

COURSE SYLLABUS

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	EF1561	Semester	5-7
Course Title	Introduction to Entrepreneurship		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
13 teaching weeks		3	6
Course Type	Subject Area, Elective		
	Subject Area: Creative Media and Creative Industries; Cultural Policy and Creative Economy; Cultural Economics.		
Prerequisites	No		
Course teaching and evaluation language	Greek (good knowledge of English to access literature)		
The course is offered to Erasmus incoming students	No		
Course Page (URL)			

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course, students will be able to:

1. Define the concept of entrepreneurship within the context of the creative and humanities disciplines.
2. Identify opportunities for innovative projects and collaborations.
3. Develop skills in communication, storytelling, and presenting ideas.
4. Describe funding pathways (grants, social entrepreneurship, venture capital, crowdfunding).

General Skill

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies Adaptation to new situations

Decisionmaking

Independentwork Teamwork

Working in an international environment Working in an interdisciplinary environment

Production of new research ideas Project design and management Respect for diversity and multiculturalism

Respect for the natural environment

Demonstrate social, professional and ethical responsibility and gender sensitivity
Exercising criticism and self-criticism
Promoting free, creative and inductive thinking

The course aims to cultivate the following competencies:

- Searching, analyzing, and synthesizing data and information, including the appropriate use of digital tools and technologies.
- Independent work.
- Teamwork in interdisciplinary settings.
- Generation of novel research ideas.
- Respect for diversity and multiculturalism.
- Demonstration of social, professional, and ethical responsibility, with sensitivity to gender issues.
- Critical and self-critical thinking.
- Fostering free, creative, and inductive thinking.

3. Course Content

The course introduces students to the fundamental principles of entrepreneurship, with an emphasis on linking creative, artistic, and theoretical work to the needs of the market and society. Drawing on examples from the fields of the creative industries, social entrepreneurship, and cultural organizations, it promotes both a critical and a practical approach to entrepreneurial activity. Through lectures, workshops, and case studies, participants will: (a) understand the principles and dynamics of entrepreneurship and innovation, (b) familiarize with key concepts such as business models, markets, funding, and communication, (c) learn how to connect their artistic/theoretical work with social and economic needs, and (d) develop skills in designing, managing, and presenting creative or social ventures. Special emphasis is placed on interdisciplinarity and on fostering collaboration among students from diverse fields (arts, creative industries, social and human sciences), thus strengthening the understanding of entrepreneurship as a field of dialogue and collective innovation.

Weekly Topics (13 weeks)

1. Introduction to Entrepreneurship
 - Definitions and types of entrepreneurship (commercial, social, creative).
 - Entrepreneurship in the arts and humanities.
2. Creative and Cultural Industries
 - Mapping the field.
 - The role of the artist/creator in the ecosystem.
3. Innovation and Creativity
 - From idea to implementation.
 - The relationship between art and innovation.
4. Market and Audience Analysis
 - Target groups, audience needs, audience development.
 - Market research tools.
5. Basic Economics for Non-Economists
 - Budgeting, revenues and expenses.
 - Cash flows and sustainability.
6. Business Models
 - Business Model Canvas.
 - Case studies from the arts and the social/human sciences.
7. Marketing and Communication
 - Communication strategies.
 - Social media and branding for artists and humanists.
8. Storytelling & Pitching

• Narrative techniques. • Presenting ideas to audiences and funders. 9. Funding Tools and Opportunities • European and national programs. • Crowdfunding and sponsorships. 10. Social and Cultural Entrepreneurship • Social enterprises, the commons economy. • Success stories in Greece and abroad. 11. Legal and Organizational Issues • Types of enterprises, intellectual property, contracts. 12. Project Design and Development • Team project: developing a business/creative idea. 13. Project Presentations • Pitching Day – presentations and feedback.		
Instructive and Learning Methods - Evaluation Delivery Method	Teaching, Lectures	
Use of IT's in teaching and communication with students	Lectures Workshops Group projects and presentations Guest speakers from the creative industries Meetings with students during office hours or via email	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Seminar-style lectures with extensive literature review	20
	Oral presentations and interactive class discussion	19
	Individual assignment	20
	Independent study	40
	Group study	51
	Course Total	
	(25 Hrs. Work Load per Credit Unit)	150
Student Evaluation <i>Description of the evaluation procedure.</i>	Assessment Criteria The assessment criteria are explicitly presented during the first introductory lecture. They are also available on the university's asynchronous e-learning platform (eClass), in the course description. Language of Instruction: Greek	

