MSc in Innovation, Technology and Culture

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT SCIENCE AND TECHNOLOGY

STUDY GUIDE
ATHENS, SEPTEMBER 2026

PART I: INFORMATION ABOUT THE INSTITUTION

CONTACT DETAILS (Name & Address)

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS (AUEB)

Address:76, Patission Str. GR-10434, Athens

Telephone number: +30-210-8203911

Website: https://www.aueb.gr

e-mail: webmaster@aueb.gr

Facebook: https://www.facebook.com/auebgreece

Twitter: https://twitter.com/aueb

ACADEMIC AUTHORITIES

The rectorate authorities consist of the Rector and the Vice Rectors:

Rector:

Professor Vasilios Vasdekis

Vice Rectors:

Vice Rector of Academic Affairs and Personnel
Associate Professor Leonidas Doukakis

Vice Rector of Research and Lifelong Learning
Professor Georgia Siougle

Vice Rector of Financial Planning and Infrastructure
Associate Professor Eleanna Galanaki

Vice Rector of International Cooperation and Development
Professor Athanasia (Nancy) Pouloudi

School of Business
Dean: Professor Angeliki Poulymenakou
Department of Management Science and Technology
Chair: Professor Ioannis Nikolaou
MSc in Innovation, Technology and Culture
Director: Professor Aikaterini (Katerina) Pramatari

Contact details
Address: 47a Evelpidon Str, GR-113 62, Athens
Email: innovationculture@aueb.gr
Website: https://www.dept.aueb.gr/innovationculture

ACADEMIC CALENDAR

1st SEMESTER (FALL)

Start of Preparatory Courses:	Early September 2026
End of Preparatory Courses:	Mid-September 2026
Classes begin:	Late September 2026
End of 1st period:	Early November 2026
Start of 2nd period:	Late November 2026
Break before Christmas Holidays:	Late December 2026
Classes restart:	Wednesday, January 7, 2027
Classes end:	Mid-January 2027

Exams' period of Fall Semester

Exams of 1st period (November):	Mid-November 2026
Exams of 2nd period (February):	Late January – Early February 2027

Holidays

October 28 Holiday - The Anniversary of the "No", Wednesday, October 28, 2026
The Anniversary of Polytechneio, Tuesday, November 17, 2026
Epiphany, Wednesday, January 6, 2027

2nd SEMESTER (SPRING)

Classes begin:	Early February 2027
End of 1st period:	Late March 2027
Start of 2nd period:	Early-Mid April 2027
Break before Easter Holidays:	Holy Wednesday, April 28, 2027
Classes restart:	Monday, May 10, 2027
Classes end:	Late May 2027

Exams' period of Spring Semester

Exams of 1st period (April):	Late March – Early April
Exams of 2nd period (June - July):	Mid-June 2027

Holidays

Clean Monday, Monday, March 15, 2027
Greek Independence Day, Thursday, March 25, 2027
Pentecost Monday, Monday, June 21, 2025

3rd SEMESTER (FALL)

Start of Preparatory Courses:	Early September 2027
End of Preparatory Courses:	Mid-September 2027
Classes begin:	Late September 2027
End of 1st period:	Early November 2027
Start of 2nd period:	Late November 2027
Break before Christmas Holidays:	Late December 2027
Classes restart:	Friday, January 7, 2028
Classes end:	Mid-January 2028

Exams' period of Fall Semester

Exams of 1st period (November): Mid-November 2027
Exams of 2nd period (February): Late January – Early February 2028

Holidays

October 28 Holiday - The Anniversary of the "No", Thursday, October 28, 2027
The Anniversary of Polytechneio, Wednesday, November 17, 2027
Epiphany, Thursday, January 6, 2028

AUEB's OPERATIONAL STRUCTURE

The structure and operation of the Institution is defined by current legislation as in force. The Athens University of Economics and Business is under the supervision of the Ministry of Education, Religious Affairs and Sports. The governing bodies of HEIs, in accordance with the provisions in force, are

a) the Board of Directors,
b) the Senate,
c) the Rector,
d) the Vice-Rectors,
e) the Executive Director

AUEB's ACADEMIC STRUCTURE

The Athens University of Economics and Business is structured by academic units of two (2) levels: a) the Faculties and b) the Departments

Each School is structured by a minimum of two (2) Departments, covers a section of related scientific areas and ensures the interdisciplinary approach to teaching and research between its Departments. The School is responsible for supervising and coordinating the operation of the Departments and the educational and research work produced by them, in accordance with the Internal Regulation of Operation.

The bodies of the School, according to Law 4957/2022 (A 141) as in force, are: a) the Dean and b) the Deanship

The Department is the fundamental academic unit of the Institution and aims to advance a specific field of science, technology, letters and arts through education and research. The Department consists of all the members of the Teaching Research Staff (T.R.S.), the members of the Special Educational Staff (S.E.S.), the members of the Laboratory Teaching Staff (L.T.S.) and the members of the Special Technical Laboratory Staff (S.T.L.S.), who serve in it.

The Athens University of Economics and Business consists of **three Faculties** and **eight Departments**:

1. **SCHOOL OF ECONOMIC SCIENCES:**
- Department of International & European Economic Studies
- Department of Economics.
2. **SCHOOL OF BUSINESS:**
- Department of Management Science and Technology

- Department of Business Administration
- Department of Accounting and Finance
- Department of Marketing and Communication

3. **SCHOOL OF INFORMATION SCIENCES & TECHNOLOGY:**

- Department of Informatics
- Department of Statistics

GOVERNING BODIES OF POSTGRADUATE STUDY PROGRAMMES

The competent bodies for the organization and operation of Postgraduate Study Programs (MSc) are the following:

a) the Senate of the Higher Education Institution (HEI),

b) the Assembly of the Department,

c) the Coordinating Committee (C.C.), and

d) the Director of the Postgraduate Program.

Especially for interdepartmental, inter-institutional and joint Postgraduate Programs, the responsibilities of the Department's Assembly are exercised by the Curriculum Committee.

THE STAFF OF THE UNIVERSITY

The staff of the University consists of the following categories:

- **TEACHING STAFF:**
  - Faculty Members: Teaching and Research Staff
  - Emeritus Professors
  - Visiting Professors
  - Special Educational Staff (S.E.S.)
  - Laboratory Teaching Staff (L.T.S.)
  - Special Technical Laboratory Staff (S.T.L.S.)
  - Scientific Associates
  - Academic Scholars
  - Scientific Staff
  - Adjunct Lecturers
  - Seconded teachers
- **ADMINISTRATIVE STAFF**

THE SERVICES

The Athens University of Economics and Business provides both administrative and other services (food, housing, library, sports, etc.) with the aim of serving its students and the rest of the human resources. More information about the organization and operation of the institution's services can be found on the institution's main website (http://www.aueb.gr).

A4. General description of the Foundation

The Athens University of Economics and Business (AUEB), as a Higher Education Institution, is a Legal Entity of Public Law and is supervised by the Ministry of Education, Religious Affairs and Sports.
AUEB is, in order of seniority, the third Higher Education Institution in the country and the first in the field of Economics and Business Administration. Along the way, the scientific fields of Informatics and Statistics were added. From the year of its foundation in 1920 until today, it has a rich history of important scientific achievements, which characterize the modern present and prescribe excellent prospects for the future.

The Institution, as a center of excellence in academic research and teaching, is evaluated as one of the leading universities in our country and one of the best internationally in the fields it treats. Its reputation reflects on the one hand, the high level of its scientific staff, the quality of its research and teaching work and the modern curricula, and on the other hand the high scientific training of its graduates that allows them to successfully operate professionally both in Greece and abroad.

A5. List of study programs offered leading to the acquisition of an academic degree

Detailed information on the study programs offered by AUEB is provided on the Foundation's website (www.aueb.gr).

A6. Admission/Registration Procedures

In the Postgraduate Study Programs, holders of the first cycle of studies of a Higher Education Institution (Universities and Technological Educational Institutes) of the country or equivalent institutions abroad are admitted. In order to accept the applications of foreign students, the competent Secretariat checks whether the institution awarding the title of foreign institution belongs to the National Register of Recognized Institutions abroad and whether the type of this title belongs to the National Register of Types of Degrees of Recognized Institutions that are posted on the DOATAP website, in accordance with the applicable provisions.

A7. Basic Regulations of the Institution (including academic recognition procedures)

Information on Regulations – Policies – Procedures, can be found at the link: https://www.aueb.gr/el/content/politikes-kanonismoi-diadikasies-0

A8. ECTS Coordinator of the Foundation

The Institution's ECTS Coordinator is the current President of the Quality Assurance Unit (QA), who ensures the Institution's compliance with the principles and rules of the European Credit Accumulation and Transfer System, supervises their observance and implementation and is responsible for the full recognition and transfer of credits.

PARTII: INFORMATION ON DEGREE PROGRAMMES

A.GENERAL DESCRIPTION

QUALIFICATION AWARDED

The Postgraduate Program awards the MSc in Innovation, Technology and Culture

ADMISSION REQUIREMENTS

The minimum selection criteria for admission to the Master's Program at the Athens University of Economics and Business are as follows:

- Graduates of Greek or foreign Universities in the fields of science & technology, engineering, business and management studies, entrepreneurship, economic sciences, informatics and computer science, humanitarian studies, visual and fine arts.
- Graduation grade at least equal to or greater than seven out of ten (7.0/10.0)
- Certification of proficiency in the English language at the Proficiency level or IELTS (for study) with a minimum score of 7/10, or a degree from an English-speaking University.

Students not meeting the above criteria may be admitted on an exceptional basis if adequately justified by the Coordinating Committee. In addition to the above criteria, the following may also be taken into account:

a) Grades in undergraduate courses related to the courses of the Master's program.
b) University and Department of origin.
c) Research experience and work experience.
d) Interview.
e) Recommendation letters from professors or employers.
f) Any distinctions/awards.

ADMISSION/REGISTRATION PROCEDURE

The registration of prospective postgraduate students is carried out annually from May to October within deadlines set by the Director of the Master's Program.
Before enrolling, the candidate becomes aware of the Operating Regulation of the Master's Program, the Regulations for Postgraduate and Doctoral Studies of the Athens University of Economics and Business (B 3140/2023), the Code of Ethics and Good Practice of the Athens University of Economics and Business (B' 7257/2022), and any amendments, declaring in writing that they accept them. In cases of exceptional need, the Department's Assembly may, after a reasoned request from the interested party, decide that registration can take place within a month after the deadline.

EDUCATIONAL AND PROFESSIONAL GOALS

Program Overview:
Level: 7 (MSc)

Title: MSc in Innovation, Technology and Culture

Faculty: School of Business

Department: Department of Management Science and Technology

Total Credits: 90 ECTS

The **"MSc in Innovation, Technology & Culture"** is an interdisciplinary program designed to equip students to integrate creativity into the design of innovative solutions for complex global challenges. It operates at the intersection of technology, entrepreneurship, design, humanities, and the arts, with innovation as its unifying core. Through a carefully structured synthesis of core modules, an acceleration process, and practice-based activities, the program enables students from diverse academic and professional backgrounds to develop the knowledge, skills, behaviors, and tools required to achieve their targeted graduate outcomes.
The curriculum is built on the conviction that meaningful innovation does not occur in silos. By uniting creative practice, entrepreneurial thinking, and technological capability, the program trains students to drive and lead change across business, society, and culture. Students learn to design and develop new products, services, ventures, and policy-relevant interventions that leverage art thinking, creative problem solving, and advanced technologies.
Furthermore, this MSc bridges digital arts and culture with technology, innovation, and entrepreneurship, fostering the technological and entrepreneurial development of the cultural and creative industries. It provides students with robust, market-oriented frameworks and impact-focused methods to address pressing social, environmental, and business challenges. At the same time, it empowers students to create sustainable business models and innovative solutions that strengthen the resilience, reach, and societal value of arts, culture, and creative tech enterprises.

The program is structured into different interrelated fields blending innovation and entrepreneurship, technology, business, creativity, and cultural understanding. Students complete a set of compulsory courses and select targeted electives across all fields, while participating in a parallel acceleration process. Courses are delivered by faculty from AUEB, NYU, and other partners (ACE of AUEB, ONX of Onassis Foundation etc.), and combine academic excellence with experiential learning in five main areas: *Innovation & Entrepreneurship (IE), Design – Arts – Culture (DAC)*, *Technology & Production Pipelines (TPP)*, *Management & Operations (MO)*, and *Business Acceleration & Creative-Tech Practice (BA / ACTA)*.

