



COURSE UNIT DESCRIPTION

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| Course Unit Title | GREEN & DIGITAL ENTREPRENEURSHIP AND INNOVATION | |
| Course Unit Code | MB615 | |
| Type of Unit | Core | |
| Level of Course Unit | Second cycle | |
| Year of Study | First/second year | |
| Number of ECTS Credits | 6 ECTS | |
| Course Unit Objectives | <p>To survive competitive threats and navigate a successful path amidst the current challenges presented by the megatrends of digitalization and green transition, businesses and individuals need to employ innovative approaches thinking out of the box, with creativity and imagination. At the same time, uncertainty about future technology and market developments is increasing while globalization is offering ever more and larger opportunities to create viable businesses, start-ups and spin offs. Individuals and organizations need to be able to identify, take and develop the opportunity into a viable business idea / start-up.</p> <p>The objective of this course is to familiarize the students with the concepts of innovation and entrepreneurship, the characteristics of innovative organizations and individuals, the basics of entrepreneurship and start-up creation, the lean start-up methodology and the financing of innovation and start-up businesses in a practical way - focusing on green and digital innovation examples and entrepreneurial case studies.</p> <p>This course will assist in the development of skills and expertise in salient dimensions of new venture creation. We will look at the innovation and new venture creation from the standpoint of the entrepreneurial individual in a variety of contexts - business, corporate and social enterprise. This course will focus on the process of ‘searching’ and ‘screening’ potential entrepreneurship opportunities and delve into the ways that entrepreneurs can develop preliminary ideas into the kinds of ventures that create real value - both social and economic.</p> | |
| Learning Outcomes | The students completing the course should be able to: | |
| | CILO 1 | Distinguish and apply the types of innovation and the sources of innovation as possible business opportunities. Analyze the innovation diffusion and innovation adoption processes and relate why innovations have varying acceptance times and who are the most likely first users. |
| | CILO 2 | Analyze the concepts of social entrepreneurship and intrapreneurship and relate to examples, identify the characteristics of innovative and entrepreneurial individuals and organizations as well as the organizational culture fostering creativity and innovation. Apply the |

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| | | basic concepts of start-up creation, the lean start-up methodology and innovation and business financing. |
| | CILO 3 | Appraise the importance of intellectual property as a business asset, the types of intellectual property rights (patents, trademarks, copyright, designs, etc.) and the protection of intellectual property rights. Value the importance of intellectual property rights in the development of businesses and technology-based enterprises. |
| | CILO 4 | Develop critical awareness of best practices as well as current challenges via recent green and digital entrepreneurial case studies. |
| Name of Lecturer | Mr. Panayiotis Jacovides | |
| Mode of delivery | Face to Face | |
| Prerequisites or corequisites | None | |
| Course Content | Introduction to Innovation: | CILO 1, 4 |
| | <ul style="list-style-type: none"> • The types of Innovation • From incremental to radical innovation • Open, discontinuous and disruptive innovation • Sources of Innovation, looking at sources in terms of ‘push’ and ‘pull’ forces etc. • Innovation diffusion and adoption • Digital & Green Innovation examples/cases | |
| | Introduction to entrepreneurship & start-ups: | CILO 2, 4 |
| | <ul style="list-style-type: none"> • Entrepreneurship concepts • SWOT Analysis • Budget and Income Analysis • Characteristics of innovative and entrepreneurial individuals • Characteristics of organizations supporting creativity and innovation and innovation hindering factors. • Introduction to start-up concepts (pitching, pitch deck etc.) • Introduction to the Lean start-up methodology • Innovation and Start-ups financing • Digital & Green entrepreneurship examples/cases | |
| | An introduction to Intellectual Property Rights (IPR) and Innovation management: | CILO 3 |
| | <ul style="list-style-type: none"> • Intellectual property as a business asset • Types of intellectual property rights (patents, trademarks, copyright, designs, etc.) • Protection of intellectual property rights • Risk Mitigation Planning | |
| Recommended or required reading | Lectures, case studies, reports, and other course materials are available via Moodle. | |

Case examples:

