

Course title	Innovative Entrepreneurship and Marketing			
Course code	GALA3501			
Course type	Lectures			
Level	Higher Diploma			
Year / Semester	3 rd Year / 5 th Semester			
Teacher's name	Antonia Stelikou			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	The aim of the course is to equip the students with the necessary knowledge and skills to develop innovative business ideas and effectively market their services and products. The course focuses on understanding the fundamental principles of entrepreneurship, marketing strategies, and the tools and techniques used to achieve business success in the field of landscape gardening and garden design. Upon completion of the course, the students will be capable of creating and managing successful business initiatives, applying innovative practices and customer-centric marketing strategies.			
Learning outcomes	<p>Upon completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> 1. Explain the fundamental principles and practices of business management, with an emphasis on strategy and organization. 2. Interpret the concepts and processes of innovation and how they can be applied in the field of garden design. 3. Describe the principles of customer-centric marketing and how to adapt strategies to meet customer needs. 4. Explain the principles of sustainability and ESG (Environmental, Social, and Governance) criteria and how these concepts impact business strategy and operations. <p>Skills</p> <ol style="list-style-type: none"> 5. Create and implement innovative business ideas in the field of garden design. 6. Design and execute marketing strategies that focus on customers and their needs. <p>Competencies</p> <ol style="list-style-type: none"> 7. Collect data and information to make informed business decisions. 			
Prerequisites		Required		
Course content	Week 1: Introduction to the Course and Basic Principles of Business Management			
	<ul style="list-style-type: none"> • Introduction to the course, objectives, and structure • Fundamental principles of business management 			

- Overview of basic business models

Week 2: Business Innovation

- Definition and importance of innovation in business
- Innovation processes: from idea to implementation
- Case studies of innovation in garden design

Week 3: Strategic Business Planning

- SWOT analysis and strategic planning
- Setting goals and priorities
- Developing business strategies

Week 4: Customer-Centric Marketing

- Key principles and strategies of customer-centric marketing
- Market analysis and understanding customer needs
- Designing and implementing a marketing plan

Week 5: Creating Added Value through Innovation

- Identifying innovation opportunities
- Developing new products and services
- Strategies for market differentiation

Week 6: Sustainability and ESG in Business

- Definition and importance of sustainability and ESG criteria
- Applying sustainability practices in garden design businesses
- Examples of successful ESG practices

Week 7: Small Business Management in Garden Design

- Challenges and opportunities for small businesses
- Developing business plans for small enterprises
- Growth and survival strategies

Week 8: Managing Large Businesses and Organisations

- Structures and strategies of large businesses
- Human resources and resource management
- Best practices in managing large organizations

Week 9: Innovation and Technology in Garden Design

- The role of technology in innovation
- New technologies and tools in garden design
- Case studies and applications

Week 10: Communication and Customer Relationship Management

- Techniques for effective customer communication
- Managing customer relationships and loyalty
- Using CRM systems in customer management

Week 11: Marketing and Promotion Strategies for Garden Design

- Creating and executing promotional campaigns
- Using social media and digital marketing
- Evaluating the effectiveness of marketing strategies

Week 12: Synthesis and Implementation of Business Plans

	<ul style="list-style-type: none"> • Completion and presentation of business plans • Critical analysis and optimization of business strategies • Preparation for the professional job market
Teaching methodology	The teaching of the course includes lectures and active student participation through activities and processes that promote engagement and aim for formative assessment.
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Reid, R.Dan (2016) Διοίκηση επιχειρησιακών λειτουργιών, Κριτική, ISBN: 978-960-586-044-8 • Dessler, G. (2015). Διοίκηση ανθρώπινου δυναμικού: Βασικές έννοιες και σύγχρονες τάσεις, Εκδόσεις Κριτική, ISBN: 9789605860769 • Kotler, Philip & Armstrong, Gary (2022). Εισαγωγή στο Μάρκετινγκ, 14η Έκδοση, Εκδόσεις Επίκεντρο, Θεσσαλονίκη, ISBN: 9786182041604. • Solomon R. M. (2020). Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας. 11η Έκδοση. Τζιόλα. ISBN: 978-960-418-811-6 <p>English Bibliography</p> <ul style="list-style-type: none"> • Kinicki, Angelo(2021) Management: A Practical Introduction,10th, Mc Graw Hill,ISBN: 9781265017750 • Scarborough,Norman M.(2019) Essentials of Entrepreneurship and Small Business Management, Pearson Education Limited,ISBN: 978-1- 292-26602-2. • Kotler, Philip & Armstrong, Gary (2021) Principles of Marketing, 18th Editon. Pearson Higher Education, ISBN: 9780137991839. • Solomon R., M. (2012). Consumer Behavior : Buying, having, and being. 10th Edition. Prentice Hall. Prentice Hall • Robert Sroufe (2018). Integrated Management : How Sustainability Creates Value for Any Business. First edition. Bingley : Emerald Publishing Limited. ISBN: 9781787145627. EBSCOHost.
Assessment	<ul style="list-style-type: none"> • Attendance and course participation: 10% • Intermediary written examination 30% • Project (Business Plan) 40% • Presentation (business plan) 20%
	<p>Student performance in this course will be evaluated through a combination of participation, examinations, and project-based work. Attendance and active participation in class discussions and activities will account for 10% of the final grade, emphasizing the importance of engagement and consistent contribution throughout the course. An intermediary written examination will contribute 30%, assessing students' understanding of key theoretical concepts and their ability to apply them to practical contexts at the mid-point of the semester.</p> <p>A major component of the course is the Business Plan Project, which represents 40% of the total grade. This project will evaluate students' ability to develop a comprehensive business idea, and apply entrepreneurial and marketing concepts in a structured plan. In addition, students will deliver a formal presentation of their business plan, weighted at 20%, which will assess their communication skills, professionalism, and ability to present and defend their ideas effectively.</p> <p>The final grade will be calculated as a weighted average of the above components. Student performance will be evaluated on a scale of 0 to 100, with a minimum overall passing grade of 60.</p>
Language	Greek or English