



Syllabus

Academic Year	2023/2024
Program	Strategic Management
course	Entrepreneurship and Innovation
Term	I semester
Year	2
SSD	SECS-P/08
Credits	6

INSTRUCTIONAL GOALS	The aim of this course is to provide students with theoretical and applied knowledge on the economics and organizational dimensions of innovation and entrepreneurship.
INTENDED LEARNING OUTCOMES	<p>The key learning objectives are:</p> <ul style="list-style-type: none">• identifying sources, rate, and direction of technological change;• understanding the role and challenges of innovation across sectors, countries, and organizations;• exploring entrepreneurship as a manageable process.
Pre-requisites	Basics of business administration
Course content	Innovation sources and processes Taxonomy of innovation Sectoral patterns of innovation Geography of innovation Marketing innovation Organizing innovation Entrepreneur's individual traits Entrepreneurial opportunities Entrepreneurship ecosystem
Reference Books	Slides, materials and research papers will be listed and made available on the e-learning platform.
Teaching Methods	Face-to-face teaching, case studies individual and group assignments.
Assessment	Participation and discussion, project work presentation, individual assessment through assignment.