

14. APPENDIX: DETAILED COURSES OUTLINE

14.1 1st Semester Courses

PRINCIPLES OF MANAGEMENT			
NUMBER: 101	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To demonstrate the role, mission and necessity of Management Science in business organizations. • To describe the concept, entity and role of business organizations.. • To present the Principles of Management, its content and theoretical framework. • To develop the ability of administrative thinking and synthesis of management principles. • To examine the course of action with which businesses achieve their goals. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • To understand the basic corporate functions. To have knowledge and skills about the way businesses are managed. To be able to critically evaluate actions of corporate functions. To be able to use models, techniques and tools in practice • To know and understand the basic management principles. • To recognize the importance, necessity and objectives of the planning function. • To understand the decision-making process and the role of executives in dealing with problems in organizations. • To recognize the correct way of organizing a sustainable business that realizes its goals. • Recognize the main characteristics of the motivation process and the role of executives in it. • To understand the importance of management and leadership and role of executives in it. • To recognize the importance of control and the main control procedures. 			
CONTENT: Introduction to Management Concepts. Characteristics of business organizations; forms of economic activity. Planning and decision making; forms of organizational operation. Staffing of the organization and the management of human resources. The function of control and coordination. Leadership, motivation and direction. The role of executives in organizations. Basic Concepts of Innovation, Quality, Information and Change Management.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Γιοβάνης Ν., Πάσχος Γ. Σύγχρονη Διοίκηση Επιχειρήσεων, Γ έκδοση, ΕΧΕΔΩΡΟΣ, 2019, ΘΕΣ/ΝΙΚΗ • Μαντζάρης Ι., Σύγχρονη Οργάνωση και Διοίκηση Επιχειρήσεων, Β. ΓΚΙΟΥΡΔΑ, 2003, ΑΘΗΝΑ • Παπαδάκης Β., Επίκαιρα Θέματα Στρατηγικής Επιχειρήσεων, εκδόσεις Μπένου, 2018, Αθήνα • Μπουραντάς, Δ., Επιτυχημένοι Ηγέτες και Μάνατζερ, Εκδόσεις Ψυχογιός, 2018, Αθήνα • Hester, A., Τα 10 Κλειδιά Επιτυχίας του Μάνατζερ, Εκδόσεις Ψυχογιός, 2018, Αθήνα 			

INTRODUCTION TO ACCOUNTING			
NUMBER: 102	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To explain the concepts and importance of accounting in business administration. • To introduce students to the financial accounting of businesses and other economic units. • To explain the composition of financial statements, accounts, books and data. • To explain students the use of data and how to record them in the Accounting books, of all categories. • To consolidate the concept of the management period and the results of use. • To explain the hierarchical structure, the function and the "officialness" of the accounts, as well as the importance of the Greek Accounting Standards. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Acquire the skill of creating the accounts of the General Ledger, starting from a Balance Sheet. • Acquire the skill of recording the data received in the Diary and the General Ledger. • Acquire the skill of publishing data. 			

<ul style="list-style-type: none"> • Acquire the skill of settling accounts at the end of the year. • Be able to prepare the financial statements of the companies according to the Greek Accounting Standards.
CONTENT: Accounting principles, The structure of the financial statements Tangible and intangible fixed stocks, Financial and other assets, Clear position and forecasts, Liabilities, expenses and damages Revenue and profits Own production - Branches Period results
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Εισαγωγή στην Χρηματοοικονομική Λογιστική 3η έκδοση Συγγραφείς: Τσιτσάκης Χ. Έτος Τρέχ. Έκδοσης 2018. • ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΗ ΛΟΓΙΣΤΙΚΗ, ΤΟΜΟΣ Β' Συγγραφείς: ΓΕΩΡΓΙΟΣ ΑΛΗΦΑΝΤΗΣ Έτος Τρέχ. Έκδοσης 2015. • Αρχές χρηματοοικονομικής λογιστικής Συγγραφείς: Μιχάλης Μπεκιάρης, Χρήστος Τζόβας ΕΚΔΟΣΗ 2017.

STATISTICS I			
NUMBER: 103	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
LEARNING OUTCOMES: The course is a basic introductory course in Statistical Analysis. In particular, the course introduces students to data collection methods, their classification and processing using a statistical package. Upon successful completion of the course, the student should be able to: <ul style="list-style-type: none"> • understand basic statistical concepts • be able to apply descriptive statistics methods • to collect and analyze a set of quantitative or qualitative data, • to construct and understand basic data description graphs and to assess any relationship that exists between these data, • to solve problems using the laws of probability • to manage data to investigate and solve economic, demographic, business problems • to use Excel and the SPSS statistical package for data analysis 			
CONTENT: i. Introductory concepts, types of statistical data, gathering-sorting-presenting statistical data, frequency distributions, relative, cumulative and relative cumulative frequency, graphical representations. ii. Descriptive measures: Parameters of position, dispersion and concentration of values, ordered or unordered, of numerical data. iii. Sampling: Basic concepts, designing a sample survey, sampling designs. iv. Functions - Probability Distributions. Introductory concepts in probability, chance experiments, sample space, contingencies, Bayes theorem, random variable, probability distributions, probability and probability density functions. v. Theoretical probability distributions. Bernoulli, Binomial, Poisson, Exponential, Normal, Normal as an approximation of Binomial and Poisson, Student, F, X2 tests. vi. Statistical estimates. Point estimation, estimators and properties of point estimators (consistency, unbiasedness, efficiency, adequacy), central limit theorem, sampling distributions, confidence intervals for mean, proportion and variance of a population and for the difference of means, proportions and variances in the case of normal and non-normal populations.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Ταμπάκης Ν. και Ξ. Χαψά (2013). «Εφαρμοσμένη Στατιστική - Εργαστηριακές Ασκήσεις». Θεσσαλονίκη: Εκδόσεις ΖΥΓΟΣ. • Ζαφειρόπουλος, Κ. (2017). «Εισαγωγή στη στατιστική και τις πιθανότητες». 2η Έκδοση. Αθήνα: Εκδόσεις Κριτική. • Ζαχαροπούλου, Ζ. (2018). «ΣΤΑΤΙΣΤΙΚΗ. Μέθοδοι – Εφαρμογές». 7η Έκδοση. Θεσσαλονίκη: Εκδόσεις Σοφία. 			

