week 9: Production, development and implementation of technological changes and innovations

Week 10: Collaboration in the innovation process, the protection of innovation rights and technology in general

Week 11: Leadership for Innovation Development

Week 12: Diffusion of innovations in the tourism sector

Week 13: Case Study

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>													
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"><li>• Use of ICTs in Teaching: Electronic Classroom Management System (Open eClass), presentation editor, teacher's notes in pdf, spreadsheets</li><li>• Use of ICTs in Communication: Communication with students is achieved using the Electronic Class Management System (Open eClass) and Electronic Mail</li></ul>												
<b>TEACHING STRUCTURE</b>	<table><tbody><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Projects</td><td>13</td></tr><tr><td>Literature Study and Analysis</td><td>30</td></tr><tr><td>Practice and Preparation</td><td>30</td></tr><tr><td><b>Course Total (ECTS: 5)</b></td><td><b>125</b></td></tr></tbody></table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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<b>EVALUATION OF STUDENTS</b>	<ul style="list-style-type: none"><li>• 70% final written exam</li><li>• 20% group written work</li><li>• 10% oral presentation of group work</li></ul>												

#### 5. BIBLIOGRAPHY

- Whittington, D. (2018). *Digital innovation and entrepreneurship*. Cambridge University Press.
- Tidd, J., & Bessant, J. R. (2020). *Managing innovation: integrating technological, market and organizational change*. John Wiley & Sons.