



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-806	Innovation in Food and Agricultural Enterprises	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Agricultural Economics	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Stamatis Aggelopoulos	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduction of the meaning of innovation in agricultural and food enterprises.
- Examining the strategic role and importance of innovation in the development of agricultural enterprises.
- Presentation and analysis of methods and tools for the development and management of innovation and technology.
- Examining the operation of the agricultural sector and entrepreneurship, through innovative actions.
- Understanding extroversion in entrepreneurship.
- Explaining the implementation mechanism of each agricultural policy measure related to the penetration of innovation and knowledge transfer.
- Developing a spirit of innovation among students.
- Analysis of the strategies for change and development in the agricultural and food industry.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Comprehend or understand the meaning, content and regulatory framework of the Common Agricultural Policy, with a focus on the penetration of innovation and the transfer of knowledge to businesses in the Agricultural and Food sector.
2. Determine or recognize and highlight the role of innovation in the sustainable growth of agriculture and rural areas.
3. Comprehend or understand the meaning of innovation, recognize and evaluate

- innovation practices for entrepreneurship development in agriculture and food companies.
4. Recognize and apply methods, techniques and tools for the development and management of innovation.
 5. Implement methods for the generation of ideas and innovations
 6. Combine innovation with strategy of the agriculture and food companies
 7. Compare and evaluate current approaches in innovation growth and management that strengthen the development and operation of modern business models.
 8. Identify and analyze business opportunities and problems related to the agricultural and food companies, manage situations and propose solutions.
 9. Function or act as entrepreneurship consultant specialized at agriculture and food companies.

Course Content:

1. Introductory terms
2. Term-Types-Organisational innovation management
3. Strategy and Innovation
4. Developing and Managing Innovation
5. Financing Innovation
6. The Role of Innovation in Agricultural Development
7. Innovation and Food
8. Impact from the Adoption of Innovation
9. Connecting Entrepreneurship and Innovation
10. Entrepreneurship, Innovation and Local Development
11. Modern Entrepreneurial Innovation Actions
12. Innovation in the selected target markets and EU

Learning Activities and Teaching Methods:

Powerpoint Slides and Audiovisual Presentations, Consultation Meetings, Case Studies, Scientific Articles, Assignments, Forum and Chats

Assessment Methods:

Paper, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Innovation and Entrepreneurship	Joe Tidd	Paperback	2011	IISBN-13: 978-0470711446