

Course title	Digital Entrepreneurship and Innovative Business Models				
Course code	IS506				
Type of lesson	Compulsory				
Level	Postgraduate				
Year /Semester	1 st / 1 st				
ECTS	7.5	Lectures/ week	1	Workshops/ week	-
Aim and objectives of the course	<p>Course Purpose</p> <p>The course "Digital Entrepreneurship and Innovative Business Models" aims to integrate students into the world of entrepreneurship and innovation, providing the knowledge and tools needed to develop and implement innovative business ideas. Particular emphasis is placed on the use of digital technologies and the study of modern business models that exploit developments in digital transformation.</p> <p>Course Objectives</p> <ol style="list-style-type: none"> 1. Discuss and analyse the concepts of entrepreneurship, innovation and digital transformation 2. Demonstrate students' ability in entrepreneurship and innovation processes. 3. Create, analyse and critically evaluate new business models, taking into account the current trends in digital entrepreneurship. 4. Suggest ways to create a well-structured innovation plan, using the principles of business planning and technology. 				
Learning outcomes	<p>Upon completion of the course "Digital Entrepreneurship and Innovative Business Models", students will be able to:</p> <ol style="list-style-type: none"> 1. Apply advanced tools and skills: Use emerging technologies to design, develop, manage and implement innovative solutions that address complex organisational and societal problems. 2. Practise basic skills and knowledge: Managing and leading digital innovation and transformation initiatives in organisations. 3. Analyse and manage information systems: 				

	<p>Integrating information systems within the wider organisational environment to optimise performance and support innovation.</p> <p>4. Use advanced methods of data analysis: Applying artificial intelligence (AI) and other computational methods to solve complex business problems.</p> <p>5. Develop and implement digital strategies: Creating and promoting innovative business models for organisational transformation and achieving competitive advantage</p>		
Prerequisites	-	Required	-
Course content	<p>Week 1: Basic Entrepreneurship Concepts</p> <p>Week 2: Introduction to Innovation</p> <p>Week 3: Sources of Innovation</p> <p>Week 4: Corporate Entrepreneurship and Organizational Creativity</p> <p>Week 5: Creativity at the Individual Level</p> <p>Week 6: Defining Strategic Direction</p> <p>Week 7: Digital Business Models 1/2</p> <p>Week 8: Digital Business Models 2/2</p> <p>Week 9: Innovation Approach</p> <p>Week 10: Artificial Intelligence and Data Analysis for Business Decisions</p> <p>Week 11: Digital Economy and Innovation Ecosystems</p> <p>Week 12: Entrepreneurship and New</p> <p>Week 13: Entrepreneurship and New Trends</p>		
Teaching methodology	<p>The course is taught with:</p> <ul style="list-style-type: none"> • Interactive face-to-face lectures • Notes and slides in electronic format via the online platform • Basic textbooks and additional literature • Preparation of tasks • Interactive Activities • Discussions in real case study • Website links 		

	<ul style="list-style-type: none"> • Critical reading and analysis of a scientific article • Peer assessment for group work and discussion • Watching and commenting on forums of educational videos about real-life case studies
<p>Bibliography</p>	<p><i>Compulsory bibliography</i></p> <ul style="list-style-type: none"> • Melissa A. Schilling, M. (2019). strategic management and technological innovation. 6th Edition. mcGraw-Hill Education. • Norman M. Scarborough and Jeffrey R. Cornwall (2019), Essentials of Entrepreneurship and Small Business Management, 9th Edition, London: Pearson. <p><i>Additional bibliography</i></p> <ul style="list-style-type: none"> • Deakins, D. & Freel, M. (2017). Small Business - Start-ups. A dynamic youth response to unemployment. Rosili Publications. • Kakouris, A. (2010). Conceptual Approaches to Innovation Entrepreneurship. Diavlos Publications. • Rubini, A. (2019). finTech in a flash: financial Technology made easy. berlin: walter de Gruyter. <p><i>Hyperlinks, audiovisual material and other sources</i></p> <ul style="list-style-type: none"> • Freel, M., & Robson, P. J. (2017). appropriation strategies and open innovation in SMEs International Small Business Journal, 35(5), 578-596. • Hervas-Oliver, J. L., Ripoll-Sempere, F., & Moll, C. B. (2016). does management innovation pay-off in SMEs? empirical evidence for Spanish SMEs. small business economics, 47(2), 507-533. • Kim, Y., & Lui, S. S. (2015). The impacts of external network and business group on innovation: do the types of innovation matter. Journal of Business Research, 68(9), 1964-1973. • Kim, Y., & Lui, S. S. (2015). The impacts of external network and business group on innovation: do the types of innovation matter. Journal of Business Research, 68(9), 1964-1973. • Ballot, G., Fakhfakh, F., Galia, F., & Salter, A. (2015). The fateful triangle: complementarities in performance between product, process and organizational innovation in France and the U.K. Research Policy, 44(1), 217-232. • European Commission (2021) European Innovation Scoreboard, Report 2021. • The Five Competitive Forces That Shape Strategy, Michael Porter, https://www.youtube.com/watch?v=mYF2_FBCvXw

	<ul style="list-style-type: none"> • The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips https://www.youtube.com/watch?v=IP0cUBWTgpY • Guy Kawasaki (Apple) on Top 10 Mistakes Entrepreneurs Make Startup Grind https://www.youtube.com/watch?v=IBt_z2ZZSLI&t=441s • The art of innovation Guy Kawasaki TEDxBerkeley https://www.youtube.com/watch?v=Mtjatz9r-Vc • The mind behind Tesla, SpaceX, SolarCity ... Elon Musk https://www.youtube.com/watch?v=IgKWPdJWuBQ • The best tips for innovation by Jack Ma https://www.youtube.com/watch?v=z5vTFRqwpXE 																																												
Evaluation	<table border="1"> <thead> <tr> <th></th> <th>Percentage</th> <th>CL O1</th> <th>CL O2</th> <th>CL O3</th> <th>CL O4</th> <th>CL O5</th> <th>CL O6</th> <th>CL O7</th> <th>CL O8</th> <th>CL O9</th> </tr> </thead> <tbody> <tr> <td>4 Interactive Activities</td> <td>20%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Main Coursework</td> <td>20%</td> <td></td> <td></td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> </tr> <tr> <td>Final Exam</td> <td>60%</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td>√</td> </tr> </tbody> </table>		Percentage	CL O1	CL O2	CL O3	CL O4	CL O5	CL O6	CL O7	CL O8	CL O9	4 Interactive Activities	20%	√	√		√	√		√	√	√	Main Coursework	20%			√	√	√	√		√	√	Final Exam	60%	√		√	√	√		√	√	√
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