

ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

DigiBiz «The World Meets Your Startup» Programme



Program Syllabus 2022

JULY 11 – JULY 17



ATHENS | SYROS

Department of Marketing & Communication
Athens University of Economics & Business
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1. COURSE DESCRIPTION AND OBJECTIVES

The DigiBiz International Summer School program is designed to introduce participants to the world of start-ups and multi-channel marketing and provide them with the advanced technical skills needed to identify, engage, and develop relationships with customers in a digital environment. This course provides real world, hands-on learning on what it is like to start a company. This is an experiential class, which covers certain key phases of a start-up, and our goal is to create an entrepreneurial experience with all of the pressures and demands of an early-stage startup. This course focuses on the following indicative topics: 1) intro to digital entrepreneurship; 2) digital marketing basics; 3) legal issues in e-commerce; and 4) logistics for e-business. The aim of the course is to give students a thorough overview of modern marketing digital tools and learn how to develop digital “painkillers” and at the same time how to increase a company’s online business visibility and conversion rates, thanks to modern growth-hacking marketing strategies. Participants will work in teams learning how to turn a great idea into a great company. They will learn how to use a business model to brainstorm each part of a company and the customer development and market validation process to get out of the classroom to see whether anyone other than you would want or use your product or service. The scope of the course includes helping students learn skills for the development of a new venture from idea generation through business planning, funding and startup. The course is taught by academics and practitioners to provide students with a multi-faceted understanding of the analytical and the empirical solutions to marketing issues and planning for a start-up. Students completing the course will have a solid grounding in a number of key themes, including:

- ✚ A theoretical and conceptual understanding of the processes of ideation, opportunity identification and validation;
- ✚ A theoretical and conceptual understanding of the minimum viable product development;
- ✚ An understanding of the importance of digital media and technology available now and in the future;
- ✚ An understanding of the interrelation between the different disciplines within online marketing;
- ✚ An understanding of online business analytics;
- ✚ The patterns of identifying ecological and social values pertaining to a business plan;
- ✚ A basic knowledge of regulations pertaining to starting a business;
- ✚ Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy;
- ✚ Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media;
- ✚ The ability to collect, systematize and interpret information for a business plan to start a new venture;
- ✚ Work in a team environment, both as an integral member and developing a leadership style.

2. COURSE POLICIES

Prerequisites: The course is open to all interested students. No specific prerequisite is required for enrollment.

Course materials and readings: All required materials will be provided in class or via online access. The instructor will also recommend other resources that students may choose to purchase or use upon their discretion.

Learning Teams: This is a team-based class and you will need to be on a team by the end of the first class. Teams are 2 to 3 people.



Photo and Video Release: By participating in this class, you are giving your consent for photography, filming, videotaping and/or audio recording or other means of capturing my image or voice and/or being quoted in the media or printed materials (including social media websites) at sponsoring institutions and hereby authorize release. You are waiving any right to compensation for such uses by reason of the foregoing authorization. Your successors or assigns hereby hold sponsoring institutions and their personnel and affiliated programs harmless from any and all liability which may or could arise from activities authorized by this agreement. This authorization expires 24 months after the start of class. Upon expiration of this Authorization, sponsoring institutions will not permit further release of any photography or information but will not be able to call back any photography or information already released.

Pre-readings: You are expected to complete the pre-readings before the first class. While some of the readings come from the tech world, they are generally applicable to life science/healthcare as well as other industries and you should focus on the broad learnings.

- 📺 Video: Noam Wasserman, Harvard Business School, Surprising facts from Founder's Dilemma: Anticipating and Avoiding the Pitfalls that can sink a startup, Stanford ETL Lecture Series, <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=3024>
- 📺 Laurence McCahill, 10 Ways You'll Probably F**k up your Startup, <https://medium.com/spook-studio/25b830afbd84>
- 📺 Knowledge @ Wharton, How Entrepreneurs Identify New Business Opportunities, <http://knowledge.wharton.upenn.edu/article.cfm?articleid=2370>
- 📺 Forbes.com, You Just Came Up With A Great New Business Idea - So Now What?, <https://www.forbes.com/sites/allbusiness/2014/09/25/you-just-got-a-great-idea-for-a-new-business-so-now-what/#7aebf8e936a1>

Academic Honesty: Students are responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

- 📺 All tests, papers, oral and written assignments, recitations, and all other academic efforts are to be the student's individual work.
- 📺 Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a "quotation" format.

