

*“Entrepreneurship in New Technologies and
Similar Industries”*

Program Objectives

The aim of the program is to train creative youth on topics related to entrepreneurship in New Technologies and starting up a business. One of its key objectives is to prepare participants to establish a viable enterprise in a coordinated manner, by implementing an integrated educational process based on action learning that provides them with feedback.

Expected results

Participants will comprehend through the educational process the strategic significance of technology for businesses, the importance and the incentives of technological entrepreneurship, the basic features of entrepreneurs in the field of technology and the New Technology-based business creation process.

Additionally, participants will be able to identify the potential sources of finance, how to evaluate the New Technology based businesses financing options, the major challenges and the spin-off problems. Moreover, they will understand the importance and problems of patents.

By the end of the program, they will have devised a business plan for the development of their desirable activity in new technologies and similar industries.

Focus on practice

This program is designed to provide the basic knowledge an entrepreneur needs to position his/her company well in the marketplace, assess his/her investment properly and seek a suitable funding source. Emphasis is given to our perception that questions asked by students are amenable to practical inquiry, contributing to the conduction of business activity in the field of New Technologies.

The program's initiators are university professors and well-established business executives with professional experience in the fields of entrepreneurship, finance, marketing, business strategy and business creation.

Structure

The program consists of ten (10) modules. Starting from the basic concepts of entrepreneurship and innovation, as well as the presentation of the product and production process technologies as strategic factors for the competitiveness of enterprises, the module presents the specifiers of the technology-based business activity and the main forms of entrepreneurship that can develop based on the New Technologies. The module analyzes the social characteristics of entrepreneurs in the field of technology and the process of creating businesses that are based on New

Technology. The module also presents the locations where this activity is conducted, the possible sources of finance, the characteristics of the markets that enterprises based on New Technology seek to address, and methods for their assessment to be retained for possible funding. Finally, the module analyzes the procedures and the importance of protection of intellectual property related to technology, while reference is made to good practices acquired at a Greek and international level.

At the end of each module, we will present the link-up between the module and the intended business plan that develops gradually and is brought into conclusion by the end of the program.

At the beginning of the program, participants are requested to come forward with business proposals, either individually, or in groups, while from the very first lesson they start to develop the different parts of the business model.

After the conclusion of the program, each participant is asked to finalize and submit the business plan he/she put together under a professor's supervision (within a three-month period), aiming at the development of entrepreneurship in the field of New Technologies. Consequently, every participant is called to present his/ her business plans to a committee of experts.

Executive Speeches

Throughout the program, students will attend speeches delivered by business executives with regard of each module's topic. In this way, business people's valuable experiences are transferred to young and promising entrepreneurs.

Conducting of the Program and Duration

The total number of teaching hours is 100. The educational part of the program concludes within four (4) months, while an additional time of three (3) months is given for the preparation of a business plan that seeks to develop entrepreneurship in the field of New Technologies. The whole program concludes with the presentation of the business plan to a general audience, in front of a committee of experts.

Educational Material

Participants are offered educational material in printed and electronic format.

Who is the Program addressed to?

The program is addressed to higher education graduates that wish to comprehend the fundamentals of business, before setting up a business. Additionally, the program is

addressed to people who haven't finished their university education but have developed entrepreneurial skills and have accumulated valuable working experiences. For the successful completion of the program, participants are not required to have economic or business administration knowledge. However, knowledge of the English language is an additional qualification for the candidates.

Certificate

After the successful completion of the program, participants are awarded a certificate of successful completion of the program "Entrepreneurship in new technologies and similar industries".

Modules

Module	Hours per module
1 Introduction to Entrepreneurship	8
2 Business Strategy and Innovation	6
3 The Role of Technology in Business	6
4 Technological Entrepreneurship	8
5 Main Forms of Entrepreneurship that Can be Developed Based on New Information and Communication Technologies	18
6 Development of Enterprise Initiative – Entrepreneurs in the Field of Technology	8
7 The Process of Setting up New Technology - Based Businesses	18
8 Spin-offs	12
9 Technology and Innovation Protection	8
10 Good Practices in Entrepreneurship in the Field of New Technologies	8

Module description

1 Introduction to Entrepreneurship

Apart from the introduction to entrepreneurship, the module presents the key components of entrepreneurship and the way in which innovative ideas can translate into sustainable businesses. Furthermore, the module introduces the basic principles of a business plan preparation.

