

“Sustainable Entrepreneurship”

... Because business ideas should bear fruit

Program Objectives

The aim of the program is to train creative youth on topics related to entrepreneurship and starting up a sustainable 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 acquire through the educational process some of the key competences they need for the organization and management of a sustainable enterprise. Additionally, they will gradually develop the skills that will consist part of a sustainable business model. By the end of the program, they will have devised a business plan for the development of sustainable activity.

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 sustainable entrepreneurial activity.

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 sustainable business creation.

Structure

The program consists of six (6) modules that cover the whole range of business decisions and connect the business with its environment: economy, finance, investments, marketing, sales, brand management, business strategy, legal and tax technical company matters and existing startup funding programs. All the above, combined, lead to sustainable business models.

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 lessons, 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. 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 one hundred (100). The educational part of the program concludes within four (4) months, while an additional time of three (3) months is given for the business plan preparation. 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 a sustainable business, before setting up one. 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 "Sustainable Entrepreneurship".

Modules

Module	Hours per Module
1 Introduction to Sustainable Entrepreneurship	6
2 Sustainable Business Strategy and Innovation	12
3 Sustainable Business: Costing	12
4 Investments and Sustainable Business Financing	12
5 Marketing, Sales and Brand Management as Key Elements in Sustainable Entrepreneurship	24
6 Business Creation, Funding Sources and Pitching a Sustainable Business Idea	34

Module Description

1 Introduction to Sustainable Entrepreneurship

Apart from the introduction to entrepreneurship, the module presents the key components of sustainable 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 Sustainable 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 sustainable 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 lesson, participants will present the Formation Strategy of the business they are forming.

3 Sustainable Business: Costing

The module introduces the basic economic concepts of demand and supply, pricing and cost, the break-even analysis, balance sheets, analysis of the indicators, the financial system, interest rates and inflation. In this module, participants are asked to present the key elements of their business idea.

4 Investments and Sustainable Business Financing

The circle of money flowing through the company, the risk and reward relationship, the concept of investment assessment, the capital structure of the enterprise and the cost of the different sources of funding are the main components of this module. Additionally, the module presents a business plan template (using Excel).

5 Marketing, Sales and Brand Management as Key Elements in Sustainable Entrepreneurship

This module allows participants to acquaint themselves with the new data of marketing, sales and brand management, which constitute key elements of sustainable entrepreneurship, to be able to effectively proceed with decision making in the dynamic and competitive landscape of the Greek and international market. In the last part of the lesson, participants will present the marketing plan of the business in the process of formation.

6 Business Creation, Funding Sources and Pitching a Sustainable Business Idea

This module presents the existing alternative legal forms, the cost arising from the creation of any form of business and the financing schemes that are being offered to the banks and ministries. At the same time, this module makes a link between the business plan that is being formed and the existing situation, a process that leads to sustainable enterprise development. Finally, the module presents the basic secrets and skills required for the effective communication of the business idea to interlocutors, partners, banks and capital funds.

Business Plan Presentation

Business plans that will be prepared, will be presented to a general audience with guest sponsors, program partners and executives from the business community in front of a 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.