3. COURSE REQUIREMENTS



To secure course credits, students must attend all mandatory course lectures and complete an essay project for a digital start-up. Students will also be required, with the supervision of the program's Scientific Coordinator, to participate in a scheduled educational company visit at Upstream S. A., Greece's leading digital business agency.

A. Grading System

Pass/Fail Course

This is a 3 ECTS or 1 U. S. credit course/program and it is graded "Pass/Fail". Since the course is "Pass/Fail", there will be no A, B, C, and D letter grades...only Fail (F) or Pass (P).

B. Grade and Evaluation Components

Pass/Fail Course

Upon successful completion of all program requirements with a passing performance students will receive a *Certificate of Attendance* and a *Certificate Supplement* awarding 3 ECTS credits. A student will earn a passing grade if s/he has **attended ALL face-to-face classroom sessions and the educational company visit** AND earn 80% or higher on EACH evaluation component on participation, general citizenship, and professional contribution AND complete the New e-Product Design & Development Project with a score of 70% or higher OR your total score is at least 75% of the total possible points, i.e. 300 points; otherwise, you will earn a failing grade. A student's passing performance is based on the criteria provided below.

Graded Course

The final grade will be based on the lead instructor's (scientific coordinator's) subjective evaluation on all grading components and criteria stated in this syllabus.

Point Values for the Course Assignments

ASSIGNMENTS	DUE	% POINTS	RAW PTS
Individual (25%)			
Participation (6 sessions x 10 points)		15	60
General Citizenship		5	20
Professional Contribution		5	20
Learning Team, i.e., Group (75%)			
New e-Product Design & Development Project ^	15-Aug-22	75	300
^ This is a Learning Team (Group) assignment. A separate document will provide detail information regarding the assignment format and requirements.			
Total - MAXIMUM # OF REQUIRED ACTIVITIES POINTS		100	400

Attendance, Class Participation and Professionalism (25%)

ATTENDANCE: To receive credit for this course, **students must attend ALL face-to-face classroom sessions and the educational company visit.** A sign-in sheet will be distributed at every class session and your signature is required to confirm attendance.

PARTICIPATION (15%): The quality of each student's participation will be evaluated for the total program. Students are expected to be conversant with any required reading and information acquired and prepared to participate in class discussions in ways that enrich the quality of learning for all. Students are encouraged to ask relevant and insightful questions of the teaching team and host executives. It is expected students to question the teaching team, as well as challenge their point of view if they disagree, and to engage in a real dialogue with the teaching team. We want you to learn to challenge yourselves quickly and objectively, and to appreciate that as entrepreneurs you need to learn and evolve faster than you ever imagined possible. Students will be graded on how they participate in discussions, participate in-group work and field studies.

GENERAL CITIZENSHIP (5%): Professional behavior from participants is expected at all times. This includes travel time, time in the hotels, during company visits, and in the community in general. Cooperation from everyone is essential and most appreciated. This will ensure a successful and enjoyable program for all participants.

PROFESSIONAL CONTRIBUTION (5%): Professional behavior is expected at all times. Illustrative items that will contribute to your evaluation include: punctuality, attendance, participation with presenters during Q&A, and professionalism during company presentations (paying attention, showing interest, appropriate body language, etc.).

New e-Product Design & Development Project (75%)

Final student evaluation will consist of the elaboration of a final written report/paper titled “New e-Product Design & Development” that should make good use of the information acquired. This assignment is team-based, and all team members must actively participate. Final written report will be due on August 14. A more detailed description of this assignment will be given to enrolled students the first day of class. An advance copy may be acquired by email upon request by contacting via email the program’s scientific coordinator at drosos@aub.gr.

The written report/paper will be evaluated based on completeness (addressing all components and questions presented), the depth of thought communicated, and punctuality (Grammar, Punctuation, Spelling, and Readability) – see appendix below. Each team member must evaluate the contributions of all colleagues to the learning team project within the team through the submission of a Peer Evaluation Form. To receive credit for this course, each team member must receive at least 80% combined score on his or her peer evaluations.

4. INSTRUCTORS

*Course Leader/Lecturer and
Scientific Coordinator*



Dr. Dimitris Drosos – is an Assistant Professor of Digital Business at the Athens University of Economics and Business. Dr. Drosos holds a Bachelor in Computer Science, University of Crete, Greece; an MBA (specialization e-commerce) MBA International, Athens University of Economics and Business, Greece; and a Ph.D. (“Mobile advertising effectiveness”), Department of Management Science & Technology, Athens University of Economics and Business, Greece. His research interests focus on e-business, mobile marketing, and advertising analytics. Dr. Drosos teaches E-business, Digital Marketing, Human - Computer Interaction, Introduction to Programming, E-commerce Technologies and Applications. He studies consumer experiences with new media and digital business practices. He supplements his research expertise with consulting on E-entrepreneurship and E-marketing and has trained diverse public and private organizations. Dr. Drosos has published in the *International Journal of Electronic Commerce*, *Electronic Commerce Research and Applications*, the *Journal of Internet Commerce*, *Behaviour and Information Technology*, the *Journal of Interactive Advertising* etc. According to Google Scholar, his work has been cited over 700 times. He has expertise with Web Startups & Digital Marketing.

