

Deep Dive in Innovation & Entrepreneurship Intensive Course 2026

Course Syllabus Spring Semester 2026 14/09 - 09/10/2026

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

Are you curious to discover your own innovative abilities and explore how public spaces can be redesigned or reimaged to become more heat-safe, inclusive and climate-resilient? 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 I&E Deep Dive Intensive Course will guide you step by step in developing a real or fictitious solution that helps make public spaces more liveable under future climate conditions.

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 real-world 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 build a customer-usable product (Minimum Viable Product) and a viable business or start-up (Lean Start-up) to support it.

- Identify and apply the “secrets” behind good pitches, pitch decks and pitch videos (Pitching Perfectly) for own products.
- 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 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, 14.09.2026**. 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 fulfil 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 English; thus, good knowledge of English is necessary for effective participation and successful completion of the course. We recommend at least a language level of B2 according to the Common European Framework of Reference for Languages (CEFR).

Teaching Mode Online (synchronous)

Course Registration

Course pre-registration will be made directly via the course Moodle LMS page <https://moodle.eurecapro.tuc.gr/local/preregistration/custom-form.php?courseid=150>

Upon completion of preregistration, 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 Wednesday, July 1 and remain open until Monday, September 7, 2026. Registration selection will be completed on Tuesday, September 8, 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 can be accessed via the [Website](#)

Note: Schedule changes may occur due to extenuating circumstances.

Grading and Awards

3 ECTS (for EURECA-PRO students only) To receive 3 ECTS, it is required to earn a cumulative grade of $\geq 80\%$ for fulfilling the following criteria:

- a. **Participation (35%)** Specifically, actively attend $\geq 70\%$ 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 (90 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 $\geq 50\%$ at the online (EURECA-PRO LMS Moodle) final exam (120 min)

Certificate of Attendance (all participants with $\geq 70\%$ in the Participation grade)

Certificate of Completion (all participants with $\geq 80\%$ cumulative grade)

Attendance

To receive the Certificate of Attendance, each participant must log-in and actively participate (i.e., submit requested feedback during the online meeting or via Moodle) 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 startup 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 on Wednesday, 09.10.2026.

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.