In parallel with academic courses, students also explore business acceleration & creative-tech in practice, by participating in an integrated Innovation Acceleration Track. Working in interdisciplinary teams, they will design and launch an original impact-driven venture or product in three phases: *Product Design & Product-Market Fit*, *Revenue Building & Go-to-Market*, and *Business Modeling & Strategic Planning*. The acceleration track is embedded in the program – combining startup methodologies with creative thinking and cultural sensitivity. Moreover, the program includes international learning in participation with NYU, thus offering exclusive academic opportunities and exposure to NYU's world-class ecosystem.

Upon successful completion of the program, the titleholder will have acquired comprehensive and specialized knowledge in the fundamental concepts and most contemporary trends prevailing in the fields of Management of Innovation, Management of Technology, and their practical application in the context of Creativity, Management of Creative and Cultural Assets, Design and Implementation of Digital Artifacts, as well as Business Strategy and Project Management in the context of Creative Industries.

The titleholder will be able to apply, analyze, and synthesize the above knowledge to optimize the utilization of an organization's creative and cultural resources, create innovative digital services/systems and support critical decision-making and entrepreneurial endeavor based on these creative and cultural resources within the framework of an integrated business strategy.
Additionally, they will have developed high-level analytical and synthetic abilities, along with proficiency in the relevant tools of information technology, operational research, statistics, and business analytics. This enables them to stay abreast of academic and empirical developments in the rapidly changing field

of Technological Innovation and Creativity, both on a national and international level. The graduates of the program will in turn be capable of applying highly specialized knowledge in the aforementioned areas to adapt to the constantly evolving requirements of a successful professional career. Furthermore, they will possess the self-confidence to become future leaders, both in the Arts and Culture and other industries, with a clear professional orientation and the goal of developing and merging their technical, managerial, and creative skills.
In this way, the graduates of the Master's Program will contribute to the continuous technological and digital modernization of the Creative and Cultural Industries and other significant business sectors. This contribution will involve introducing innovative digital practices and initiatives, implementing modern technologies and systems, and providing ongoing training for the personnel of businesses.

Programme Mission: To empower visionary founders, creators and practitioners to innovate across business, society, arts and culture by expanding the economic and social impact of creativity through interdisciplinary collaboration, real-world venture creation, and execution-focused learning.

Strategic Positioning and Market Gap: This program addresses a critical dual gap in contemporary entrepreneurship and technology education:

Gap A: Creative sector graduates (arts, design, media, cultural studies) often lack the business acumen, technology literacy, and venture-building skills needed to transform creative ideas into scalable, investable, impact-driven enterprises.

Gap B: Business and technology graduates frequently approach innovation through purely technical or commercial lenses, missing the transformative potential of creative problem solving, cultural intelligence, and art thinking as catalysts for breakthrough innovation and social impact.

By bridging these gaps, the program creates a unique interdisciplinary cohort capable of mastering innovation at the intersection of creativity, technology, and sustainable business models.

Target Audience:
The programme is designed for three distinct but complementary **target student profiles:**

1. **Profile CP: Creative Practitioners & Artists**
    a. **Background:** Creative Arts & Design | Media & Communication | Cultural Studies & Humanities
    b. **Graduate Outcomes:**
        i. **CP1:** Manage and scale creative projects using sustainable business frameworks and advanced technologies
        ii. **CP2:** Operate as producers in the creative sector with entrepreneurial and strategic capabilities
        iii. **CP3:** Launch impact-driven ventures that leverage creative assets for social and economic value
2. **Profile BT: Business & Technology Innovators**
    a. **Background:** Business, Economics, Entrepreneurship | Technology & Engineering
    b. **Graduate Outcomes:**
        i. **BT1:** Launch impact-driven creative tech startups that solve business, cultural and social challenges

ii. **BT2:** Manage or consult on large-scale culture and arts projects as creative problem solvers
iii. **BT3:** Innovate with tech-enabled solutions that enhance cultural participation and artistic expression

3. **Profile AC: Arts & Culture Enthusiasts**
    a. **Background:** Intellectually curious arts & culture enthusiasts from any discipline
    b. **Graduate Outcomes:**
        i. **AC1:** Develop business acumen with strong tech foundations and deep understanding of arts and culture ecosystems
        ii. **AC2:** Promote arts, culture, and creativity through sustainable, market-oriented business models
        iii. **AC3:** Lead or contribute to impact-driven organizations operating at the intersection of technology, arts, and culture

Main Program Features and Differentiators:

The programme delivers distinctive competitive advantages aligned with its mission and graduate outcomes:

- ***Impact-Driven Orientation:*** Key focus on sustainable, socially responsible innovation that creates economic, cultural, and social value.

- ***Market-Oriented Industry Connectivity:*** Direct engagement with creative industries, tech sectors, cultural institutions, and impact investors through mentorship, partnerships, live projects, and professional networks,

- ***International Exposure:*** Study across Athens and New York innovation ecosystems, connecting students with global creative industries, tech hubs, and cultural institutions.

- ***Interdisciplinary Cohort Design:*** Creative, business, and technology students collaborate throughout, mirroring real-world innovation ecosystems.

- ***Execution-Focused Learning:*** Theory meets practice through cohort-based venture building, industry projects, and applied problem-solving.

- ***Hands-on Acceleration Process:*** Integrated entrepreneurial track developing real impact-driven ventures from ideation to market readiness through venture creation, industry projects, and applied problem-solving,

- ***Dual Institution Expertise:*** World-class faculty and mentors from both universities providing cross-disciplinary guidance in innovation, technology, and business.

- ***Dual Competency Development:*** Students develop both creative and business intelligence, regardless of entry background.

- ***Technology & Creative Practice Integration:*** Students master emerging technologies alongside design thinking, and culture/art frameworks.

Program Learning Outcomes (PLOs)

The following program learning outcomes ensure that students achieve their profile-specific graduate outcomes by mastering relevant theoretical knowledge, practical skills, and professional behaviors.

1. ***Innovate with Real-World Impact***
   - 1.1 Design, validate, and scale innovation projects using structured entrepreneurial methodologies that deliver measurable social, cultural, and economic value.
   - 1.2 Critically analyze complete venture lifecycles from ideation through market launch, product-market fit, investor readiness, and sustainable scaling.
   - 1.3 Create impact-driven projects through cohort-based acceleration processes with industry validation.
2. ***Develop Interdisciplinary Competencies***
   - 2.1 Synthesize technical proficiency, creative problem-solving, and business frameworks to solve complex challenges through sustained collaboration and diverse disciplinary perspectives.
   - 2.2 Critically apply advanced tools in design thinking, digital storytelling, and media production within interdisciplinary teams.
   - 2.3 Create and evaluate user-centred, tech-enabled solutions or experiences that successfully bridge creative expression and commercial viability.
3. ***Demonstrate Entrepreneurial Capability***
   - 3.1 Develop expertise in business model innovation, financial planning, go-to-market strategies, and investor communication.
   - 3.2 Evaluate funding mechanisms for creative, tech or cultural enterprises.
   - 3.3 Combine sustainable scaling frameworks, market-oriented strategies and impact measurement to build scalable, investable ventures.
4. ***Leverage Emerging Technologies Responsibly***
   - 4.1 Analyze Intellectual Property Rights to strategically implement emerging technologies within creative, cultural, and entrepreneurial contexts.
   - 4.2 Systematically apply compliant and ethically responsible innovation principles to technology deployment in creative and business applications.
   - 4.3 Integrate emerging technologies, tools and artistic practices with sustainable business models to design experiences that amplify cultural participation and societal impact.
5. ***Navigate Ecosystems***
   - 5.1 Critically analyse global trends, challenges, and opportunities in creative economies, cultural production, digital heritage, and policy frameworks.
   - 5.2 Interpret artistic innovation and contrast with market realities, to transform creative practice into sustainable ventures.
   - 5.3 Apply systems thinking to strengthen decision-making in complex entrepreneurial ventures.
6. ***Develop Transformative Mindset***
   - 6.1 Develop an execution-focused cross-disciplinary mindset enabling a seamless translation between creative practice, technological innovation, and business strategy.
   - 6.2 Independently lead complex, interdisciplinary projects delivering culturally-informed, tech-enabled innovation that addresses real-world business, social, or cultural challenges.
   - 6.3 Critically reflect on and adapt own professional practice to operate effectively at the intersection of technology, business, and culture.

ACCESS TO FURTHER STUDIES
It is possible to continue studies at the Doctoral level.

COURSE STRUCTURE DIAGRAM WITH CREDITS

PREPARATORY WEEK			
S/N	**COURSE TITLE**	**TYPE OF COURSE**	**ECTS**
1st SEMESTER			
1	**Innovation & Entrepreneurship I: Idea Validation**	Compulsory	**3**
2	**Media and Art History**	Compulsory	**3**
3	**Leadership, People & Culture**	Compulsory	**3**
4	**Computational Creativity**	Compulsory	**3**
5	**Design Theory and Ideation**	Compulsory	**3**
6	**Marketing & Behavioral Science**	Compulsory	**3**
7	**Contemporary Curatorial Practices**	Elective	**3**
8	**Digital Media & Content Development**	Compulsory	**3**
9	**Programming for non-programmers**	Elective	**3**
10	**Systems Thinking & Managing Complexity**	Compulsory	**3**
11	***Idea Generation Workshop***	Compulsory	**3**
		SEMESTER TOTAL ECTS	**30**
2nd SEMESTER			
1	**Innovation & Entrepreneurship II: Go-To-Market Strategies & Experimental Design**	Compulsory	**3**
2	**User-Experience & Human-Centered Innovation**	Compulsory	**3**
3	**AI-Enabled Tech Development**	Elective	**3**
4	**Environment & Design**	Elective	**3**
5	***Art & Creative Technology Acceleration Workshop – Phase 1***	Compulsory	**3**

	(Advanced tools, Creativity & Artistic Thinking)		
6	***Idea Acceleration Workshop***	Compulsory	**3**
7	**Innovation & Entrepreneurship III: Business Modelling & Strategic Planning**	Compulsory	**3**
8	**Strategic Brand Management**	Compulsory	**3**
9	**Production Management and Distribution**	Compulsory	**3**
10	**Immersive Experience Design in the Creative and Cultural Sectors**	Elective	**3**
11	**Physical Computing - IoT, Networked Objects, Location-Based Experiences**	Elective	**3**
12	**Innovative Business Models for the Creative & Cultural Economy**	Compulsory	**3**
		SEMESTER TOTAL ECTS	**30**
3rd SEMESTER			
1	**IP Management & Licensing**	Compulsory	**3**
2	**Storytelling for Impact and Influence - Pitching Workshop**	Compulsory	**3**
3	**Art & Creative Technology Acceleration Workshop – Phase 2** ***(Advanced tools, Creativity & Artistic Thinking)***	Compulsory	**3**
4	**Emerging Media Production**	Compulsory	**3**
5	**Data, Business Analytics & Visualization**	Elective	**3**
6	**Product Design Studio (XR/AR/VR)**	Elective	**3**
7	**Accounting and Financial Management (for early-stage ventures)**	Compulsory	**3**
8	**Financing, Equity Investment & Cultural Economy**	Elective	**3**

9	**Ethics, Art and Technology**	Elective	**3**
10	**Cultural Policy & the Creative Economy**	Elective	**3**
11	**Theory & Practice of Impact Assessment**	Elective	**3**
12	**Master's Thesis / Field Study Project**	Compulsory	**6**
		SEMESTER TOTAL ECTS	**30**

The total workload of the programme corresponds to 90 ECTS credits. The duration of the Full-Time Program is set at three (3) semesters of study, which includes the time dedicated to the participation of workshops, and the completion of the master's thesis.

MODE OF DELIVERY OF COURSES

The MSc *Innovation, Technology and Culture*, responding to the demands of the contemporary world, is offered partly through distance learning (up to 40%), in accordance with current legislation and the provisions of the AUEB regulations. In addition, the subject matter of the courses delivered through distance learning provides both the feasibility and suitability for organization using methods of synchronous and asynchronous distance education, due to its theoretical nature.

Courses conducted via distance learning will include the provision of digital material (texts, video lectures, exercises) for asynchronous learning, alongside the possibility of synchronous distance-learning courses and meetings, which may be supported through AUEB's digital platforms. In this way, both synchronous and asynchronous distance-learning methods are utilized, in accordance with current legislation and AUEB's policy on distance education.