*Organizing Committee Member
and Course Lecturer*



Dr. Modestos Stavrakis – is an Assistant Professor in the Department of Products and Systems Design Engineering at the University of the Aegean. He holds a PhD in Design from the same university, an MSc in Computer Aided Graphical Technology Applications, and a BA (hons) in C. Visualization from the University of Teesside (UK). He worked as a researcher in the areas of interaction design, multimedia design, 3D modelling, virtual reality installations design, collaborative systems design for supporting design processes and the development of assistive technologies (VR and web) related to the support of visually impaired. His research has led to the co-authoring of journals and conference publications and book chapters in the areas of Interaction Design, User Experience Design, HCI, computer aided collaborative design, web information systems, computer assistive technologies, virtual reality, digital media design, digital arts, and distance/e-learning.

Course Lecturers



Dr. Constantinos Coursaris – is an Associate Professor in the Department of Information Technologies at HEC Montreal. He is also Professor by Courtesy, Usability / Accessibility Research & Consulting in MSU Outreach and Engagement. Constantinos studies user motivations, expectations, and experiences with new media and the consequent design implications with a focus on social systems. His current research interests lie in the intersection of usability and mobile technologies for the purpose of health and/or commercial applications. He supplements his research expertise with consulting on social media for governance and/or marketing, and has trained diverse organizations in North America, Europe, the Middle East and North Africa (MENA). Follow him @DrCoursaris.



Dr. Wietske Van Osch – is an Associate Professor in the Department of Information Technologies at HEC Montreal. Dr. van Osch received her Ph.D. in Economics (Information Systems) at the University of Amsterdam. Her doctoral dissertation focused on “Generative Collectives” and in particular the structural, cognitive and technological dimensions of online communities that result in enhanced innovation and won the First Runner Up award for the ACM SIGMIS / AIS Best Doctoral Dissertation Award 2012. Before joining the Department of Telecommunication, Information Studies, and Media at Michigan State University, she was a lecturer at the University of Amsterdam, teaching both B.Sc. and M.Sc. courses on Organization & Management Theory, Innovation & Design, and Research Methods. Dr. van Osch holds a Bachelor of Science in Culture, Organization and Management from the VU University of Amsterdam and a Master of Science in Organization Science from the VU University of Amsterdam/Copenhagen Business School. Her current research interests include online communities, social media, and enterprise social software and in particular the potential of these platforms for enhancing collaboration within and beyond organizational contexts. Current research projects involve extensive industry collaborations for research on Enterprise Social Software, big data, and social media marketing with companies including Steelcase and Leo Burnett.

Course Lecturers (Cont'd)

Dr. Vassilis Zeimpekis - is an Assistant Professor at the University of the Aegean. Vassilis is also lecturing at the Hellenic Open University as well as in other Greek and European Universities as guest lecturer. He is also appointed as logistics and transport expert in the Hellenic Committee for Logistics Competitiveness as well as in the United Nations (UNECE). His research interests focus on Supply Chain Management with emphasis on Transport/Logistics operations & Information Systems. He has published 7 edited volumes in the management of Supply Chains and more than 90 papers and studies in academic journals and conferences. During the last 16 years he has participated in more than 40 research and 150 industrial projects.



Penny Kontogeorgou – is an ICT and Data Protection Legal Expert and a Partner at Zoulovits-Kontogeorgou Law Firm. Having been awarded an LLM in Information Technology and Telecommunications Law from Strathclyde University, Penny has been advising large Digital Marketing, E-commerce, Technology and IT companies in Greece in e- business and Data Privacy Law matters leading their expansion into new markets and geographical territories across Europe and the Gulf States and has been supporting strategic Mergers and Acquisitions and organic business growth of the ICT sector. Her experience in e-Business, IT, Data Privacy spans over 15 years. She has participated in several Digital Transformation Auditing and Compliance Programs, for national and European Organizations, in the e-Business, Marketing, Retail, FMCG, Insurance and Medical business sectors.

