EURECA • PRO
EUROPEAN UNIVERSITY

I&E 101: Sustainable Innovation and Ecopreneurship

ΠΟΛΥΤΕΧΝΕΙΟ
ΚΡΗΤΗΣ
TECHNICAL
UNIVERSITY
OF CRETE

Innovation & Entrepreneurship (I&E) 101: Sustainable Innovation and Ecopreneurship 2025

Course Syllabus

Winter Semester 2025
19/01 – 22/02/2026

Aims
- Introduce I&E concepts and foster an entrepreneurial mindset.
- Leverage I&E opportunities within EURECA-PRO strategic challenges.
- Bridge academia and industry.
- Link research with innovation and practical application.

Description
Get a hands-on intro to Innovation & Entrepreneurship (I&E)! In the I&E 101: Sustainable Innovation and Ecopreneurship course, inspiring lecturers share their own startup stories on what sparked their ideas, what went right (and wrong), and what they learned along the way. You'll connect with fellow students and entrepreneurs across EURECA-PRO and beyond, exchange ideas, and explore real I&E opportunities tied to big challenges like Clean Energy, Industry 4.0, Sustainable Health, the Circular Economy, and building a Sustainable & Just Society.
You'll learn how to turn your own ideas into action, build practical skills, and discover ways to collaborate with industry partners to create real-world impact.

Learning Outcomes
- Introduce participants to foundational concepts in innovation and entrepreneurship (I&E) and cultivate an entrepreneurial mindset.
- Identify and foster I&E opportunities aligned with EURECA-PRO strategic challenges, including Clean Energy, Industry 4.0, Sustainable Health, Circular Economy, and Sustainable & Just Society.
- Support participants in exploring entrepreneurial avenues for industry collaboration.

Participants
The course is open to participants from Academia (Professors, Bachelor, Master and Doctoral Students and Staff), Industry, Government and the public sector.

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 lectures and asynchronous testimonials)

Course Access
- Course pre-registration is made via the relevant Moodle page for the course. As soon as a participant is accepted to the course, an email with all access information will be sent to the participant's electronic mailbox.
- Online, synchronous sessions will be hosted in the Zoom meeting platform and all educational and informational material, assignment instructions and grading will be completed via the EURECA-PRO LMS Moodle and Zoom platforms.

Topics
- The topics covered in the I&E 101 Sustainable Innovation and Ecopreneurship course include:
  1. Introduction to Sustainable Innovation and Ecopreneurship
  2. Frameworks and Tools for Sustainable Innovation
  3. Business Models for Sustainability
  4. Financing and Managing Green Ventures
  5. The Future of Sustainable Innovation and Ecopreneurship
  6. From Idea to Company: personal experiences and testimonials by Innovators and Entrepreneurs on building a company
- Lectures (1–5) will be delivered synchronously via Zoom, while the I&E expert testimonials (6) will be available asynchronously in Moodle for self-paced access.

Attendance and Participation
- The course is comprised of five (5), one-hour long synchronous lectures (45 minutes lecture and 15 minutes Questions & Answers) and an additional asynchronous session, which includes the expert testimonials.
- ≥ 70% attendance total in the five (5) synchronous lectures is required to earn the Certificate of Attendance and fulfil the attendance requirement for the 1 ECTS
- Participants attendance is timed and recorded on an individual basis, based on Zoom access and exit.

Grading and Awards
1. To earn **1 ECTS** (ECTS for **EURECA-PRO students** *only*) and the **Certificate of Completion** it is required to fulfill the following criteria:
   a. *≥ 70% cumulative attendance in all five (5) synchronous lectures* (*50% of class grade*)
   b. *≥70% on the synchronous Final Exam (20% of class grade*)
   c. *≥ 70% in assignment (30% of class grade*)
2. **Certificate of Attendance** will be awarded to all participants with *≥ 70% cumulative attendance in all five (5) synchronous lectures.*

Course Assignment
- The course assignment comprises 30% of the total class grade towards earning the 1 ECTS (EURECA-PRO students only) and the Certificate of Completion.
- Several testimonials of I&E experts are available in the relevant area of the course's Moodle page for asynchronous access from Week 1 of the course.

- After viewing the testimonials, participants must choose *two* experts and *critically compare their perspectives and insights in I&E* in a report (minimum 700 to maximum 1500 words, single-spaced A4, 1 cm margins, Arial font, size 12).
- Detailed information on the Assignment and its grading is provided in the relevant Course Assignment Rubric.
- The **Course Assignment** must be submitted via the relevant folder in the course's Moodle and is **due on Wednesday, February 18th, 2026**.

Final Exam

- The Final Exam, constituting 20% of the overall course grade, will consist of multiple-choice questions based on content of each of the five (5) synchronous lectures.
- The Final Exam will last for *two (2) hours* and will be administered online via the course's LMS Moodle, on **Friday, February 20th, 2026, either 11:00-13:00 CET _OR_ 17:00-19:00 CET (choose _one_ timeslot).**
- To participate in the Final Exam, each participant must access Zoom (via the course Moodle), show a valid ID (student or other) and keep the Zoom meeting (voice and video) on from the beginning until the completion and final submission of the Final Exam.
- **The Final Exam can be accessed only once!** Please make sure that you choose the proper time session (i.e., morning _or_ afternoon), based on your own schedule, *prior* to accessing the Final Exam.

Course Evaluation

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