

Course title	Digital Entrepreneurship and Innovative Business Models				
Course code	DIS506				
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 provide students with the knowledge and tools to develop and implement innovative business ideas, with emphasis on the use of digital technologies.</p> <p>Course Objectives</p> <ol style="list-style-type: none"> 1. Discuss and analyse the concepts of entrepreneurship and innovation. 2. Demonstrate students' ability in entrepreneurship and innovation processes. 3. Create, analyse and critically evaluate new business models. 4. Suggest ways to create a well-structured innovation plan. 				
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: Integrating information systems within the wider organisational environment to optimise performance and support innovation. 4. Use advanced methods of data analysis: Applying artificial intelligence (AI) and other computational methods to solve complex business problems. 5. Develop and implement digital strategies: 				

	Creating and promoting innovative business models for organisational transformation and achieving competitive advantage		
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: Business Models 1/2</p> <p>Week 8: Business Models 2/2</p> <p>Week 9: Innovation Approach</p> <p>Week 10: Innovation Categories</p> <p>Week 11: Topics for Start-ups</p> <p>Week 12: Entrepreneurship and New Trends</p> <p>Week 13: Review - Preparations for the final exams.</p>		
Teaching methodology	<p>Mix of lectures, active learning techniques and activities. More precisely:</p> <ul style="list-style-type: none"> • Interactive Lectures • Notes and PowerPoint Presentations in digital format through the electronic platform • Basic textbook(s) and additional bibliography • Assignments • Interactive Activities • Meetings with the instructor(s) • Discussions in Forums through the electronic platform of real word case studies • Web links • Critical reflection on research article • Peer review on group working and discussion in forum • Educational videos on real world case studies and critical discussion in forum 		
Bibliography	<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.

Additional bibliography

- 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.

Hyperlinks, audiovisual material and other sources

- 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
- 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_zZZSLI&t=441s
- The art of innovation | Guy Kawasaki | TEDxBerkeley <https://www.youtube.com/watch?v=Mtjatz9r-Vc>

	<ul style="list-style-type: none"> • 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		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%	√		√	√	√		√	√	√
Language	English										