

ENRICH European Training Network

Intensive Entrepreneurship Course

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The aim of the course:

The aim of the course is to introduce to students the background concepts on creating and capturing value from entrepreneurship based on technological innovation.

This will be based on an explicit process linking emerging technologies with entrepreneurial opportunities.

The structure of the course:

The course will be structured in three two-hour lectures, one two-hour workshop, one session for developing proposals, one video conference with PLs, and three entrepreneurship consultancy sessions. At the end of the course, the ESRs proposals will be presented to the Industrial Committee.

The thematic areas of the lectures:

Lecture I: Entrepreneurial Creativity and Sources of Innovation

Lecture II: Managing Innovation, Developing New Products and Services

Lecture III: Building the Case and its Business Model

Basic textbook:

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

Preparing proposals

In the beginning of the first lecture, the students will be divided into two or three groups and each group will be assigned with a case study. The case study will be chosen based either upon the topics of the PhD Theses of a group's students, or upon relevant entrepreneurship case studies.

The analysis of the case studies will be presented by the groups in the entrepreneurship workshop for comments and further progress.

Then, each group will choose a topic to prepare a proposal. Then, the video conference with PLs and the three entrepreneurship consultancy sessions are expected to give helpful feedback to students towards the presentation of the ESRs proposals to the Industrial Committee.