**Code:** ENVE 441  
**Course:** Strategic Management and Innovative Entrepreneurship

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<th>Mandatory</th>
<th>Elective</th>
<th>Specialization</th>
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<th>Semester</th>
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<th>Teaching Hours per week:</th>
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**Instructors:** Stelios Rozakis

**Textbooks (Eydoxus):**

**Other recommended books:**

**Notes:**  
E-class: Notes, Case-Studies

**Labs:**  
# of lab exercises:  
Individual Reports  
Team Reports  
Lab final written exam  
% of Final Lab Grade

**Final Grade:**  
Final Exam 50 %  
Project 30 %  
Labs %  
Other (mid-term) 20 %

**Course Syllabus:**

**FINANCIAL ANALYSIS:** Accounting and balance sheet, business ratios, cost assessment and pricing, break-even point, funding sources.

**GREEN ENTREPRENEURSHIP:** Green accounting and cost assessment

**EXTERNAL ENVIRONMENT:** Economy, Technology, Nature, Society, Institutions, Politics. Porter model and competition. Barriers to entry, buyers and sellers, competitive position and programming

**INTERNAL ENVIRONMENT:** Sources and capabilities, competitive advantage, value chains, comparative modeling, outsourcing

**MISSION – ORGANIZATIONAL STRUCTURE – STRATEGY:** Business mission, success factors, strategy levels and classification

**INNOVATION – NEW VENTURE DEVELOPMENT:** evaluation of inventions commercial value, new products/process/technologies. Start-ups and spin-offs.

**THE BUSINESS PLAN:** Set-up and implementation, specialized software use