	Formative Assessment: • Oral presentations with audiovisual material based on practical observation exercises. Summative Assessment: • Class participation and in-class activities: 20% • Individual assignments (case studies, short papers): 30% • Final group project (business plan and presentation): 50%
Recommended Readings <i>(For details and the complete bibliography, see the course syllabus uploaded on the university's eClass platform at the beginning of the semester.)</i> Core Introductory References in Entrepreneurship Drucker, P. F. (2007). Innovation and Entrepreneurship: Practice and Principles. London: Routledge. Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken: Wiley. Zacharakis, A., Corbett, A. & Bygrave, W. (2025). Entrepreneurship. John Wiley & Sons. Creative Industries & Cultural Entrepreneurship Caves, R. (2000). Creative Industries: Contracts Between Art and Commerce. Harvard University Press. Hesmondhalgh, D. (2019). The Cultural Industries (4th edition). London: Sage. Howkins, J. (2013). The Creative Economy: How People Make Money from Ideas. Penguin. Αυδίκος, Β. (2014). Οι Πολιτιστικές και Δημιουργικές Βιομηχανίες στην Ελλάδα. Επίκεντρο. Social Entrepreneurship & Innovation Bornstein, D. & Davis, S. (2010). Social Entrepreneurship: What Everyone Needs to Know. Oxford University Press. Σαλαβού, Ε & Κυριακίδου, Ο. (επ.) (2014). Κοινωνική Επιχειρηματικότητα. Αθήνα: Εκδόσεις Rosili. Murray, R., J. Caulier-Grice & G. Mulgan. (2010). The open book of social innovation. Vol. 24. London: Nesta. Nicholls, A. & Murdock, A. eds. (2011). Social innovation: Blurring boundaries to reconfigure markets. Springer. Bollier, D. (2016). Κοινά. Μια σύντομη εισαγωγή. Αθήνα: Angelus Novus. Design, Management and Communication Skills Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Markets Globalization & Development Review 04(02), DOI: 10.23860/MGDR-2019-04-02-08 Kotler, P. & Scheff, J. (1997). Standing Room Only: Strategies for Marketing the Performing Arts. Harvard Business School Press.	

Spielmann, M. & S. Bahtsetzis (2016). Postindustrial Design – eine Standortbestimmung". Yearbook 2016 Hyperwerk, Institute for Postindustrial Design, Basel: FHNW, 12-95 (online στα αγγλικά: https://www.labattoir.org/uploads/9/8/5/5/9855731/spielmann_bahtsetzis_postindustrial_design.pdf)

Specifically for Artists & Creative Professionals

Oakley, K. & O'Connor, J. (2015). The Routledge Companion to the Cultural Industries. London: Routledge.

Throsby, D. (2010). The Economics of Cultural Policy. Cambridge University Press.

Byrnes, W. J. (2022). Management and the Arts. Routledge.

Borup, T. (2006). The creative community builder's handbook: How to transform communities using local assets, arts, and culture. Turner Publishing Company.

Helguera, P. (2011). Education for Socially Engaged Art. A Materials and Techniques Handbook. New York. Jorge Pinto Books.

The examinable material includes course content (lectures, language/communication activities, PPT presentations uploaded on eClass at the end of the semester) and selected chapters from textbooks (either the official Eudoxus textbook or individual chapters provided on eClass).

Relevant Academic Journals

Course readings are drawn from a wide range of peer-reviewed journals, edited volumes, and monographs. For English-language texts, an in-depth presentation in Greek is provided during class. Indicative journals include:

Journal of Cultural Economics
International Journal of Arts Management
Creativity and Innovation Management
Journal of Social Entrepreneurship
International Journal of Cultural Policy
Industry and Innovation