Deep Dive in Innovation & Entrepreneurship Intensive Course 2025
Design a sustainable bench for your neighbourhood

Course Syllabus

Spring Semester 2025
28/04 – 30/05/2025

Aims

- Apply the principles of design thinking to innovative problem solving.
- Familiarize with approaches and tools that entrepreneurs use in startups.
- Explain how an idea can be developed into a viable product that meets consumer needs.
- Introduce the concept and use of Living Labs in I&E.
- Familiarize with the development and presentation of a professional pitch deck.
- Promote co-operative learning and application in problem solving and innovative solution presentation.

Description

Have you ever thought of designing a sustainable bench for your porch, school, or neighbourhood? Are you interested in learning the design thinking steps that will lead you to a viable final product? Do you want to virtually walk through a Living Lab and discover the user-centric approach of innovation? Would you like to learn how to pitch your work in a marketable way? Then the Deep Dive in Innovation & Entrepreneurship (I&E) Intensive Course 2025 is for you!

This course provides practical knowledge and hands on experience for a deeper understanding in materializing an innovative idea in the entrepreneurial world. Starting from a design challenge, the participant will be introduced and follow the steps required to end up with a prototype that covers existing needs. With active participation in the lectures, workshops and coaching sessions with I&E experts the participant will build and present a pitch deck and learn from fellow participants through peer review evaluation of projects.

Learning Outcomes

- Follow the Design Thinking process to develop and test a specific business idea.
- Learn how to safely, progressively and iteratively built a customer-usable product (Minimum Viable Product) and a viable business or start-up (Lean Start-up) to support it.

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- Identify and apply the "secrets" behind good pitches, pitch decks and pitch videos (Pitching Perfectly) for own product.
- Acquire knowledge of the scope, set-up, workings and applications of a Living Lab.
- Advance group work and learn the basic steps for objective of peer-evaluation.
- Introduce methods of designing a prototype.
- Learn methodologies and tools for creating innovative solutions with a social impact focus, utilizing frameworks, such as human-centred design, systems thinking, and sustainable development goals (SDGs).

Participation

The course is open to participants from all levels of Academia (Professors, Students and Staff), Industry, Government and the public sector.

Participants, who chose to pursue the *Certificate of Completion* and/or *free elective* (3 ECTS for EURECA-PRO students only) options at the pre-registration, are required to work in teams of four members maximum. Teams will be finalized during the Introduction Workshop, on Monday Apil 28th. The limit is 20 teams.

Participants, who chose the option of *Certificate of Attendance* at pre-registration, will not be assigned to a team but must fulfill the participation requirements to earn the corresponding Certificate (please view Grading below). These participants register in addition to the 80 participants assigned to the four-membered teams.

Language of Instruction

The course is offered in the *English* language; thus, good knowledge of the English language is necessary for effective participation and successful completion of the course.

Teaching Mode

Online (synchronous)

Course Registration

Course pre-registration will be made directly via the course Moodle LMS page (https://moodle.eurecapro.tuc.gr/course/view.php?id=111). Upon completion of pre-registration, an automatic e-mail of verification will be sent to the e-mail address used at pre-registration. Pre-registration for the course will open on **Thursday, March 20th and remain open until Wednesday, April 23rd, 2025**.

Registration selection will be completed on **Friday, April 25th, 2025**, upon which time participants will receive a verification e-mail for their participation to the course.

Course Zoom Access

The Zoom meeting room(s) will be accessed via the course Moodle LMS page.