More specifically, the organization of courses and other educational activities using synchronous distance-learning methods concerns courses and educational activities that, by their nature, do not involve practical, laboratory, or clinical training for students and do not require their physical presence.

Responsibility for supporting the distance-learning educational process, as well as for issues related to the protection of personal data, lies with the Digital Governance Unit and Network Operation Center of AUEB.

METHODOLOGY FOR COURSE DEVELOPMENT AND IMPLEMENTATION

The MSc *Innovation, Technology and Culture* aligns with contemporary trends in Pedagogy at both the research and practical levels, employing student-centered and interactive teaching methods adapted to the needs of by-distance education. More specifically, depending on the provisions of each instructor, courses may include – apart from regular face-to-face lectures – synchronous lectures, interactive synchronous teaching, preparation for interactive synchronous teaching, asynchronous study (video lectures, individual study material, etc.), and literature review.

FINAL EXAMINATION

The three semesters in the program are divided into six (6) teaching periods (Period 1: September-November, Period 2: November-January, Period 3 January-March, Period 4: March-May, Period 5: May-July, Period 6: September-November). Examinations are held six times in each academic year, in the following months: November, January, March, May, July, and September. The schedule of courses / exercises and exams of each semester is prepared and announced at least ten days before the beginning of the semester.

EXAMINATION AND ASSESSMENT REGULATIONS

1. The final evaluation of each course is done either through written or oral examinations and / or assignments.
2. The final grade of each course is determined by the respective teachers. The individual and group assignments of students can be included. Participation in the examination on the specific date announced in accordance with the Program is compulsory.
3. The grading scale is set from zero (0) to ten (10) with grades of the whole or half unit. Passing grades are considered the total grade of 5 and above.
4. In the event that a student does not participate unjustifiably on the specific examination date of a course, s/he loses the examination period, and the course is considered as failed.
5. In case of failure in a course or exceeding the limit of absences, the postgraduate student is obliged to repeat the course attendance. In case of failure in a course, a re-examination may be carried out twice, according to the professor's instructions as regards the type of examination, but not a third time. The re-examination does not require re-registering. Specific arrangements and cases are examined by the Coordinating Committee.
6. For the award of the MSc, a passing grade (equal to or above 5 in a grading scale from 0 to 10) is required in all postgraduate courses and in the Master's thesis. If this condition is not met within the expected period, the postgraduate student is only entitled to a simple certificate of successful attendance of the courses, where he/she has received a passing grade and the postgraduate student's attendance of the Program is completed.
7. The Department Assembly, following a recommendation from the Coordinating Committee, may decide to dismiss postgraduate students if, during their studies in the program, they fail in courses totaling up to 10 credit units per semester. The Department Assembly may also determine specific cases of force majeure (illness, workload, etc.) where failure in a larger number of courses may be permitted.
8. In any case of dismissal of the postgraduate student, any tuition fees paid shall not be reimbursed, unless there are special reasons and the Assembly shall justifiably decide otherwise upon the proposal by the Coordinating Committee of the MSc

PARTICIPATION IN WORKSHOPS

The participation in the workshops that will take part during each semester is mandatory and takes place throughout the weeks of each of the three first semesters of the program. These workshops shall be considered as individual modules and are allotted the credits of a regular course accordingly. Each workshop will build upon and complement the courses that students participate in the same semester, while the students' work in each workshop will be the continuation of the work they have completed in the previously completed workshops. At each workshop, the students will present the outcome of their work, while at the final workshop that will take place in the third semester, they shall present the work they have completed throughout the whole year in the context of all the workshops that have taken place.

MASTER'S THESIS / FIELD STUDY PROJECT

The pursuit and completion of a master's thesis or field study project is mandatory and takes place during the final semester of the program. The aforementioned options (either a thesis or a field study project) will have equal significance and carry the same number of credit units, as specified in the operating regulations of the program.

LANGUAGE OF CONDUCT

The language of instruction of the program is English.
The MSc thesis or field study project text is to be written in the English language.

DURATION OF STUDY

The duration of studies for the award of the MSc diploma is set at three (3) semesters, which include the time for the preparation of the MSc thesis or field study project.
The maximum allowed time for the completion of studies is set at five (5) semesters. In exceptional cases, such as illness, serious family reasons, military conscription, an extension of studies of up to one year may be granted in addition to the maximum time limits provided, upon presentation of the necessary supporting documents by the postgraduate students and a reasoned decision of the Assembly of the Department. In addition, the postgraduate student, at his/her request, may also request a justified temporary suspension of studies which does not exceed two semesters in total. The semesters of suspension of student status are not counted in the maximum duration of regular study. Upon his/her return to study, the student continues to be subject to the study regime of his/her registration time as a postgraduate student (full-time or part-time). The continuation of studies after the suspension is done under the terms and rules of operation of the program upon their return.

CAREER SUPPORT OFFICE & PROFESSIONAL DEVELOPMENT

The Career Support Office & Professional Development of the MSc in Innovation, Technology and Culture is developed in order to offer students and recent graduates comprehensive and modern services for preparation, integration or repositioning in the labor market.
The services offered by the Career Office of the Postgraduate Program are the following:

- Personalized consulting services with a variety of content and topics (cv writing, informing about the needs of the market, preparing for the interview process & virtual interviews, access and search techniques in the labor market, enhancing self-knowledge, exploring personal inclinations and developing skills, planning a career plan, managing dilemmas and decision-making methodology, developing job search strategies, etc.).
- Conducting a series of workshops in the context of group consulting meetings in groups with a small number of participants on career strategy as well as the development of personal skills and with specific topics (indicatively: CURRICULUM VITAE & Cover Letter, Personnel Selection Interview, Self-Awareness Enhancement and Decision Making, teamwork skills, stress & time management, job search tactics in Greece and abroad, etc.).
- Workshops and training seminars, in which external speakers with significant professional experience and a rich track record will take part. Through these seminars, participants will be offered the opportunity to acquire knowledge, share ideas and concerns about their professional careers and learn about the modern skills sought by the new internationalized environment.

B. DESCRIPTION OF INDIVIDUAL COURSE UNITS

Innovation & Entrepreneurship I: Idea Validation

Course Description

This course introduces students to evidence-based approaches to innovation and entrepreneurship, with a particular emphasis on the systematic validation of early-stage ideas under conditions of uncertainty. Drawing on lean startup methodologies, customer development theory, and experimental innovation frameworks, the course guides students through structured processes of problem identification, user research, rapid prototyping, and iterative market testing. Through applied project work, students learn to assess the feasibility, desirability, and viability of entrepreneurial opportunities prior to scaling.

Learning Outcomes

Upon successful completion of this course, students will be expected to demonstrate the following learning outcomes:

Knowledge

- Demonstrate a comprehensive understanding of lean entrepreneurship principles, customer discovery processes, and innovation experimentation models
- Explain the conceptual foundations of problem–solution fit and early-stage product–market validation

Skills

- Design and conduct qualitative and quantitative user research, including interviews, surveys, and observational methods
- Develop minimum viable products and prototypes to test core value assumptions
- Construct and evaluate structured experiments to generate actionable market insights

Competencies

- Critically assess opportunity risk and uncertainty using empirical evidence
- Apply iterative learning processes to refine innovation strategies
- Collaborate effectively within interdisciplinary entrepreneurial teams

Key Topics Covered

- Lean startup methodology and hypothesis-driven innovation
- Customer discovery and empathy-based research methods

- Value proposition development and testing
- Market segmentation and early adopter analysis
- Prototyping tools and MVP development techniques
- Experimental design and validation metrics
- Iterative learning cycles and pivot strategies
- Risk management in early-stage ventures

Media and Art History

Course Description

This course offers a critical and historical examination of the evolution of artistic practices and media technologies from early visual culture to contemporary digital environments. It investigates how technological, social, and economic transformations have shaped artistic production, communication systems, and cultural meaning across historical periods. By situating contemporary creative practices within broader historical trajectories, students develop analytical tools for interpreting media artifacts and understanding the cultural dimensions of technological change.

Learning Outcomes

Upon completion of the course, students will be able to:

Knowledge

- Demonstrate knowledge of major art movements, media forms, and cultural shifts across key historical periods
- Explain the interrelationships between technological development, artistic innovation, and societal change

Skills

- Apply historical and theoretical frameworks to the analysis of visual and media works
- Critically evaluate contemporary creative practices within their cultural and ideological contexts

Competencies

- Develop cultural literacy relevant to creative industries, media production, and innovation sectors
- Integrate historical insight into contemporary design, communication, and creative problem-solving processes

Key Topics Covered

- Early visual culture, symbolism, and representation
- Modernity, industrialization, and the transformation of artistic production
- Photography, cinema, and mass communication
- Avant-garde movements and experimental media practices
- Digital art, networked culture, and new media environments
- Visual theory, semiotics, and cultural analysis
- Globalization and contemporary artistic production

Leadership, People & Culture

Course Description

This course examines leadership practices and organizational dynamics within innovation-driven, creative, and technologically mediated environments. It explores how leadership styles, organizational culture, and human behavior influence performance, collaboration, and innovation outcomes. Through theoretical study and applied case analysis, students develop the capacity to lead interdisciplinary teams, manage organizational change, and cultivate inclusive, high-performance cultures within entrepreneurial and creative contexts.

Learning Outcomes

By the end of the course, students will be able to:

Knowledge

- Demonstrate understanding of classical and contemporary leadership theories and organizational behavior concepts
- Analyze the role of organizational culture in enabling or constraining innovation and performance

Skills

- Apply leadership techniques for team coordination, motivation, and decision-making in complex environments
- Manage interpersonal conflict, communication processes, and organizational change initiatives

Competencies

- Exercise adaptive leadership in uncertain and innovation-intensive contexts

- Design and sustain organizational cultures that promote creativity, accountability, and ethical practice
- Demonstrate socially responsible and inclusive leadership approaches

Key Topics Covered

- Classical and contemporary leadership theories and models of influence
- Leadership styles and situational leadership approaches
- Psychometric frameworks and personality assessment tools in leadership development
- Organizational culture and innovation climates
- Team dynamics and interdisciplinary collaboration
- Motivation, engagement, and performance management
- Communication strategies and feedback systems
- Conflict resolution and negotiation processes
- Change leadership and organizational transformation
- Diversity, equity, and inclusion in leadership practice

Computational Creativity

Course Description

This course explores the theoretical foundations and practical applications of computational systems in creative processes. It examines how algorithms, artificial intelligence, and generative models can support, augment, or autonomously produce artistic and design outputs. Through critical inquiry and applied experimentation, students investigate human–machine collaboration, creative coding practices, and the cultural implications of algorithmic creativity.

Learning Outcomes

Knowledge

- Explain theoretical perspectives on creativity in computational and cognitive contexts
- Understand key artificial intelligence techniques applied to generative media and creative systems

Skills

- Develop algorithmic and generative creative projects using computational tools
- Apply machine learning and procedural methods to creative production

Competencies

- Critically evaluate the role of automation in creative practice
- Integrate computational systems into interdisciplinary creative workflows

Key Topics Covered

- Theories of creativity and computation
- Generative art and creative coding
- Machine learning for visual, audio, and textual media
- Human–AI collaboration models
- Ethical and authorship considerations
- Cultural impacts of algorithmic production

Design Theory and Ideation

Course Description
This course provides a theoretical and methodological foundation for design-driven innovation, examining how design functions as a cognitive, cultural, and strategic process within creative, technological, and entrepreneurial contexts. It explores major design theories, philosophies, and creative problem-solving frameworks that inform contemporary design practice across products, services, systems, and experiences.

Students engage with structured ideation methods, visual thinking techniques, and iterative concept development processes to translate complex challenges into meaningful design solutions. The course emphasizes the relationship between research, creativity, and strategic intent, positioning design as a central driver of innovation, user value, and organizational transformation.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of key design theories, methodologies, and innovation frameworks
- Explain the cognitive and cultural foundations of creative problem-solving
- Analyze the strategic role of design within organizations and innovation ecosystems

Skills

- Apply structured ideation techniques to generate and evaluate innovative concepts
- Translate research insights into design briefs and conceptual frameworks
- Develop visual representations and concept prototypes to communicate design intent
- Facilitate collaborative design and ideation sessions

Competencies

- Integrate design thinking into complex problem contexts
- Employ creative methodologies in interdisciplinary innovation processes
- Balance conceptual exploration with strategic feasibility
- Critically assess design solutions in relation to user needs and organizational goals

Key Topics Covered

- Design theory and philosophies of creativity
- Design thinking and human-centered innovation frameworks
- Cognitive processes in creative problem-solving
- Problem framing and reframing methodologies
- Divergent and convergent ideation techniques
- Visual thinking and concept communication
- Prototyping and iterative design development
- Design as strategic and organizational capability
- Evaluation of design solutions and innovation impact

Contemporary Curatorial Practices

Course Description
This course examines contemporary theories, methodologies, and professional practices of curatorship within physical, digital, and immersive cultural environments. It explores the evolving role of the curator as cultural mediator, storyteller, producer, and critical agent shaping artistic discourse and public engagement. The course situates curatorial practice within broader institutional, social, and technological transformations affecting museums, galleries, festivals, digital platforms, and participatory cultural spaces.