She currently provides its legal services to well-known Corporations in the field of Digital Media, e-commerce and IT, provides legal training for GDPR and e-Business Legal Affairs to GRECA members, ELTRUN, Athens Center for Entrepreneurship and Innovation (ACEIN), University of Economics – International MBA on Technology and Innovation, Center of Sustainable Entrepreneurship Excelixi S.A, and other educational as well as business organizations, whereas she works on several Digital Transformation Programs.

5. PROVISIONAL SCHEDULE

Day 1: MODULE 1 I have an e-dea...*		
July 11 09:30 to 12:30	<i>Idea generation & Screening (discover & develop opportunities)</i> <i>Idea validation (assess & select opportunities)</i> <i>Building Habit-Forming e-Products: Getting Hooked</i> <i>Getting ready for eBiz Design Sprint (Group Project Definition)</i>	Dr. Drosos
Day 2: MODULE 2 Start the Start-Up: A Legal guide*		
July 12 09:00 to 12:00	<i>E-business Law</i> <i>How to manage an IP portfolio</i> <i>Incorporate an Online Business</i>	Kontogeorgou & Zoulouvits S.A.
Day 3: MODULE 3 Educational Company Visit (Upstream S. A.)**		
July 13 09:00 to 13:00	<i>E-business transformation</i> <i>Building ‘Phygital’ experiences</i>	Deputy CEO @ Upstream
Day 4: MODULE 4 Sustainability & Corporate Social Responsibility*		
July 14 09:00 to 12:00	Sustainability & Corporate Social Responsibility: Digital Trends and Challenges	Dr. Zeimpekis
Day 4: MODULE 5 Growth Strategies***		
July 15 09:00 to 12:00	<i>Digital Marketing for Start-ups</i> <i>Intro to digital marketing assets</i> <i>Effective strategies for Start-ups</i> <i>Tips & Tricks</i>	Dr. Coursaris & Dr. van Osch
18:00 to 20:30	<i>Omni-channel marketing</i> <i>Connected retail and technology</i> <i>How to transform the customer experience</i>	
Day 5: MODULE 5 Digital Prototyping***		
July 16 09:00 to 12:00	<i>UI/UX concepts with hands-on experience</i> <i>Develop a medium fidelity prototype</i> END OF PROGRAM	Dr. Stavrakis

* The lectures take place at Athens Centre, Mets.

** The lecture take place at Upstream, Kastorias 4, 15344 Gerakas, Athens.

*** The lectures take place at University of the Aegean, Ermoupolis, Syros.

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APPENDIX

Grading Rubric for Assignment “New e-Product Design & Development”

<i>Component</i>	<i>Fail</i>	<i>Outstanding to good</i>	<i>Points Possible</i>	<i>Points Earned</i>
Identify your company's value proposition and positioning.	<i>Little to no information is provided on the product /service, its features and benefits.</i>	<i>The assignment contains details of the products/services; from the customer's point of view, and identifies key competitors and how the product/service is positioned to compete. You should use Geoffrey Moore's Value Positioning Statement Template.</i>	25	
Market information, analysis and segments	<i>Gives a brief history of the industry, but does not demonstrate understanding of trends. The buyer profiles section is incomplete.</i>	<i>Quantification of market demand for your product (should use Google Trends or AdWords Keyword Planner). Market is clearly identified by Market report statistics. Creation of the customer personas.</i>	50	
Competition analysis	<i>Analysis is provided, but there are missing points and there is no reasoning for the app's competitive advantage.</i>	<i>Clear identification of the competitive landscape. Benchmarking against 2-3 main competitors. (should at least use digital tools such as similarweb.com and semrush.com)</i>	50	
Design the user journey	<i>The prototype is unattractive and inconsistent. Does not follow usability guidelines and has no interaction.</i>	<i>All the main use cases are implemented. You added in the front-end all necessary visualizations and interactions with the prototyping tools you saw during the lectures. The prototype was developed using state-of-art UX methods and persuasion techniques.</i>	75	
Ready for Launch	<i>No clear presentation of digital promotional strategies/action plans.</i>	<i>There are many ways to reach your customer at different stages in their journey, with an increasing number of digital marketing channels from which to choose (Display ads, SEO, AdWords, email, affiliate marketing etc.). You should align your choice of marketing channels with the customer journey to achieve the best results.</i>	75	
Track your performance	<i>Selected KPIs are irrelevant to your app's growth.</i>	<i>Includes web data / analytics in a way that reflects an in-depth understanding of the product/service optimization strategy.</i>	25	
TOTAL POINTS			300	
GRADE				



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