2 Business Strategy and Innovation

The module presents the tools and instruments that will enable participants to analyze the current situation (internal and external environment analysis, SWOT) and develop a transnational business strategy (competitive – corporate strategy). Special focus will be given to the innovation strategy (what it is and why it is important). Moreover, the module presents the open innovation model, and the strategies that enable a company to develop innovations. In the last part of the module, participants will present the Formation Strategy of the business they are forming.

3 The Role of Technology in Business

- Technology as a strategic issue.
- Technology strategy.
- Technological capabilities.

4 Technological Entrepreneurship

This module presents practices of seeking and finding entrepreneurial opportunities “contain” a lot of technology with high prospects for success, ways of mobilizing resources (human resources and funds), development techniques of high-level decision-making skills, and skills of bringing together organizational resources and technical systems. Additionally, the module analyzes business strategies for the exploitation of opportunities and factors that affect the development of technological entrepreneurship.

5 Main Forms of Entrepreneurship that Can be Developed Based on New Information and Communication Technologies

The module analyzes the creation and operating of an Internet web portal, online shops and e-marketplaces. Additionally, specific reference is made to e-marketing and product promotion, trade and promotion by means of mobile telephones and creation

of entrepreneurial information systems that are provided as service. This module contains the corresponding case studies.

6 Development of Enterprise Initiative – Entrepreneurs in the Field of Technology

This module refers to the four guidelines of entrepreneurial action:

Reproduction: small-scale production without innovation, reproduction of the existing idea (e.g. someone is apprenticed to someone and sets up his/her own business).

Imitation: entrepreneur career change, without creating important values, high cost of learning (e.g. senior executive creates a similar business of a different kind and type - he/she doesn't repeat his/her employer's mistakes).

Valorization: of experience and knowledge acquired in an existing enterprise (e.g. engineer working at a business creates his/her own business (spin out) to exploit his/her idea).

Venture: creating important values, change of business environment and person-entrepreneur.

Additionally, this module analyses the profile and characteristics of entrepreneurs in the field of technology.

7 The Process of Setting up New Technology - Based Businesses

The module analyzes the essential steps in the creation of the concerned businesses: i) Assessing opportunities for the creation of a new enterprise, ii) Business plan creation, iii) Pooling of resources, iv) New Technology based business establishment, v) Funding bodies, vi) Business plan evaluation and vii) Creation and collection of value.

8 Spin-offs

This module presents the five stages of spin-off development: i) Research stage, ii) Opportunity definition stage, iii) Initial organization stage (venture), iv) Reorientation stage, and v) Sustainable profitability stage.

9 Technology and Innovation Protection

This module analyzes the key components of intellectual capital of New Technology based enterprises, reference is also made to intellectual property and its basic form, and strategies related to the protection of intellectual capital.

Moreover, the module presents the term patent, the ways in which one can obtain a patent and how to use their patents as indicators to measure business innovation.

10 Good Practices in Entrepreneurship in the Field of New Technologies

The Good Practices in Entrepreneurship in the Field of New Technologies are referred: i) at an international level, and ii) at Greek level.

Business Plan Presentation

Business plans linked to the development of entrepreneurship in the field of New Technologies, which will be prepared throughout the program, will be presented to a general audience with guest sponsors, program partners and executives from the business community in front of the committee of experts.

Initiators

Initiators that will work on the implementation of the program will be chosen by an evaluation committee that will be established to assess the curriculum vitae of the candidates. The committee's mission is to choose people that on the one hand, are experienced in matters that are covered by the program and on the other hand, have experience in adult learning and training programs.