Students analyze exhibition-making as a complex process involving conceptual framing, narrative construction, spatial design, audience interpretation, ethical responsibility, and organizational strategy. Particular attention is given to digital curation, immersive exhibitions, community-based practices, and interdisciplinary curatorial models. Through applied projects and critical reflection, students develop curatorial concepts responsive to contemporary cultural challenges and technological possibilities.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of contemporary curatorial theories and exhibition models
- Explain the social, institutional, and technological contexts shaping curatorial practice
- Analyze curatorship as a form of cultural production and knowledge mediation

Skills

- Develop curatorial concepts and thematic frameworks for exhibitions and cultural programs
- Design exhibition narratives integrating spatial, visual, and digital elements
- Conduct artwork selection, contextual research, and interpretive planning
- Develop audience engagement strategies across physical and digital platforms

Competencies

- Apply curatorial thinking to interdisciplinary creative projects
- Critically evaluate ethical, representational, and institutional dimensions of exhibition-making
- Integrate digital and immersive tools into curatorial practice
- Communicate curatorial vision effectively to diverse stakeholders

Key Topics Covered

- Curatorial theory and the evolution of exhibition practice
- Exhibition design and spatial storytelling
- Digital and immersive curation models
- Institutional versus independent curatorial contexts

- Audience engagement and participatory practices
- Ethics of representation and cultural responsibility
- Narrative construction and interpretive strategies
- Curatorial research methodologies
- Cultural programming and public discourse
- Technology-driven transformation of curatorial work

Digital Media and Content Development

Course Description

This course examines the strategic, creative, and technological dimensions of digital content production within contemporary media ecosystems. It explores how narratives are conceptualized, produced, distributed, and optimized across digital platforms, including social media, streaming environments, interactive websites, and emerging digital formats. Integrating theories of digital communication, media studies, audience engagement, and content strategy, the course analyzes how digital media functions as a driver of cultural expression, brand value, and entrepreneurial growth.

Students develop practical competencies in multimedia storytelling, content planning, and performance evaluation while critically engaging with platform dynamics, algorithmic visibility, and ethical communication practices. Emphasis is placed on aligning creative production with strategic objectives, audience behavior, and data-informed optimization.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of digital media ecosystems and content strategy frameworks
- Explain how platform architectures, algorithms, and audience behaviors shape content visibility and engagement
- Analyze the cultural and economic role of digital content in creative and entrepreneurial contexts

Skills

- Design and produce multimedia content across diverse digital formats
- Develop strategic content plans aligned with organizational objectives and audience insights

- Apply analytics tools to evaluate content performance and optimize engagement
- Integrate narrative coherence across multi-platform communication channels

Competencies

- Align creative storytelling with data-informed digital strategy
- Adapt content approaches to evolving technological and cultural environments
- Manage digital content workflows collaboratively and efficiently
- Apply ethical standards in digital communication and audience engagement

Key Topics Covered

- Digital media ecosystems and platform dynamics
- Content strategy and editorial planning
- Multimedia storytelling techniques
- Visual, audio, and interactive content production
- Algorithmic visibility and audience engagement
- Community building and digital participation
- Content analytics and performance optimization
- Cross-platform narrative coherence
- Ethical issues in digital media and communication
- Emerging trends in digital content formats

Programming for Non-Programmers

Course Description

This course introduces foundational computational thinking and practical programming skills for students without prior technical training. It examines how software systems are structured, how algorithms process information, and how digital tools enable automation, data manipulation, and interactive applications across creative and entrepreneurial domains.

Rather than focusing solely on syntax, the course emphasizes problem-solving logic, abstraction, and systems reasoning, enabling students to conceptualize digital solutions and collaborate effectively with technical professionals. Through hands-on exercises and project-based learning, students develop functional prototypes that support innovation, creative production, and business experimentation.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate understanding of core programming concepts, computational logic, and software system structures
- Explain how digital technologies support automation, data processing, and interactive media development
- Analyze the role of programming within innovation and creative production workflows

Skills

- Write basic programs for data manipulation, automation, and interactive tasks
- Use programming environments and libraries to develop simple applications and prototypes
- Debug and improve code through structured problem-solving approaches

Competencies

- Apply computational thinking to creative, business, and innovation challenges
- Communicate effectively with technical specialists using shared conceptual frameworks
- Translate conceptual ideas into functional digital prototypes
- Adapt programming tools to evolving technological contexts

Key Topics Covered

- Computational thinking and problem decomposition
- Programming fundamentals: variables, control structures, and functions
- Data handling and basic algorithms
- Automation and scripting for productivity
- Introduction to APIs and data integration
- Interactive application development
- Debugging and code optimization principles
- Prototyping digital systems for innovation projects

- Ethical considerations in software development

Systems Thinking and Managing Complexity

Course Description

This course introduces systems thinking as a conceptual and analytical framework for understanding complex, interconnected social, technological, economic, and organizational environments. It draws on systems theory, complexity science, and organizational studies to examine how dynamic interactions, feedback loops, non-linearity, and emergence shape outcomes in innovation ecosystems and creative industries.

Students develop the capacity to move beyond linear problem-solving approaches by mapping systemic relationships, identifying leverage points, and designing interventions that account for uncertainty and adaptive behavior. The course emphasizes practical application through system modeling, scenario planning, and strategic foresight exercises relevant to entrepreneurial, cultural, and policy contexts.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of systems theory, complexity science, and adaptive systems
- Explain key concepts such as feedback loops, emergence, non-linearity, and system resilience
- Analyze complex innovation ecosystems and organizational structures

Skills

- Construct system maps, causal loop diagrams, and stock-and-flow models
- Apply scenario planning and foresight methodologies to strategic challenges
- Identify leverage points for effective systemic intervention
- Analyze unintended consequences of policy and organizational decisions

Competencies

- Address multifaceted problems holistically across disciplinary boundaries
- Design strategies responsive to dynamic and uncertain environments
- Integrate systemic perspectives into innovation and organizational decision-making

- Anticipate and manage complexity-driven risks

Key Topics Covered

- Foundations of systems theory and complexity science
- Interconnectedness, feedback loops, and dynamic behavior
- Emergence and non-linear outcomes
- System mapping and modeling techniques
- Innovation ecosystems and networked organizations
- Scenario planning and strategic foresight
- Resilience and adaptive capacity
- Policy and organizational interventions in complex systems
- Managing uncertainty and unintended consequences

Innovation & Entrepreneurship II: Go-To-Market Strategies and Experimental Design

Course Description

This course builds upon early-stage validation by focusing on market entry strategies, customer acquisition models, and evidence-based scaling approaches. Students examine how ventures transition from problem–solution fit to sustainable growth through structured experimentation, pricing strategies, channel development, and performance metrics. Emphasis is placed on hypothesis-driven growth and adaptive strategic execution.

Learning Outcomes

Knowledge

- Understand go-to-market frameworks, growth models, and customer acquisition strategies
- Explain experimental design principles applied to market testing and scaling

Skills

- Design market entry strategies and pricing structures
- Implement and analyze growth experiments using quantitative performance indicators

Competencies

- Apply data-informed decision-making to scaling initiatives
- Adapt strategic approaches in response to market feedback and uncertainty

Key Topics Covered

- Market segmentation and targeting strategies
- Customer acquisition channels and funnels
- Pricing and revenue optimization
- Growth experimentation frameworks
- Key performance metrics and analytics
- Scaling risks and strategic pivots

User Experience and Human-Centered Innovation

Course Description

This course examines the principles, methods, and strategic value of human-centered design in the development of products, services, and experiences across technological, creative, and entrepreneurial contexts. It integrates theories from design research, cognitive psychology, anthropology, and service innovation to understand how human needs, behaviors, emotions, and social contexts shape effective solutions.

Students engage in systematic user research, co-design practices, prototyping, and usability evaluation to translate human insights into meaningful innovations. The course emphasizes iterative design processes, inclusive and accessible design principles, and evidence-based decision-making. Through applied projects and critical reflection, students develop the capacity to design solutions that generate user value while aligning with organizational and societal objectives.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of human-centered design theory and user experience frameworks
- Explain cognitive, emotional, and social factors influencing user interaction with products and services
- Analyze the strategic role of UX in innovation performance and competitive advantage

Skills

- Conduct qualitative and quantitative user research, including ethnographic methods, interviews, and usability testing
- Develop personas, journey maps, and service blueprints based on empirical insights
- Design and iterate low- and high-fidelity prototypes
- Evaluate usability, accessibility, and experience quality using established metrics

Competencies

- Integrate user insights systematically into innovation and product development processes
- Design inclusive and accessible solutions across diverse user groups
- Apply iterative experimentation to refine user experiences
- Communicate design rationale effectively to multidisciplinary stakeholders

Key Topics Covered

- Foundations of human-centered and participatory design
- Cognitive psychology and user behavior
- User research methodologies and data synthesis
- Persona development and journey mapping
- Service design and experience ecosystems
- Prototyping techniques and iterative design cycles
- Usability testing and evaluation frameworks
- Accessibility standards and inclusive design
- UX strategy and organizational integration
- Ethics of user research and data collection

Marketing and Behavioral Science

Course Description

This course examines the integration of behavioral science principles into marketing strategy and consumer engagement within digital, cultural, and innovation-driven contexts. Drawing on research from psychology, behavioral economics, neuroscience, and decision science, the course explores how individuals perceive information, form preferences, and make choices under conditions of uncertainty and cognitive limitation. It critically analyzes how behavioral insights can be ethically applied to influence consumer behavior, shape brand perception, and optimize product adoption.

Students investigate evidence-based frameworks for designing marketing interventions, communication strategies, and user experiences informed by human behavior. The course emphasizes experimental design, data-driven testing, and continuous optimization of marketing actions across digital platforms. Through applied projects and empirical analysis, students develop the capacity to design, evaluate, and refine behaviorally informed marketing strategies while considering ethical implications.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

- Demonstrate advanced understanding of behavioral theories relevant to consumer decision-making and persuasion
- Explain cognitive biases, heuristics, and emotional drivers influencing market behavior
- Analyze how behavioral science informs marketing strategy, user engagement, and brand positioning

Skills

- Design marketing interventions grounded in behavioral insights
- Develop and test hypotheses using experimental and quasi-experimental methods
- Interpret behavioral data to optimize marketing performance
- Apply segmentation strategies based on behavioral patterns

Competencies

- Integrate behavioral science into strategic marketing planning
- Evaluate the effectiveness and ethical implications of influence techniques
- Adapt marketing strategies to evolving consumer behavior and digital environments
- Apply evidence-based reasoning to marketing decision-making

Key Topics Covered

- Foundations of behavioral economics and decision science
- Cognitive biases and heuristics in consumer behavior
- Emotion, attention, and memory in marketing communication

- Persuasion theories and influence mechanisms
- Behavioral segmentation and personalization
- Habit formation and user engagement design
- Choice architecture and nudging strategies
- Experimental design and A/B testing in marketing
- Data-driven marketing optimization
- Ethical considerations in behavioral influence

AI-Enabled Technology Development

Course Description

This course examines how artificial intelligence technologies are increasingly used to facilitate, accelerate, and transform the application development lifecycle across digital products, creative technologies, and innovation-driven ventures. It focuses on the integration of AI-assisted development tools, intelligent automation, generative systems, and data-driven decision frameworks that enhance speed, scalability, and quality in software and product development processes.

Rather than treating AI solely as an end product, the course positions AI as an enabling infrastructure for rapid prototyping, code generation, testing automation, user experience personalization, and continuous product optimization. Students explore how machine learning models, generative AI, low-code and no-code platforms, and intelligent development environments reshape traditional engineering workflows. The course also addresses system architecture, deployment strategies, and responsible innovation considerations associated with AI-accelerated development.

