COURSE OUTLINE

1. GENERAL

SCHOOL	School of Applied Economics and Social Sciences		
ACADEMIC UNIT	Department of Agricultural Economics and Rural Development-MBA Food & Agribusiness		
LEVEL OF STUDIES	Postgraduate Studies		
COURSE CODE	**410106**	**SEMESTER**	**1st**
COURSE TITLE	**Economics of Innovation**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	4
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	http://mba.aua.gr/en/category/education/courses/ https://oeclass.aua.gr/eclass/courses/5045/

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course will highlight the most important issues of creating and running a business that markets an innovative product or service. It will delve into both internal (organizational, managerial, etc.) and external (marketing activities, industry dynamics, etc.) aspects. It will expose students to useful tools related to technology businesses and offer a number of case studies. Of particular interest will be the management of intellectual property rights and how universities contribute to research in many technology start-ups.

At the end of the course, students will have a solid understanding of the main business dimensions in which a technology venture operates. They will also be equipped with corporate resource tools useful for assessing challenges and problems (e.g. SWOT analysis, 4 Ps, principles of a business model). Students will be exposed to the fundamentals and mechanics of Intellectual Property Rights and how they can be applied to the business decision matrix. Finally, the students will examine from a quantitative point of view issues that were examined during the course using R.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Decision-making
Working independently
Production of free, creative and inductive thinking
Team work

3. SYLLABUS

Lecture 1:
Why study Innovation?
Terminology used throughout the course.

Lectures 2-3:
Intellectual Property Rights (Part 1). Management. Measurement. Extract value for the firm and the region.
Assignment 1: Presentation in Class

Lecture 4:
Diffusion of Innovation. Lean Startup. Experiments

Lectures 5-6:
Intellectual Property Rights (Part 2). Management. Measurement. Extract value for the firm and the region.
- Assignment 2: Presentation in Class

Lecture 7-8:
Empirical applications

Lecture 9:
Academic technology transfer

Lecture 10:
Smart Specialization. Application to green innovation.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face. However, distance learning will be conducted whenever physical presence is not possible
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	- Use of a projector to present the lectures - Post lectures, notes, announcements and other information on the online course page in e-class - Regular communication with students via email and the eclass online platform
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	

Activity	***Semester workload***
Lectures	36
Literature study and analysis	28
Examination	2
Student's study	34
Course total	***100***

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	The evaluation of the course will be through a final written examination and presentation of assignments in class.

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

5. ATTACHED BIBLIOGRAPHY

- Suggested bibliography:
Scotchmer, S. (2004). Innovation and incentives. MIT press

- Related academic journals:
Research Policy
Journal of Technology Transfer
Economic Geography
Journal of Economic Geography
American Economic Review