

1st International Entrepreneurship Summer School 2014

Entrepreneurship, Strategy and Innovation on Cross-cultural Business Contexts

Course Outline

Shuttle Bus from Hotel Elena to Oxygen leaves Monday: 9.45 a.m., Tuesday - Friday: 8.30 a.m.

Time	Monday 07/07/2014	Time	Tuesday 08/07/2014	Wednesday 09/07/2014	Thursday 10/07/2014	Friday 11/07/2014
10:30 – 11:00	Welcome & Opening the Course <i>Prof. P. Botsaris, DUTH</i>	09.00 – 10.30	Internationalisation and entering in New Markets: a case study <i>Moderator: Dr A. Bisignano</i>	Europe Direct and its role in promoting social and responsible entrepreneurship <i>Georgia Intze, Europe Direct Xanthi</i> Social Economy and how to create social impact through entrepreneurship <i>Moderator: Dr. I. Nasioulas, Institute of Social Economy</i>	Enterprise U! Experiential Learning seminar in Entrepreneurship and innovation <i>Moderator: Dr. P. Giourka,, Dr. K. Galanakis</i>	SSCP Pitching preparation
		10.30 – 10.45	Coffee Break	Coffee Break	Coffee Break	Coffee Break
11:00 – 12:30	Strategies for Achieving and Sustaining Growth <i>Moderator: Dr A. Bisignano, NBS Dr K. Galanakis, NBS</i>	10.45 – 12.30	A/CP presentations (Group A) CP for 'Prisma Electronics' CP for 'Scigen' CP for 'More than Themes' <i>Assessors: Dr O. Palermo, Dr K. Galanakis, Dr A. Bisignano, Company representatives</i>	MCDM: Multi-Criteria Decision Making <i>Moderator: Prof I. Mourmouris, Vice Rector of DUTH</i> Understanding organizational dynamics in small and medium family businesses: a metaphor approach <i>Moderator: Dr O. Palermo, NBS</i>	SSCP Development (Team work – Part A)	SSCP Presentations Systems Sunlight S.A. representatives
12:30 -14:00	LUNCH BREAK	12:30 -14:00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
14:00– 17:00	Practising the art of Leadership <i>Moderator: Prof. Katerina Nikolopoulou, DERE</i>	14:00– 16:00	A/CP presentations (Group B) CP for 'Anatolikos Vineyards' CP for 'Elith' CP for 'CocoMat' <i>Assessors: Dr O. Palermo, Dr K. Galanakis, Dr A. Bisignano, Company representatives</i>	Company visits at Systems Sunlight S.A. (http://www.systems-sunlight.com/) Summer School Consultancy Project Assignment (SSCP) <i>Dr. Konstantinos Georgiadis, Systems Sunlight SA</i>	SSCP Development (Team work – Part B) The art of Pitching Dr. P. Giourka,	Award Celebration <i>End of Summer School</i>
		16.00	Wine Testing Anatolikos Vineyards			