Through applied projects and real-world case studies, students develop functional AI-enabled applications while critically assessing productivity gains, limitations, and ethical implications.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

- Demonstrate advanced understanding of AI-assisted development paradigms and intelligent automation systems
- Explain how generative models, machine learning services, and low-code platforms accelerate application development
- Analyze organizational and strategic implications of AI-enabled development workflows

Skills

- Utilize AI-based tools for rapid prototyping, code generation, testing, and deployment
- Integrate machine learning APIs and generative services into application architectures
- Automate development pipelines using intelligent development environments
- Evaluate performance, scalability, and reliability of AI-enabled applications

Competencies

- Design and implement AI-accelerated digital products efficiently and responsibly
- Adapt development strategies to leverage emerging intelligent tooling ecosystems
- Balance speed of innovation with quality, security, and ethical considerations
- Collaborate effectively within interdisciplinary product development teams

Key Topics Covered

- AI-assisted software development environments
- Generative AI for code, design, and content generation
- Low-code and no-code development platforms
- Intelligent automation in testing and deployment pipelines
- Machine learning APIs and cloud-based AI services
- Rapid prototyping with AI-driven tools
- Continuous integration and intelligent DevOps
- Personalization and adaptive user experiences
- Security, reliability, and governance in AI-enabled applications
- Ethical and responsible AI-enabled development

Environment & Design

Course Description

This course focuses on exploring the relationship between environmental challenges, design, and innovation, while simultaneously introducing students to systems thinking as a fundamental approach for understanding complex ecological, social, technological, and cultural interdependencies. The core pillars of the course are the concepts of biodesign, which examines design involving living systems,

biological processes, and bio-based materials, and geodesign, which approaches design with an emphasis on place, spatial analysis, and the use of environmental data.

Through theoretical frameworks, case studies, and applied exercises, students examine principles of sustainability, circular economy, regenerative design, and climate-change resilience. Particular emphasis is placed on the ethical, social, and cultural dimensions of environmental design, such as environmental justice, the importance of local knowledge, and the critical evaluation of techno-centric solutions.

The course concludes with the development of an applied design project, through which students formulate well-documented proposals for sustainable and regenerative innovation.

Learning Outcomes

Knowledge

- The systemic relationships between environmental challenges, design, and innovation, including ecological, social, technological, and cultural interdependencies.
- Core concepts and theoretical frameworks of biodesign and geodesign, as well as principles of sustainability, circular economy, regenerative design, and climate-change resilience.
- Ethical, social, and cultural dimensions of environmental design, including environmental justice, the role of local knowledge, and critiques of techno-centric approaches.

Skills

- Apply systems thinking to analyze complex environmental design problems across multiple scales and contexts.
- Use principles and methods of biodesign and geodesign to develop place-based, data-informed, and environmentally responsible design proposals.
- Critically assess environmental design solutions using sustainability criteria, ethical considerations, and evidence from relevant literature and case studies.

Competencies

- Design and communicate well-substantiated proposals for sustainable and regenerative innovation in response to environmental challenges.
- Integrate interdisciplinary perspectives and stakeholder considerations into environmental design processes.
- Demonstrate responsible professional judgment and autonomy in addressing complex environmental and design-related problems.

Key Topics Covered

- Environmental challenges, sustainability, and innovation

- Systems thinking and complexity in environmental design
- Biodesign and geodesign approaches
- Regenerative design, circular economy, and climate resilience
- Ethical, social, and cultural dimensions of environmental design
- Applied, place-based design projects and case studies

Innovation & Entrepreneurship III: Business Modeling and Strategic Planning

Course Description

This course focuses on the strategic design, evaluation, and transformation of business models within innovation-driven and creative ventures. It examines how organizations create, deliver, and capture value in dynamic technological, cultural, and market environments. Integrating theories of strategic management, entrepreneurship, and business model innovation, the course enables students to analyze competitive positioning, revenue architectures, cost structures, and ecosystem dynamics that shape long-term venture sustainability.

Students explore strategic planning processes under conditions of uncertainty, including scenario analysis, resource allocation, growth strategy formulation, and adaptive strategy frameworks. Particular emphasis is placed on the interaction between business model design and broader innovation ecosystems, platform dynamics, and regulatory environments. Through applied modeling exercises and strategic case analysis, students develop robust strategic plans aligned with evolving market opportunities.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

- Demonstrate advanced understanding of business model innovation theory and strategic management frameworks
- Explain value creation mechanisms within entrepreneurial and creative ecosystems
- Analyze competitive dynamics, platform strategies, and network effects

Skills

- Design and evaluate innovative business model architectures
- Conduct market and competitive analysis to inform strategic planning

- Develop strategic roadmaps incorporating growth scenarios and resource constraints
- Model revenue streams, cost structures, and scalability pathways

Competencies

- Integrate strategic thinking with innovation and venture development
- Adapt business models to technological disruption and market change
- Assess strategic risks and opportunity trade-offs
- Align organizational capabilities with long-term strategic objectives

Key Topics Covered

- Business model innovation frameworks and tools
- Value proposition and revenue architecture design
- Cost structures and scalability analysis
- Competitive strategy and positioning
- Platform and ecosystem-based business models
- Network effects and market dynamics
- Strategic planning under uncertainty
- Scenario analysis and strategic foresight
- Resource orchestration and capability development
- Risk management and strategic adaptation

Strategic Brand Management

Course Description

This course examines branding as a strategic organizational capability that shapes value creation, competitive advantage, and long-term stakeholder relationships. It explores how brands function as systems of meaning, trust, and differentiation across consumer markets, cultural industries, digital platforms, and innovation-driven ventures. The course integrates theories from marketing strategy, consumer psychology, cultural studies, and communication to analyze how brand identities are constructed, managed, and evolved over time.

Students investigate brand positioning, equity development, brand architecture, narrative coherence, and reputation management in dynamic technological and cultural environments. Particular attention is given to branding within creative industries and entrepreneurial contexts, where symbolic value,

community engagement, and digital interaction play central roles. Through applied case analysis and strategic brand planning exercises, students develop the ability to design, implement, and evaluate brand strategies aligned with organizational objectives and market realities.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of brand strategy theory, brand equity models, and identity systems
- Explain the psychological, cultural, and economic functions of brands in contemporary markets
- Analyze how digital transformation reshapes brand–consumer relationships

Skills

- Conduct brand audits and competitive positioning analyses
- Develop coherent brand strategies, including identity, narrative, and communication frameworks
- Design brand architecture systems across products, services, and platforms
- Evaluate brand performance using qualitative and quantitative indicators

Competencies

- Integrate branding into organizational and innovation strategy
- Manage brand consistency while enabling adaptive evolution
- Align brand value creation with consumer experience and stakeholder trust
- Apply strategic thinking to long-term brand equity development

Key Topics Covered

- Brand identity, positioning, and differentiation
- Brand equity theory and measuSyrement
- Consumer perception and brand meaning
- Narrative branding and storytelling strategy
- Brand architecture and portfolio management

- Digital branding and community engagement
- Experience-based brand building
- Reputation management and crisis communication
- Brand innovation and rebranding strategies
- Metrics and analytics for brand performance

Production Management and Distribution

Course Description

This course examines the organizational, operational, and strategic processes involved in the production and distribution of creative and cultural goods and experiences across sectors such as film, digital media, performing arts, exhibitions, music, gaming, and immersive content. It integrates project management theory, creative labor organization, supply chain coordination, and market distribution strategies to understand how creative projects move from concept to audience.

Students explore the specific characteristics of creative production, including project-based workflows, interdisciplinary collaboration, high uncertainty, intellectual property management, and time-sensitive delivery. The course also analyzes traditional and digital distribution channels, platform-based dissemination, audience development strategies, and global market access. Through applied case studies and production simulations, students develop competencies in planning, budgeting, scheduling, and strategic distribution for creative ventures.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of production systems within creative and cultural industries
- Explain organizational structures, labor dynamics, and project workflows in creative production contexts
- Analyze distribution models and market access strategies across traditional and digital platforms

Skills

- Develop production plans, budgets, and schedules for creative projects
- Coordinate interdisciplinary teams and resources under project constraints
- Design distribution strategies aligned with audience behavior and platform dynamics

- Evaluate operational risks and contingency strategies

Competencies

- Manage complex creative production processes effectively and ethically
- Integrate operational planning with strategic and financial objectives
- Adapt production and distribution models to technological change
- Balance creative integrity with market and logistical realities

Key Topics Covered

- Project-based production systems in creative industries
- Production planning, scheduling, and budgeting
- Creative labor organization and collaboration
- Risk management and contingency planning
- Intellectual property considerations in production workflows
- Traditional distribution channels (festivals, galleries, broadcasters, venues)
- Digital platforms and streaming ecosystems
- Audience development and market segmentation
- Global distribution and cross-border collaboration
- Sustainability and ethical practices in creative production

Immersive Experience Design in the Creative and Cultural Sectors

Course Description

This course examines the conceptual, technological, and experiential dimensions of designing immersive environments within creative and cultural contexts, including museums, exhibitions, performance spaces, heritage sites, entertainment venues, and digital cultural platforms. It integrates theories from experience design, human perception, narrative studies, spatial design, and interactive media to explore how immersive technologies and multisensory environments can enhance meaning-making, engagement, and emotional impact.

Students investigate the use of virtual reality, augmented reality, mixed reality, projection mapping, spatial audio, interactive installations, and location-based media as tools for cultural storytelling and audience participation. Emphasis is placed on user-centered experiential design, dramaturgy of space,

accessibility, and ethical considerations related to representation, authenticity, and data use. Through applied design studios and critical analysis, students develop immersive experience concepts responsive to cultural, educational, and artistic objectives.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of immersive experience theory and experiential design frameworks
- Explain perceptual, cognitive, and emotional processes involved in immersive environments
- Analyze the role of immersive technologies in contemporary cultural production and audience engagement

Skills

- Design immersive experiences integrating narrative, spatial interaction, and digital technologies
- Develop experience maps, interaction flows, and spatial storytelling concepts
- Prototype immersive environments using XR and interactive media tools
- Evaluate user engagement, accessibility, and experiential quality

Competencies

- Integrate immersive design strategically within cultural and creative projects
- Balance technological innovation with narrative coherence and cultural sensitivity
- Apply human-centered principles to immersive environment design
- Critically assess ethical, social, and sustainability implications of immersive experiences

Key Topics Covered

- Experience design theory and immersive storytelling
- Human perception and multisensory engagement
- Spatial narrative and dramaturgy of environments
- Virtual, augmented, and mixed reality systems
- Interactive installations and projection-based media

- Location-based and site-specific experiences
- Accessibility and inclusive immersive design
- Evaluation of audience engagement and experience quality
- Ethical considerations in immersive cultural experiences
- Sustainability in immersive production practices

Physical Computing-IoT, Networked Objects, and Location-Based Experiences

Course Description

This course examines the design and implementation of interactive systems that integrate digital computation with physical environments through embedded technologies, connected objects, and spatially situated media. Drawing on principles from physical computing, human–computer interaction, ubiquitous computing, and experience design, the course explores how sensor networks, microcontrollers, and location-aware technologies enable responsive, adaptive, and participatory environments.

Students investigate how networked objects and spatial computing infrastructures create new forms of creative expression, cultural engagement, and technological innovation across public spaces, exhibitions, smart environments, and urban contexts. Emphasis is placed on the conceptualization, prototyping, and evaluation of location-based experiences and interactive installations that respond to human presence, movement, and environmental data. The course integrates technical development with experiential design while critically addressing usability, privacy, sustainability, and ethical considerations.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

- Demonstrate advanced understanding of physical computing systems, embedded architectures, and networked interaction models
- Explain principles of location-aware technologies and spatial data integration
- Analyze the role of connected objects in contemporary experience design and innovation ecosystems

Skills

- Design and build interactive hardware systems using sensors, actuators, and microcontrollers
- Program real-time interaction and networked communication between devices and platforms

- Develop location-based digital experiences integrating spatial data and user interaction
- Test and refine interactive systems for reliability, responsiveness, and user engagement

Competencies

- Integrate digital–physical interaction design into creative and technological projects
- Develop scalable networked systems for public and cultural environments
- Apply user-centered principles to physical and spatial computing contexts
- Address ethical, privacy, and sustainability challenges in connected experiential systems

Key Topics Covered

- Foundations of physical computing and embedded systems
- Sensor technologies and interactive feedback mechanisms
- Microcontrollers and prototyping platforms
- Networked objects and Internet of Things architectures
- Location-based services and spatial data systems
- Interactive installations and responsive environments
- Human–computer interaction in physical and urban spaces
- System integration and performance optimization
- Sustainability in hardware and experiential design
- Ethical and privacy considerations in spatial and connected technologies

Innovative Business Models for the Creative & Cultural Economy

Course Description

This course examines the design, evaluation, and transformation of business models within the creative and cultural economy. It explores how value is created, delivered, and captured in sectors characterized by symbolic goods, intellectual property, platform intermediation, project-based production, and hybrid public–private funding structures. The course integrates theories of business model innovation, cultural economics, and digital platform strategy to analyze emerging monetization mechanisms across creative industries, including media, performing arts, design, gaming, digital content, immersive experiences, and cultural institutions.

