

DEREE COLLEGE SYLLABUS FOR: ITC 4161 TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP

(Same as CS 4161 TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP)

UK LEVEL: 6
UK CREDITS: 15
US CREDITS: 3/0/3

(Updated Fall 2021)

PREREQUISITES: CS 1070 Introduction to Information Systems
or
ITC 1070 Information Technology Fundamentals

CATALOG DESCRIPTION: Assessment of both process and context of technology-infused entrepreneurial activity in versatile business environments. Smart integration of digital technologies for the realization of novel ideas and the transformation of traditional business models into digital businesses.

RATIONALE: The module provides students with the core theory of Entrepreneurship and Innovation given the need for the majority of businesses, across industries, to become digitally transformed, and ready in alignment with emerging technologies. Students are introduced to the steps involved in the digital entrepreneurial process and analyze the influence of technology on entrepreneurial activity. Students further acquire the skills and techniques to develop a strategic proposition for a new or existing business venture to be transformed into a digital-ready business.

LEARNING OUTCOMES: As a result of taking this course, the student should be able to:

1. Analyze technology innovation theories and frameworks in digital entrepreneurship
2. Assess the impact and the value creation of novel business ventures and models in the digital economy.
3. Synthesize a technology-infused business proposition leading to enterprise digital transformation.

METHOD OF TEACHING AND LEARNING: In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Case studies and primary source documents are assigned as homework, the discussion and analysis of which, are reviewed in class.
- Mentoring with professionals and entrepreneurs from the industry
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of Blackboard Learning platform, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

ASSESSMENT:	Summative:		
	First Assessment - Midterm Examination	30%	Answers to essay questions
	Second Assessment – Portfolio	10%	Business Model Canvas (groupwork)
	Final Assessment – Research Project	60%	Development and/or transformation of a business venture using new technologies as a lever of innovation (2,500-2,700 words)
	Formative:		
Case studies		0%	
The formative assessment(s) prepares students for the summative ones.			

	<p>The First Assessment tests Learning Outcome 1. The Second Assessment tests Learning Outcome 3. The Final Assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p> <p>(Guidelines and assessment rubrics are distributed on the first day of classes along with the course outline)</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Managing Innovation: Integrating Technological, Market and Organizational Change, John Wiley and Sons, latest edition e-book version.</p> <p>RECOMMENDED READING:</p> <p>Balachandran, V., & Sakthivelan, M. (2013). Impact of Information Technology On Entrepreneurship (e-Entrepreneurship), Journal Of Business Management & Social Sciences Research (JBM&SSR), 2(2), 51-56.</p> <p>Barringer & Ireland, Entrepreneurship: Successfully Launching New Ventures, latest edition.</p> <p>Berman, Saul J. (2012), Digital Transformation: Opportunities to Create New Business Models, Strategy & Leadership 40.2: 16-24.</p> <p>Chwolka, A., & Raith, M. G. (2012), The value of business planning before start-up—A decision-theoretical perspective, Journal of Business Venturing, 27(3), 385-399.</p> <p>Gruber, M. (2007). Uncovering the value of planning in new venture creation: A process and contingency perspective. Journal of Business Venturing, 22(6), 782-807.</p> <p>Hinterhuber, Andreas, & Nilles, Michael. (2021). DIGITAL transformation, the HOLY GRAIL and the disruption of business models. <i>Business Horizons</i>, Business horizons, 2021-02.</p> <p>Nagji, B. and Tuff, G. (2012), “Managing your Innovation Portfolio”, Harvard Business.</p> <p>Renko, M., Shrader, R. C., & Simon, M. (2012). Perception of entrepreneurial opportunity: a general framework. Management Decision, 50(7), 1233-1251.</p> <p>Wapshott, R. and Mallett, O. (2015) Managing Human Resources in Small and Medium-Sized Enterprises: Entrepreneurship and the Employment Relationship. Routledge Ltd.</p> <p>Vial, Gregory (2019), Understanding Digital Transformation: A Review and a Research Agenda, The Journal of Strategic Information Systems 28.2: 118-44.</p> <p>Zahra SA (2007) Contextualizing theory building in entrepreneurship research. Journal of Business Venturing, 22(3): 443-452</p>
<p>INDICATIVE</p>	<p>REQUIRED MATERIAL: N/A</p>

MATERIAL: (e.g. audiovisual, digital material, etc.)	RECOMMENDED MATERIAL: N/A
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	MS-Office 365 applications
WWW RESOURCES:	http://www.entrepreneur.com/businessplan/index.html https://www.ibm.com/blogs/nordic-msp/how-is-watson-helping-businesses-across-the-globe-to-build-a-smarter-future/ http://www.business.qld.gov.au/industry/ict/starting-ict-business https://www.fastcompany.com/ http://www.startupgreece.gov.gr/sites/default/files/Exploring%20ICT%20market%20in%20Greece.pdf
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. ICT entrepreneurship 2. Entrepreneurship and digital development 3. Business Canvas Framework 4. Entrepreneurship: An overview 5. Corporate entrepreneurship 6. Exploring business opportunities in ICT 7. Trends in the ICT industry 8. Creativity and innovation in ICT 9. Business planning and entrepreneurship 10. Operation and management of entrepreneurial organizations 11. Strategy and entrepreneurship 12. Innovation Theories – Design Thinking 13. Frameworks for Innovation 14. Case examples.