

Course title	Green Entrepreneurship and Innovation				
Course code	GTS1704				
Course type	Special Background/Specialization of General Knowledge/Skills Development/Core				
Level	Master (Level 7)				
Year / Semester	1 st / 2 nd				
ECTS	10	Lectures / week	6 in total (distance learning)	Laboratories / week	-
Course purpose and objectives	<p>This course aims to introduce students to the principles of the Green Entrepreneurship and Innovation and the mechanisms in order to implement knowledge in actual businesses. The teaching methodology is based on the structure of an innovative business plan that allows the assessment of the achievement of all goals of sustainability and financial success.</p> <p>Specifically, the objectives of the course are the following:</p> <p>Objective 1: To understand the principles of the green entrepreneurship and innovation</p> <p>Objective 2: To implement analysis models and concepts of business innovation within the sector of sustainability for long-term stability</p> <p>Objective 3: To learn strategies and methods to develop green business initiatives</p> <p>Objective 4: learn how to design from scratch a value chain and sustainability business model</p> <p>Objective 5: To be able to develop interdisciplinary solutions to sustainable business within a green economy spectrum</p>				
Learning outcomes	<p>After completing this module, the student should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate and apply entrepreneurial and innovation concepts in sustainable business. 2. Analyze, assess, design and implement innovation in entrepreneurial activities prioritizing sustainability and long-term efficiency. 3. Propose strategies and models to develop green business initiatives that are financially and environmentally feasible. 4. Understand and apply value chain and business model concepts to optimize efficiency, sustainability, and resource use in modern business contexts, foster responsible business practices and innovative approaches to the economy. 				

	<p>5. Analyze sustainable entrepreneurial visions and strategies to develop interdisciplinary solutions that integrate economic, social and environmental business considerations for addressing global sustainability challenges.</p>		
Prerequisites	None	Required	-
Course content	<p>The content of the course is as follows:</p> <ul style="list-style-type: none"> • Entrepreneurship and Innovation • Sustainable Development • Innovation and creation of unique selling point • Value chain and business model creation • Market analysis • Digitalization and strategy • Marketing and sales • Uniqueness and IPR • Circular economy and resource allocation • Finance and resource management • Financing operations • Maturity and exit • Business planning • Pitching 		
Teaching methodology	<p>The integration of Microsoft Teams and Moodle in our distance learning programs ensures a robust and interactive learning environment that meets the needs of modern learners. Microsoft Teams facilitates real-time communication through live sessions, screen sharing, and collaborative tools such as whiteboards and breakout rooms, enhancing student engagement and fostering dynamic discussions. Meanwhile, Moodle serves as a comprehensive Learning Management System, offering structured access to course materials, assessments, and discussion forums. This combination of synchronous and asynchronous tools supports effective teaching and learning, enabling flexibility, accessibility, and high-quality education delivery. Our approach aligns with global standards for online learning, emphasizing both technological innovation and pedagogical excellence.</p>		
Language	English		