Particular attention is given to the structural specificities of cultural markets—such as demand uncertainty, high upfront creative costs, network effects, reputation systems, and the role of public policy and subsidies. Students critically assess how digital transformation, artificial intelligence, and

platformization are reshaping traditional cultural value chains. Through applied case analysis and venture modeling exercises, students develop innovative business model architectures tailored to creative and cultural ventures.

Learning Outcomes

Upon successful completion of the course, students will be expected to demonstrate the following:

Knowledge

- Demonstrate advanced understanding of business model theory, including value proposition design, revenue logic, and ecosystem positioning
- Explain economic characteristics specific to creative and cultural industries, including symbolic value, non-rival goods, and experience-based consumption
- Analyze the impact of digital platforms and technological innovation on cultural production and distribution systems

Skills

- Design innovative business models adapted to cultural and creative ventures
- Evaluate monetization strategies, including subscription models, licensing, platform intermediation, hybrid funding, and impact-driven revenue streams
- Conduct ecosystem and stakeholder analysis within creative industry contexts
- Develop financially coherent and strategically aligned business model canvases

Competencies

- Integrate economic, strategic, and cultural considerations into sustainable venture design
- Critically assess trade-offs between artistic integrity, market viability, and public value creation
- Adapt business model architectures to technological disruption and shifting audience behaviors
- Align commercial sustainability with social and cultural impact objectives

Key Topics Covered

- Business model theory and innovation frameworks
- Economic characteristics of cultural and creative industries
- Value creation in symbolic and experience-based markets
- Digital platform models and network effects
- Intellectual property-driven monetization strategies
- Subscription, freemium, and hybrid revenue models
- Public funding, grants, and blended finance in cultural ventures
- Ecosystem mapping and stakeholder governance
- Platformization and disintermediation in creative sectors
- Sustainability and resilience in cultural enterprises

Emerging Media Production

Course Description

This course examines the conceptual, technical, and organizational dimensions of producing content for emerging media environments, including virtual and augmented reality, interactive film, real-time engines, generative systems, hybrid installations, and cross-platform immersive experiences. It situates production within both creative and industrial contexts, addressing workflow integration, interdisciplinary collaboration, and technological constraints. Students engage in project-based production processes that require the coordination of narrative design, technical implementation, user interaction, and distribution strategy. Particular attention is given to the evolving aesthetics and grammar of immersive and interactive storytelling, as well as to professional standards in project management and media delivery.

Learning Outcomes

Knowledge

- Demonstrate understanding of production pipelines specific to immersive, interactive, and generative media formats
- Analyze narrative structures and aesthetic strategies within non-linear and participatory storytelling environments
- Explain technical and organizational constraints shaping emerging media production

Skills

- Plan and manage interdisciplinary production workflows from concept development to final deployment
- Integrate audiovisual assets, real-time rendering systems, and interactive mechanics into cohesive media experiences
- Evaluate distribution channels and audience engagement strategies for immersive media

Competencies

- Execute complex production projects within defined technical, budgetary, and temporal constraints
- Critically assess emerging media formats in relation to artistic intent, audience reception, and commercial viability
- Demonstrate professional collaboration across creative and technical domains

Key Topics Covered

- Immersive and interactive storytelling grammars
- Real-time engines and production environments
- Cross-media integration and transmedia strategies

- Production management methodologies
- Quality assurance, usability testing, and iteration
- Distribution models for immersive and hybrid media

Data, Business Analytics and Visualization

Course Description

This course develops advanced data literacy and analytical capabilities for innovation-driven and creative organizations. It introduces quantitative reasoning, performance measurement systems, and data visualization methodologies that support evidence-based strategic decision-making. Students learn to interpret and contextualize business, user, and operational data, translating analytical outputs into actionable insights. Emphasis is placed on critical interpretation, avoiding misrepresentation, and integrating analytics into entrepreneurial, cultural, and technological strategies.

Learning Outcomes

Knowledge

- Demonstrate understanding of statistical reasoning, performance metrics, and analytical frameworks relevant to startups and creative enterprises
- Explain the strategic role of data in organizational learning and competitive positioning

Skills

- Analyze structured and semi-structured datasets using appropriate analytical tools
- Develop dashboards and visual representations that communicate complex information clearly and accurately
- Interpret analytical results in relation to strategic objectives

Competencies

- Integrate data-driven reasoning into innovation processes and venture management
- Critically evaluate data quality, limitations, and potential bias
- Communicate analytical findings effectively to diverse stakeholder audiences

Key Topics Covered

- Descriptive, diagnostic, and predictive analytics
- Key performance indicators for digital and creative ventures
- Data visualization principles and cognitive perception

- Dashboard development and performance tracking
- Decision-making under uncertainty
- Ethical data interpretation and responsible reporting

Accounting and Financial Management for Early-Stage Ventures

Course Description

This course provides a rigorous introduction to financial management principles tailored to entrepreneurial and creative enterprises operating under resource constraints and high uncertainty. It examines financial reporting structures, cost management, capital allocation, and performance evaluation tools relevant to early-stage ventures. Students develop financial modeling capabilities and learn to interpret financial data in relation to strategic growth decisions, sustainability, and investor expectations.

Learning Outcomes

Knowledge

- Demonstrate understanding of financial accounting principles and reporting frameworks
- Explain financial performance indicators relevant to startup scalability and sustainability

Skills

- Prepare and interpret income statements, balance sheets, and cash flow statements
- Construct financial forecasts and scenario-based projections
- Analyze cost structures and unit economics to support pricing and scaling decisions

Competencies

- Apply financial reasoning to strategic decision-making in uncertain environments
- Evaluate financial risks and sustainability trade-offs
- Communicate financial performance effectively to internal and external stakeholders

Key Topics Covered

- Financial statement analysis
- Cash flow management and runway planning
- Unit economics and contribution margins
- Budgeting and forecasting methodologies

- Capital expenditure planning
- Financial governance in early-stage ventures

Financing, Equity Investment and Cultural Economy

Course Description

This course examines capital formation and investment dynamics within entrepreneurial and cultural ecosystems. It provides analytical frameworks for understanding equity financing, venture capital structures, alternative funding mechanisms, and hybrid financial instruments. Students evaluate funding strategies in relation to growth trajectories, ownership dilution, governance implications, and long-term strategic control. The course also situates investment practices within the broader cultural economy and public funding environments.

Learning Outcomes

Knowledge

- Demonstrate understanding of venture capital, angel investment, grant funding, and blended finance models
- Explain valuation methodologies and capital structure dynamics

Skills

- Develop funding strategies aligned with venture growth objectives
- Construct valuation scenarios and analyze term sheets
- Prepare investor-facing financial documentation

Competencies

- Assess trade-offs between funding sources, equity dilution, and governance implications
- Engage strategically with investors, public institutions, and funding bodies
- Align financial strategy with long-term mission and impact objectives

Key Topics Covered

- Venture capital lifecycle and investment logic
- Startup valuation approaches
- Equity structuring and shareholder agreements
- Public and cultural funding mechanisms

- Alternative finance models (crowdfunding, revenue-based finance)
- Investor relations and governance structures

Intellectual Property Management and Licensing

Course Description

This course examines intellectual property as both a legal framework and a strategic asset within innovation and creative industries. It analyzes copyright, patent, trademark, and design protection regimes, as well as licensing models and technology transfer mechanisms. Students evaluate how intellectual property strategies influence commercialization, competitive positioning, and cross-border expansion, particularly in digital and platform-based markets.

Learning Outcomes

Knowledge

- Demonstrate understanding of intellectual property systems and international protection frameworks
- Explain licensing structures and commercialization pathways

Skills

- Identify appropriate protection strategies for creative and technological outputs
- Analyze licensing agreements and intellectual property portfolios
- Assess infringement risks and mitigation strategies

Competencies

- Integrate intellectual property considerations into business and innovation strategies
- Balance openness and protection in collaborative innovation ecosystems
- Navigate cross-jurisdictional IP considerations

Key Topics Covered

- Copyright, patents, trademarks, and design rights
- Licensing models and royalty structures
- Technology transfer and commercialization strategies
- IP in digital and AI-driven contexts
- Enforcement, dispute resolution, and risk management

Ethics, Art and Technology

Course Description

This course critically examines normative, philosophical, and socio-political questions arising from the intersection of art, emerging technologies, and innovation systems. It addresses ethical challenges related to algorithmic bias, surveillance capitalism, automation, sustainability, authorship, and digital labor. Students engage with ethical theory and applied case studies to develop structured reasoning frameworks applicable to innovation governance and creative practice.
The course also provides a comprehensive examination of data governance frameworks, regulatory compliance, and lifecycle management in digital innovation environments (GDPR). It addresses the ethical and legal obligations associated with data collection, processing, storage, sharing, and deletion. Particular attention is given to European data protection regulation and its implications for product design, platform governance, and organizational accountability.

Learning Outcomes

Knowledge

- Demonstrate understanding of ethical theories relevant to technological and artistic practice
- Analyze socio-political implications of digital infrastructures and AI systems
- Demonstrate understanding of data governance models and lifecycle management frameworks
- Explain regulatory requirements associated with data protection and privacy

Skills

- Conduct ethical impact analyses of technological and creative projects
- Develop governance and mitigation strategies for identified ethical risks
- Design compliance-oriented data management processes
- Conduct privacy impact assessments and risk analyses
- Implement privacy-by-design principles in product development

Competencies

- Apply structured ethical reasoning to complex decision-making scenarios
- Advocate for responsible and socially accountable innovation
- Integrate ethical reflection into strategic and operational planning
- Ensure lawful and ethical data practices within innovation projects

- Balance innovation objectives with regulatory compliance
- Evaluate organizational readiness for data governance challenges

Key Topics Covered

- Normative ethical theories
- Algorithmic bias and fairness
- Surveillance and digital power structures
- Environmental sustainability in technological systems
- Authorship, labor, and creative ownership in digital contexts
- Data lifecycle stages and governance structures
- Privacy-by-design and data minimization
- Regulatory compliance frameworks
- Risk assessment and audit mechanisms
- Data security and breach response strategies

Cultural Policy and the Creative Economy

Course Description

This course critically examines the role of public policy in shaping the structure, performance, and transformation of the creative and cultural economy. It explores how governments, institutions, and public agencies design regulatory frameworks, funding mechanisms, and strategic interventions to support cultural production, innovation, inclusion, and economic development. The course situates cultural policy within broader debates on creative industries, urban development, digital transformation, and social value creation.

Students analyze policy instruments such as subsidies, tax incentives, public procurement, and innovation programs, assessing their impact on creative markets, entrepreneurial activity, and cultural participation. Particular attention is given to the interaction between public policy and digital platforms, globalization of cultural markets, and emerging creative technologies. Through comparative case studies and applied policy analysis, students develop the capacity to evaluate cultural policy effectiveness and design evidence-informed policy recommendations.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

- Demonstrate advanced understanding of cultural policy frameworks at national, European, and international levels
- Explain the economic and social rationales for public intervention in creative and cultural markets
- Analyze the relationship between cultural policy, innovation ecosystems, and creative entrepreneurship

Skills

- Conduct policy analysis using qualitative and quantitative evaluation tools
- Assess the impact of funding instruments and regulatory mechanisms on creative industries
- Develop evidence-based policy recommendations for cultural and creative sector development

Competencies

- Integrate economic, social, and cultural perspectives in policy evaluation
- Critically assess policy trade-offs between market efficiency, cultural diversity, and public value
- Apply policy literacy to strategic planning within creative organizations and ventures

Key Topics Covered

- Theoretical foundations of cultural policy and public intervention
- Creative economy frameworks and industry mapping
- Public funding models and subsidy mechanisms
- Regulation of intellectual property and digital content markets
- Cultural policy and innovation ecosystems
- Urban cultural development and creative clusters
- Inclusion, access, and cultural diversity policies
- Policy evaluation and impact measurement methodologies
- Digital transformation and platform governance in cultural sectors
- Comparative international cultural policy models

Theory and Practice of Impact Assessment

Course Description

This course provides a comprehensive examination of theoretical frameworks, methodological approaches, and applied tools for assessing social, cultural, environmental, and economic impact within innovation-driven, creative, and policy-oriented contexts. It explores how impact is conceptualized, measured, and communicated across public sector programs, social enterprises, cultural institutions, startups, and investment ecosystems.

