

COURSE OUTLINE

GENERAL

SCHOOL	Interdepartmental School		
ACADEMIC UNIT	Interdepartmental Course		
LEVEL OF STUDIES	Postgraduate Course		
COURSE CODE	TP0078	SEMESTER	A
COURSE TITLE	e-Business and Innovation in Tourism Organizations and Enterprises		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek (see Student Performance Evaluation section regarding English as assignment and evaluation language)		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The module defines the meaning and scope of e-business and innovation in tourism. All aspects of e-business are discussed in detail and the concepts of innovation and creativity are examined as core strategic component for sustainable development. The module focuses in strategies, methods and tools for adoption of digital innovations. Selected case studies are analyzed, and practical do's and don'ts highlighted. Current and future trends in technology and research are presented and discussed.

Successful completion of the module will improve the following cognitive skills of the students:

- Obtaining extensive knowledge regarding the role and importance of information and communication technologies (ICT) for contemporary tourism enterprises, tourists, and the market in general.
- Developing understanding and critical thinking regarding the suitability, the benefits and the limitations of technology for current and future applications.
- Developing management skills and capability to recognize opportunities to improve tourism services through innovative use of ICT
- Gaining knowledge regarding the limitations and challenges associated with introduction and adoption of technological innovations by organizations, enterprises and tourists.
- Developing the necessary capability to recognize, evaluate, analyze and solve complex business problems and apply theoretical background in real-world situations.
- Developing the skills to create an integrated e-business plan, from the conception of an innovative digital idea, to the practical details of ICT introduction and utilization.

- Developing the skills to assess the viability of an e-business proposal regarding the role and potential of ICT
- Developing the skills to evaluate business proposals
- Developing the skills to self-evaluate business ideas and plans
- Developing leadership skills, from innovative creative thinking to effective and successful communication and presentation of business ideas that inspire stakeholders.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	<i>.....</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	<i>.....</i>

Information search, processing and analysis, use of technology tools

Identification and adaptation to new conditions and situations

Decision making

Autonomous work

Team work and cooperation

Creation of new business and research ideas

Design and management of projects

Development of social, business, and personal ethics and responsibility

Evaluation of projects, criticism and self-assessment

Free, creative and productive approach and thinking

SYLLABUS

Module Contents (Syllabus):

- Introduction, the concept of e-business, module description, contents and processes, educational tools and methods
- Modern tourism and e-business, technological advances
- e-business models
- e-business systems
- e-business marketing (digital marketing)
- Innovation and creativity
- Special e-business issues and topics
- e-business strategies and tools
- Business plan (for e-business)
- Latest research and innovations in the field of e-business in tourism, future trends
- Selected cases and specific applications (adjusted to class needs)
- Guidance for business problem solving, report writing and presentation of ideas
- Guidance for e-business plan creation, practical issues

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	• Face to face • Synchronous distance learning • Asynchronous distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	• Use of ICT in teaching, through a fully interactive digital learning environment • Lectures with digital slides on synchronous distance-learning platform (virtual/digital classroom) • Communication and information exchange based on asynchronous distance learning platform and through conventional digital communication means (skype, e-mail etc.) • Upload of lectures with complete digitized content for self-study and content understanding by students. • Upload of curriculum, information, guides, lecture slides and other module material in asynchronous distance learning platform • Guidance to students regarding utilization of described methods and technologies, interactive student project presentations with digital distance learning means.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational</i>	Activity	Semester workload
	Lectures	30
	Assignments	81
	Self-study	39
	Course total	150

visits, project, essay writing, artistic creativity, etc.	
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	
STUDENT PERFORMANCE EVALUATION	Student performance is evaluated based on the following:
Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	• Bibliographic research (literature review) and creation of source collections: 10% • Tourism destination research (primary, macro or micro oriented), analysis and presentation of conclusions: 40% • Creation of e-business plan (innovative start-up or organization enhancement) and presentations: 40% • Problem solving during lectures, critical thinking and creative contribution, additional assignments and activities: 10% Evaluation and feedback in Greek. Written assignments also accepted in English (feedback in Greek or English).

ATTACHED BIBLIOGRAPHY

- Suggested bibliography: • A variety of scientific papers, technical articles, reports and other very recent sources is given as reference to the students during each lecture, for

further information and study. The collection and presentation of the sources is dynamic and completed during the whole semester; adjusted to the needs of the module and the students of the class. Additionally, an extensive bibliographical collection with approximately 200 recent widely acknowledged scientific articles is given to the students in order to support their business plan assignment. The collection is annually updated.

- Main reference library:

1. e-Business models

(37 sources)

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II. E-Business Systems

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III. Digital marketing

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