[IoT Enabled Yulu: An Eco-friendly Solution to Urban Mobility](#) (2020) – by Case Centre

(Rookie entrepreneurs, Amit Gupta, Hemant Gupta, RK Mishra and Naveen Dachuri founded Yulu, an eco-friendly Urban Mobility as a Service facility for first mile, last mile, and short distance urban commutes in 2017. Using technologies like Internet of Things, Machine Learning and Artificial Intelligence, Yulu tried to bring forward sharable, scalable, green and affordable solutions by its dock-less bicycles and electric scooters called Yulu Miracels launched in 2018 and 2019 respectively. In November 2019, Bajaj Auto Ltd (BAL) had partnered with Yulu to manufacture customised electric scooters for the latter. With its attempts, Yulu wanted to solve the problems of traffic congestion and air pollution in the cities. The company's average rides per day were used to be around 30,000-35,000 including 12,000-13,000 electric scooter rides by the end of 2019. As of April 2020, the startup was operating in Bengaluru, Mumbai, New Delhi, Bhubaneswar and Pune. With 1.6 million users and 10,000 eco-friendly vehicles, Yulu was one of the largest EV-led micro-mobility platforms in India. Further, it wanted to increase the number of Yulu Miracles to 100,000 across seven major cities by December 2020. However, the Bengaluru based startup was facing competition from sector specific rivals, disappointment of customers due to high deposits and concern of lack of infrastructure. In such a scenario, would Yulu be able to fulfill its aim to build an EV-led micro-mobility ecosystem across India?)

Women Entrepreneurs and Tech Ecosystems: One City, Two Realities, and Four Diverse Women (2020) - by HBS

<https://hbsp.harvard.edu/product/321083-PDF-ENG>

(Four diverse women entrepreneurs launched their ventures in a thriving entrepreneurial ecosystem that was part of a shift to a creative technology-driven economy for Miami. Although Miami was rated the #1 U.S. city for startups in 2017, the region contained structural barriers and cultural biases unfriendly to women and people of color, including lack of access to capital and relationships. The case highlights women founders' backgrounds and experiences with an ed-tech startup, a coding school and events for Black entrepreneurs; an incubator for green businesses with a Black leadership focus; and an accelerator for social impact ventures that also runs social media campaigns for problems such as climate change. The women CEOs reveal the barriers they faced, how they overcame them, and how they attempt to enrich the ecosystem for other women and people of color. This case raises the question of what must be in place for cities to take advantage of the innovation and job-creating potential of a wider population of entrepreneurs and gain the benefits of diversity, and for women founders to thrive.)

Recommended reading (more reading suggestions and articles will be given during the course):

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| | <ul style="list-style-type: none"> - Peter F. Drucker (2006), Innovation and Entrepreneurship, Harpers Business - Clayton M. Christensen (2011), The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, Harpers Business essentials - Eric Ries (2011), The Lean Startup: How Today's Entrepreneurs use continuous innovation to create radically successful businesses, Crown Business of Crown Publishing Group. - Vince, D. (2020). Manifesto: How a maverick entrepreneur took on British energy and won. Ebury Press. - Gates, B. (2021). How to Avoid a Climate Disaster: The Solutions We Have and the Breakthroughs We Need. Allen Lane; 1st ed. - Jordan, N. (2020). Eco-Innovation and Digitalisation. Case studies, environmental and policy lessons from EU Member States for the EU Green Deal and the Circular Economy. https://ec.europa.eu/environment/ecoap/about-eco-innovation/policies-matters - Jordan, N. (2012). Closing The Eco-Innovation Gap. An economic opportunity for business. European Commission Report. https://www.academia.edu/2367449/Closing_The_Eco_Innovation_Gap_An_economic_opportunity_for_business |
| Planned learning activities and teaching methods | Lectures, case studies, class discussion and group work. |
| Assessment methods and criteria | Class participation (including in class group case study): 20% Group assignment: 50% graded as team on entire assignment quality 30% based on individual part of the group assignment |
| Language of Instruction | English |
| Work Placement(s) | Not applicable |