Students engage with both qualitative and quantitative evaluation methodologies, including theory of change models, logic frameworks, key performance indicators, counterfactual analysis, and mixed-methods approaches. Particular attention is given to impact assessment in complex systems where outcomes are non-linear, long-term, and influenced by multiple stakeholders. The course emphasizes evidence-based decision-making, accountability, and learning, enabling students to design robust impact measurement frameworks aligned with strategic objectives and policy requirements.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge

- Demonstrate advanced understanding of major impact assessment theories and evaluation frameworks
- Explain methodological approaches to measuring social, cultural, environmental, and economic outcomes
- Analyze the role of impact measurement in policy design, organizational strategy, and investment decision-making

Skills

- Develop theories of change and logic models for innovation and cultural initiatives
- Design qualitative and quantitative impact indicators aligned with strategic goals
- Collect, analyze, and interpret impact data using appropriate evaluation tools
- Communicate impact findings clearly to stakeholders, funders, and policymakers

Competencies

- Integrate impact assessment into organizational planning and innovation processes
- Critically evaluate the effectiveness and limitations of different measurement methodologies
- Apply ethical and inclusive approaches to evaluation practice
- Use impact evidence to inform strategic improvement and accountability

Key Topics Covered

- Conceptual foundations of impact and value creation
- Theory of change and logic model development
- Output, outcome, and impact indicators
- Quantitative evaluation methods and statistical approaches
- Qualitative methods: interviews, case studies, ethnography, participatory evaluation
- Mixed-methods impact assessment frameworks
- Counterfactual analysis and attribution challenges
- Impact measurement in complex systems
- Social return on investment and cost–benefit analysis
- Reporting standards and impact communication
- Ethical considerations in evaluation and data collection

WORKSHOPS

Product Design Studio – XR/AR/VR

Course Description

This studio-based course focuses on the end-to-end design and development of immersive digital products using extended reality technologies, including virtual reality, augmented reality, and mixed reality systems. It integrates principles from product design, user experience, human perception, interaction design, and immersive media production to guide students through the conceptualization, prototyping, and evaluation of XR-based applications across cultural, educational, entertainment, and entrepreneurial contexts.

Students work in interdisciplinary teams to address real-world design challenges, developing functional immersive prototypes informed by user research, technological feasibility, and strategic objectives. The studio emphasizes iterative design processes, rapid prototyping, usability testing, and experiential evaluation, fostering both creative exploration and professional product development practices.

Learning Outcomes

Upon successful completion of this course, students will be able to:

Knowledge

• Demonstrate advanced understanding of XR technologies, platforms, and immersive design principles
• Explain perceptual, cognitive, and interaction dynamics in virtual and augmented environments
• Analyze product design frameworks specific to immersive digital experiences

Skills

• Conduct user research and experience mapping for XR applications
• Design and prototype immersive products using XR development tools
• Integrate interaction mechanics, spatial interfaces, and narrative elements
• Evaluate usability, engagement, and performance of immersive products

Competencies

• Apply human-centered design to immersive technology development
• Translate conceptual ideas into functional XR product prototypes
• Collaborate effectively in interdisciplinary design and development teams
• Balance technological constraints with experiential quality and strategic goals

Key Topics Covered

• XR platforms, hardware, and development ecosystems
• Immersive interaction design and spatial interfaces
• User experience design for virtual and augmented environments
• Prototyping workflows and rapid iteration
• Real-time engines and immersive content creation tools
• Usability testing and experience evaluation in XR
• Narrative integration and experiential storytelling
• Accessibility and comfort in immersive design
• Ethical considerations in immersive product development
• Productization and deployment strategies for XR applications

Idea Generation Workshop

Course Description

This workshop-based course focuses on the systematic generation, exploration, and refinement of innovative ideas within creative, technological, and entrepreneurial contexts. It integrates theories of creativity, cognitive processes, and collaborative innovation with practical ideation methodologies used in design, entrepreneurship, and cultural production.

Students engage in intensive creative sprints, problem-framing exercises, and collaborative ideation sessions that move beyond spontaneous brainstorming toward structured, research-informed creativity.

Emphasis is placed on divergent and convergent thinking processes, interdisciplinary collaboration, and rapid concept testing. The workshop develops students' capacity to generate high-quality ideas that are novel, relevant, and strategically viable.

Learning Outcomes

Upon successful completion of this workshop, students will be able to:

Knowledge

- Demonstrate understanding of creativity theories and innovation ideation frameworks
- Explain cognitive mechanisms underlying idea generation and creative problem-solving
- Analyze the role of structured creativity within innovation processes

Skills

- Apply systematic ideation techniques to complex challenges
- Facilitate collaborative creative sessions and design sprints
- Translate abstract concepts into structured opportunity statements
- Evaluate and refine ideas using feasibility and impact criteria

Competencies

- Generate innovative solutions in uncertain and ambiguous contexts
- Collaborate effectively across disciplines in creative problem-solving
- Integrate creativity methods into entrepreneurial and design workflows
- Balance originality with strategic relevance

Key Topics Covered

- Theories of creativity and innovation
- Divergent and convergent thinking processes
- Problem framing and reframing techniques
- Structured ideation methods (design sprints, creative matrices, SCAMPER, etc.)
- Collaborative creativity and team dynamics
- Rapid concept testing and feedback loops
- Opportunity recognition and evaluation
- Creativity under constraints
- From idea to early concept development

Idea Acceleration Workshop

Course Description

This workshop-based course focuses on the systematic transformation of early-stage ideas into validated, scalable, and strategically coherent innovation concepts. It integrates methodologies from

lean entrepreneurship, design thinking, rapid prototyping, and business experimentation to accelerate the development of creative and technological initiatives.

Students engage in intensive iterative cycles of concept refinement, user testing, prototype development, and strategic adjustment. Emphasis is placed on translating conceptual ideas into implementable solutions supported by evidence, strategic logic, and early operational planning. The workshop fosters entrepreneurial mindset development, interdisciplinary collaboration, and continuous learning through real-world feedback.

Learning Outcomes

Upon successful completion of this workshop, students will be able to:

Knowledge

- Demonstrate understanding of innovation acceleration frameworks and iterative development models
- Explain processes for transforming concepts into validated venture or project proposals
- Analyze risk, feasibility, and scalability considerations in early-stage innovation

Skills

- Develop and refine prototypes and minimum viable products
- Conduct rapid user testing and incorporate feedback into design iterations
- Construct early business logic and operational assumptions
- Present and defend accelerated concepts to stakeholders

Competencies

- Translate creative ideas into strategically viable innovation initiatives
- Apply evidence-based decision-making under uncertainty
- Collaborate effectively in interdisciplinary innovation teams
- Adapt concepts rapidly in response to real-world feedback

Key Topics Covered

- Innovation acceleration methodologies
- Rapid prototyping and iterative testing
- User feedback integration and learning loops
- Feasibility and scalability assessment
- Early business and operational modeling
- Risk analysis and validation strategies
- Stakeholder engagement and pitching
- Transition from concept to implementation readiness

Storytelling for Impact and Influence – Pitching Workshop

Course Description

This workshop-based course focuses on the development of persuasive narrative communication skills for entrepreneurial, creative, and cultural innovation contexts. It integrates principles from narrative theory, rhetoric, behavioral psychology, and strategic communication to examine how stories shape perception, mobilize audiences, and influence decision-making.

Students learn to craft and deliver compelling pitches that articulate value propositions, strategic vision, and social or cultural impact to diverse stakeholders, including investors, partners, cultural institutions, and public audiences. Emphasis is placed on clarity of message, emotional engagement, evidence-based persuasion, and ethical communication. Through iterative practice, feedback, and live pitching simulations, students refine their ability to communicate complex ideas with confidence and impact.

Learning Outcomes

Upon successful completion of this workshop, students will be able to:

Knowledge

• Demonstrate understanding of narrative structures and persuasive communication frameworks
• Explain psychological mechanisms underlying attention, emotion, and decision-making in pitch contexts
• Analyze effective storytelling practices across entrepreneurial and cultural sectors

Skills

• Develop structured pitch narratives integrating problem framing, solution articulation, and impact communication
• Adapt storytelling techniques to different audiences and strategic objectives
• Integrate data, visuals, and demonstrations into persuasive presentations
• Deliver confident and compelling oral pitches

Competencies

• Use storytelling strategically to influence stakeholder perception and decision-making
• Communicate complex innovation concepts clearly and persuasively
• Apply ethical principles in persuasive communication
• Respond effectively to feedback and questioning in high-stakes presentation settings

Key Topics Covered

• Narrative structure for pitches and strategic presentations
• Value proposition storytelling
• Emotional engagement and persuasion psychology
• Visual storytelling and slide design principles
• Data-driven narrative construction
• Audience analysis and message adaptation
• Performance techniques and presentation presence
• Handling questions and objections

• Ethical communication and authenticity
• Iterative pitch refinement through feedback

Art & Creative-Tech Acceleration Studio – Phase 1

Course Description

This studio-based course serves as the first phase of an advanced creative acceleration sequence focused on the integration of artistic practice and emerging technologies. It provides a structured yet exploratory environment in which students experiment with advanced tools, computational systems, immersive technologies, interactive media, and hybrid material processes to develop conceptually grounded creative works.

The studio emphasizes artistic research, conceptual rigor, and technological experimentation as mutually reinforcing processes. Students are encouraged to critically investigate the cultural, aesthetic, and societal implications of creative technologies while developing technically informed prototypes and artistic frameworks. Phase 1 focuses on exploration, experimentation, and conceptual development rather than full-scale production, laying the groundwork for advanced refinement in Phase 2.

Learning Outcomes

Upon successful completion of this studio, students will be able to:

Knowledge

• Demonstrate advanced understanding of contemporary creative technology practices and artistic research methodologies
• Explain the relationship between artistic intent, technological affordances, and audience experience
• Analyze historical and contemporary intersections of art and technology

Skills

• Experiment with advanced creative tools and emerging media technologies
• Develop concept-driven prototypes integrating artistic and technical components
• Document and critically reflect on creative experimentation processes
• Present and articulate artistic research concepts within interdisciplinary contexts

Competencies

• Integrate artistic thinking with technological innovation
• Navigate uncertainty and experimentation in creative development processes
• Critically assess the aesthetic, cultural, and ethical implications of creative technologies
• Prepare conceptually robust and technically informed projects for further development

Key Topics Covered

• Artistic research methodologies
• Advanced creative technology tools and platforms
• Generative and computational art practices
• Interactive and immersive media experimentation
• Hybrid material and digital processes
• Concept development and artistic positioning
• Critical discourse on art, technology, and society
• Documentation and reflection in creative practice
• Experimental prototyping and iteration
• Preparation for production-oriented development (Phase 2)

Art & Creative-Tech Acceleration Studio – Phase 2

Course Description

This studio-based course constitutes the advanced development phase of the creative acceleration sequence, focusing on the realization, refinement, and public presentation of art and creative-technology projects initiated in Phase 1. It integrates artistic research, advanced technological implementation, production management, and professional positioning to support the transition from experimental concepts to fully realized creative works or innovation-ready prototypes.

Students engage in intensive iterative development cycles involving technical optimization, experiential refinement, audience testing, and critical feedback. Emphasis is placed on production quality, conceptual coherence, sustainability of creative practice, and readiness for professional dissemination across exhibitions, digital platforms, festivals, or entrepreneurial contexts. The studio also addresses portfolio development, project documentation, and strategic positioning within contemporary creative and cultural ecosystems.