Schedule

The topics covered in the Deep Dive in I&E Intensive Course 2025 include:

Weeks	Topic	Instructor(s)	Dates/Times
1-2	Welcome & Introduction Workshop: A human-centered approach to the creation of a community bench	K. Oungrinis (TUC) M. Liapi (TUC)	Monday, April 28th 12:00-14:00 (CET)
	Design Thinking workshop: Creating Ideas with Design Thinking	A. Uhlmann (TUBAF)	Wednesday, April 30th 12:00-15:00 (CET)
2	Creating Ideas with Design Thinking (2/2)	A. Uhlmann (TUBAF)	Wednesday, May 7th 12:00-15:00 (CET)
	Lean Startup & Minimum Viable Product (MVP) – From Idea to Validated Innovation	R. Taferner (MUL)	Thursday, May 8th 12:00-14:00 (CET)
	Project Coaching: Ask your Project Coach	P. Partsinevelos (TUC)	Friday, May 9th - Project description (~250-300 words) in "Ask your Project Coach" Forum in Moodle - Make team appointment with Project Coach for Week 3
3	Project Coaching: Ask your Project Coach	P. Partsinevelos (TUC)	Monday-Friday, May 12th-14th 10:00-12:00 (CET)* (* requires appointment with Project Coach for online advising)
	Pitching Perfectly seminar: Pitch Like a Pro and Create Excitement	A. Knauer (HSMW)	Thursday, May 15th 12:00-14:00 (CET)
4	Pitching Coaching	A. Knauer (HSMW)	Thursday, May 22nd. 09:30 – 12:00 (CET)* Friday, May 23rd 13:30–16:00 (CET)* (* requires appointment with Prof. Knauer for online advising)
	Walking through a Living Lab: 1- Lorraine Smart Cities Lab-ERPI	L. Dupont (UL)	10:00-11:30 (CET)
	2- TUC Innovation Lab	M. Ioannidis, E. Bikos, A. Papamanolis (TUC)	12:00-13:30 (CET)

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5	Pitch presentations and peer & expert evaluation	Experts and peers	13:00-16:00 (CET)
	Final Exam	Individual participant	Any two-hour interval between 09:00-18:00 (CET)

Note: Schedule changes may occur due to extenuating circumstances.

Grading and Awards

1. **3 ECTS** (for EURECA-PRO students only)
   To receive 3 ECTS, it is required to earn a cumulative grade of ≥ 80% for fulfilling the following criteria:
   a. **Participation (35%)**
      Specifically, actively attend ≥ *70% of the designated time (i.e., minutes)* in all of the following sessions:
      - Welcome and Introductory Workshop (120 min.)
      - Design Thinking Workshop (2X180 min; 360 min. total)
      - Lean start-up approach and MVP session (120 min.)
      - Pitching Perfectly session (120 min)
      - Walking through a Living Lab session (180 min)
      - Pitching presentations participation of 180 min max. (180 min)
   b. **Pitching your idea and Peer-reviewing (45%)**
      - Pitch presentation grading (30%)
      - Peer evaluation (15%; based on guidelines in the relevant Rubric)
   c. **Final Exam (20%)**
      Earn a grade of ≥ 50% at the online (EURECA-PRO LMS Moodle) final exam (120 min)

2. **Certificate of Attendance** (all participants with ≥ 70% in the Participation grade)

3. **Certificate of Completion** (all participants with ≥ 80% cumulative grade)

Attendance

- To receive the Certificate of Attendance, each participant must log-in and actively participate in the online, synchronous lectures/meetings for at least 70% in all lectures/meetings cumulatively.
- The time recording starts automatically from the time the participants log in to the course until the exit.

Final Exam

- The Final Exam will be comprised of multiple-choice questions derived from the information from the following sessions: a) Design Thinking Workshop, b) Lean start-up approach/Minimum Viable Product (MVP), and c) Pitching Perfectly seminar.

- The Final Exam of the course will be administered **online**, via the EURECA-PRO LMS Moodle course platform and must be completed within **two hours (120 min)**.
- The Final Exam will be accessible between the hours of **9:00 a.m. to 6:00 p.m. (CET) on Friday, May 30th, 2025**.

Course Evaluation

Following the completion of each lecture, the participants are kindly asked to evaluate that lecture. Also, following the Final Exam, the participants are kindly asked to complete a questionnaire for the overall evaluation of the course.