Learning Outcomes

Upon successful completion of this studio, students will be able to:

Knowledge

• Demonstrate advanced understanding of production methodologies for creative-technology projects
• Explain professional standards for exhibition, dissemination, and creative project delivery
• Analyze audience engagement and reception in creative technology contexts

Skills

• Produce fully realized creative or immersive works integrating artistic and technological components
• Optimize technical performance, usability, and experiential quality
• Conduct audience testing and incorporate feedback into final production
• Document creative projects for professional presentation and dissemination

Competencies

- Translate experimental concepts into production-ready creative works
- Manage complex creative production processes effectively
- Position creative-technology projects within professional cultural and innovation contexts
- Critically reflect on creative outcomes and iterative development processes

Key Topics Covered

- Advanced prototyping and production workflows
- Technical optimization and system integration
- Experiential refinement and user engagement testing
- Exhibition design and public presentation formats
- Documentation, portfolio development, and project archiving
- Professional dissemination strategies (festivals, platforms, galleries, startups)
- Project sustainability and lifecycle planning
- Critical feedback methodologies and peer review
- Creative entrepreneurship and funding opportunities
- Ethical and accessibility considerations in creative production

PART III: INFORMATION FOR THE STUDENTS

General Information for Students

The Athens University of Economics and Business emphasizes not only the provision of high-quality education, but also the provision of high-quality services to students.

C1. Student Club

Board of Directors, with the aim of improving the living conditions of AUEB students, entertainment and the promotion of their social and intellectual education through participation and socialization procedures and initiatives.
The fulfillment of this purpose is pursued by ensuring the necessary material and technical infrastructure for housing, food, sports for students, by operating a restaurant, canteen, reading room, library, organizing lectures, concerts, theatrical performances and excursions in Greece and abroad, by developing international student relations, teaching foreign languages and informatics and Modern Greek as a foreign language for foreign and expatriate students and by providing every other means and way.
Detailed information on: a) food and housing, b) foreign languages, c) sports and cultural activities and d) allowances and scholarships, is provided on the website of the Student Club (**https://lesxi.aueb.gr/**).

C2. Electronic Services

A significant number of procedures, which are related to both attendance and student welfare, are carried out electronically through applications of the University or the Ministry of Education, Religious Affairs and Sports. The applications are accessible with the same passwords (username & password) and are described below:

- **E-mail**:
  All students acquire an e-mail account of the "*username@aueb.gr*" format. Access to the e-mail is done with the *"username/password"* of their academic account. Detailed instructions on the use of the Webmail service are provided at: **https://www.aueb.gr/el/content/webmail-manual**
- **Student Register (e-Secretariat)**
  The **Electronic Secretariat** application is the information system through which students have the opportunity to be served by the Secretariat of the Department via the web.
- **Distance Learning Platform (eCLASS)**
  The Open eClass platform is an integrated E-Course Management System and is the proposal of the Academic Internet (GUnet) to support Asynchronous Distance Learning Services.
  Instructions for use are provided at: **https://eclass.aueb.gr/info/manual.php**
- **Wireless network at the University (WiFi)**
  Using their personal codes, students have access to a wireless network in all areas of the Athens University of Economics and Business. More information can be found at the following link: **WiFi Instructions**

- **Virtual Private Network (VPN)**
  If you wish to use services, such as the AUEB library's books/magazine sources, you must connect your computer to the AUEB VPN service.
  Instructions can be found at the link: **https://www.aueb.gr/content/vpn-service**
- **"EUDOXUS" Program**
  Using their personal codes, students have access to the "Eudoxus" system, which automates the selection and distribution of course textbooks for all HEIs. Through the **Electronic Service for the Integrated Management of Textbooks and Other Aids (Eudoxus),** students can choose the textbook they want in each course and be informed about the place and time of its receipt.
- **Communication – Information – Connection with the AUEB Community**
  On the official channels of AUEB, which you will find on the page: https://www.aueb.gr/el/content/social-media-aueb, be informed about the news and actions of the University and contact the Community.
  The *"AUEB Cast"* includes "webcasts" and "podcasts", with content of interest to the university community and the general public, such as: entrepreneurship, innovation, technology, and social responsibility. You can find the shows on the page: https://www.aueb.gr/el/content/aueb-cast.
  AUEB is a pioneer with the "*3D Virtual Walkthrough Application*" that offers a unique tour experience on the University's premises, improving accessibility. See the "Virtual Walkthrough" on the page: https://www.aueb.gr/el/content/egkatastaseis.
  On https://www.aueb.gr/el/opanews page you can find the newspaper "*AUEB News*", which is published regularly with "Vima tis Kyriakis" and includes special tributes and articles on contemporary and interesting topics.
- **"myAUEB" app**
  The undergraduate study application, which is connected to the University's information systems and external information systems, provides the student with information on a range of services and capabilities, such as: digital communication with the Department's secretariat for sending requests, connection to e-class and e-Secretariat, connection to AUEB's Social Media, etc. More information can be found at the link: https://www.myauebapp.gr/

C3. Medical Services, Insurance/Healthcare

Undergraduate and postgraduate students, as well as PhD candidates of the University, who do not have any other medical and hospital care, are entitled to full medical and hospital care in the National Health System (NHS) with the relevant costs covered by the National Organization for the Provision of Health Services (EOPYY). The University also operates a Mental Health Counselor service, where a doctor specialized in the psychodynamic treatment of diseases is employed mental health issues (https://www.aueb.gr/el/content/ypiresia-symvoulou-psyhikis-ygeias). More information can be found on https://www.aueb.gr/el/content/medicalservices website.

C4. Services for Students with Special Needs

The Foundation ensures that students with special needs are facilitated, through the design, implementation and implementation of adaptations to the environment, for access to university

buildings. In particular, in the main building there are specially designed lifting machines, ramps as well as elevators. There are also special regulations for conducting examinations for students with special needs.

At the Athens University of Economics and Business, an Equal Access Committee for people with disabilities and people with special educational needs has been established. The Commission is an advisory body and has the task of submitting recommendations to the competent bodies for the formulation and implementation of the policy of equal access for people with disabilities and people with special educational needs.

In addition, the University has a special vehicle, which will serve the daily needs of students who face transportation difficulties, picking them up from their place of residence and transporting them to the AUEB facilities in order to attend the lectures in the auditoriums in person, like the rest of their fellow students. This pioneering action is expected to be offered from the new academic year, i.e. from September 2024.

At the same time, through the services of the AUEB Library, students with print disabilities are provided with the possibility of electronic access to the proposed Greek bibliography of the courses taught at the University. In this context, the Hellenic Academic Libraries Association (S.E.A.V.) has developed a multimodal electronic library called **AMELib**. More information is available on the website: https://www.aueb.gr/el/lib/content/ disabled-people-with-special-needs.

C5. Professor-Advisor or Study Advisor

In each Department, a Professor-Advisor is appointed, appointed by the Assembly of the Department, with the responsibility of directing and advising students regarding their studies. The Professors-Advisors (faculty and EDIP members) receive students for questions and advice regarding the educational process on days and times that are announced outside the Professor-Advisor's office.

C6. Study Rooms - Reading Rooms - Libraries

In the main building there is a Library and Information Center (LIC) to serve all members of the university community. The LIC participates in the Hellenic Academic Libraries Association (Heal-LINK) and the Financial Libraries Cooperation Network (DIOVI) Three Documentation Centers also operate (KET, OECD, WCO).

The Library and Information Center contributes decisively both to meeting the needs for scientific information of the university community and to supporting the teaching and research work, providing access to:

- in the printed collection of books and scientific journals,
- in the textbooks taught in the courses,
- the collection of electronic scientific journals and books,
- postgraduate theses and doctoral dissertations prepared at AUEB and submitted in digital form to the PYXIDA institutional repository,
- in sectoral studies,

- statistical series from national and international organizations,
- audiovisual material,
- information material (encyclopedias, dictionaries),
- databases on the topics cultivated by the University,
- in printed collections of other academic libraries.

The Library lends to its members in all its printed collections, except for the collections of periodicals and statistical series, in accordance with its internal rules of operation. The AUEB Library has a reading room, computer workstations for visitors, photocopiers and printing machines, while it provides the possibility of interlibrary borrowing of books and journal articles from other academic libraries that are members of the networks in which it participates. can be found on the Library's website (https://www.aueb.gr/el/library).

C7. Student Support Unit

The following offices operate in the Unit:

a) Internship and Liaison, which is addressed to students and graduates of the Institution's undergraduate and postgraduate study programs.

b) Support for Foreign Students and Mobility, addressed to foreign students enrolled in first, second and third cycle study programs and to students interested in participating in mobility programs.

C8. Technology and Innovation Transfer Unit

The distinctive title of the unit is "Center for Entrepreneurship, Innovation and Technology Transfer" (https://acein.aueb.gr/). The unit operates:

a) The Technology Transfer Office and

b) The Incubator.

The object of the Technology and Innovation Transfer Unit is to strengthen the research capacity of the Institution, its interconnection with industry, the transfer of knowledge produced to society and the cultivation of the idea of entrepreneurship within the academic community.

The general responsibilities of the unit, as far as the students of the University are concerned, are:

a) the training of students in issues of technology transfer, entrepreneurship and development of research results for their commercial exploitation.

b) the provision of specialized advisory services to the students of the Institution on issues related to the responsibilities of the unit.

c) the development of students' skills in entrepreneurship through competitions, specialized seminars, entrepreneurship summer school, etc.

d) the support of the process of creating business groups and the establishment / development of start-ups, which take advantage of emerging business opportunities and are founded by students or graduates of AUEB, as well as the support of the process of its inclusion in the National Register of Start-ups of the homonymous Societe Anonyme (SA).

C9. Student Associations

In the university community of AUEB, various student organizations and associations are active and developing: https://www.aueb.gr/el/content/ student associations.

C10. Alumni Network

Maintaining a long tradition of highlighting top executives in the economic, social and political life of the country, AUEB is proud of the fact that thousands of its graduates hold leadership positions in universities in the country and abroad, in international research institutes and organizations and in large companies in the public and private sector. Understanding the importance of developing and strengthening the bond with its graduates, AUEB has created its Alumni Network, a https://alumni.aueb.gr/ platform in which all graduates of the University can register. The main objectives of the Network are to reconnect graduates with their colleagues and former classmates, and to keep them informed about all activities, services and events that concern them.

Additional information on Alumni Organizations and Associations is provided on the website: https://www.aueb.gr/el/content/ Organizations-and-Associations-Students-and-Alumni.

C11. Volunteer Program

In the context of AUEB's strategy for Social Contribution, the Volunteer Program "AUEB Volunteers" was launched. The purpose of the Program is to create a culture of volunteering on the one hand as an important learning experience and on the other hand as an obligation of every responsible citizen. The goal of "AUEB Volunteers" is approached by: (a) voluntary actions with or without the cooperation of NGOs, (b) information and awareness actions about volunteering, civil society and specific social problems, (c) actions to improve the infrastructure and services of the University (https://www.aueb.gr/el/volunteers).

C12. Quality Assurance Unit

AUEB implements a quality assurance policy with the aim of continuously improving the quality of the Institution's study programs, research activity and administrative services, with the aim of upgrading its academic and administrative work and its general operation.

The Quality Assurance Unit (MODIP) operates at AUEB, which coordinates and supports the evaluation procedures. In particular, the quality assurance of the educational activity is achieved through the use of questionnaires for the evaluation: a) the course/teaching of the undergraduate and postgraduate study

programs, b) the educational laboratories of the Institution, c) the research of graduates of the undergraduate study programs, d) the research of first-year students, which are completed by the students. (https://www.aueb.gr/el/modip).

C13. Training and Lifelong Learning Center

The Center for Continuing Education and Lifelong Learning (KEDIVIM/AUEB) is a unit of AUEB that ensures coordination and interdisciplinary cooperation in the development of training, continuing education, training and Lifelong Learning programs in general, which complement, modernize and/or upgrade knowledge, abilities and skills, which were acquired from the formal education, vocational education and initial vocational training systems or from work experience, facilitating integration or reintegration into the labour market, job security and professional and personal development (https://www.aueb.gr/el/content/dia-vioy-mathisi-kedivim-opa).

C14. Submission of Complaints and Objections

In order to continuously improve the quality of the educational and administrative services offered by the University, the process of managing student complaints and objections is available to ensure their immediate and holistic processing with a view to efficiency and confidentiality.

You can find the complaint and objection form at the link: https://www.aueb.gr/el/complaints-form

C15. Gender Equality

The promotion of Gender Equality at all levels of operation and in all aspects of AUEB's academic life is an important dimension of the University's Social Responsibility. The actions and structures for Gender Equality available at AUEB aim to inform and raise awareness of its academic community about its prominent importance and the full integration of Gender Equality in the University's operations. Through these structures and actions, AUEB seeks to fully consolidate a culture of equality and parity in the Foundation (https://isotita.aueb.gr/).