MANAGERIAL MATHEMATICS			
NUMBER: 104	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To analyze the basic concepts of Mathematical Economic Analysis. • To interpret in detail the basic Mathematical Methods necessary for the understanding of modern Economics as applied to Micro- 			

and Macro-Economics.
<ul style="list-style-type: none"> To demonstrate the relationship of Applied Mathematical Science with Economic Analysis (Micro- and Macro-Economic), by emphasizing in particular to the scientific analytical needs of Economists and Business Management Executives. <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> have confidence in the Applied Mathematical approach to Economic and Business problems and the possibility of their scientific solution. be aware of the need to refer to well-known Interdisciplinary Textbooks of Applied Mathematics and their effective use. understand the power of Mathematical Economic Methods and Techniques and the need to apply them in the modern organization and management of businesses, in the environment of international markets. use the basic tools of Applied Mathematical Science as a foundation for the further study of Higher Mathematics required in the scientific field of Management and Economic Analysis and, of course, in the further continuation of their studies successfully
CONTENT: <ul style="list-style-type: none"> Introduction: Economic Static Analysis. Linear Systems and Patterns. Algebra of Tables. Comparative Static Analysis. Rules of Derivation and Comparative Statics. Optimization and Equilibrium Analysis. Exponential and Logarithmic Functions. Introduction and applications to Dynamic Economics and Mathematical Programming.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY Γ. Σαραφόπουλος, Ν. Μυλωνάς, «Μαθηματικά Οικονομικών Επιστημών», (Κ.Ε.: 59382851), Εκδόσεις Α. Τζιόλα & Υιοί Α.Ε., 1η Έκδοση, 2016, ISBN: 978-960-418-645-7. Α. C. Chiang, Κ. Wainwright, «Μαθηματικές Μέθοδοι Οικονομικής Ανάλυσης», (Κ.Ε. : 7648532), Εκδόσεις Κριτική Α.Ε., ISBN: 978-960-218-733-3.

INTRODUCTION TO INFORMATION SYSTEMS AND THE DIGITAL WORLD			
NUMBER: 105	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The purpose of this course is to acquaint students with the basic concepts of information systems so that they understand the importance of information technology and information systems in their professional careers and they are able to attend more specialized courses in the following semesters. Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"> Understands the importance of information systems for the operation of businesses and the development of a successful professional career. Understand labor market trends and the importance of acquiring digital qualifications. Understand the concept of management information systems and their components (data/information, processes, hardware and software). Know basic principles of data processing and understands the importance of information in the daily operation of the business and in making business decisions. Know the various types of computing system hardware and current trends, such as the Internet of Things, 3D printing, "smart devices" and their applications in various areas of social life (e.g. "smart cities") and business operations (e.g. .eg Industry 4.0). Know the various types of software, basic software architecture concepts and modern computing resource management concepts such as virtualization. Know the basic concepts and technical terms of networks and the Internet, the Web and Cloud Computing, as well as basic Internet services. Know the various categories of information systems using various categorization criteria, as well as the basic features of ERP systems, CRM and business systems integration. Understand the strategic importance of information systems. Know the main threats on the internet and ways to deal with them. Understand basic principles of ethical/ethical behavior in relation to digital technology and the operation of information systems. 			
CONTENT: Lesson 1: Introduction to a changing world: business trends, technological developments, digital skills and career opportunities. Lesson 2: Information System (IS): basic concepts. Lesson 3: Data and information. Lesson 4: Business processes. Lesson 5: Material elements of information systems. Lesson 6: Information systems software, software architectures, virtualization.			

Lesson 7: Networks, Internet, World Wide Web and Cloud Computing. Lesson 8: Types of information systems Lesson 9: ERP, CRM and information systems integration. Lesson 10: Mobile information systems – collaborative information systems Lesson 11: The strategic importance of information systems - Strategic information systems Lesson 12: Internet threats and information systems security. Lesson 13: Concepts of ethical behavior in information systems.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Πληροφοριακά Συστήματα Διοίκησης στην Πράξη, Kroenke M.David, Boyle J.Randall, 1η εκδ./2016, BROKEN HILL PUBLISHERS LTD, Κωδικός Βιβλίου στον Εύδοξο: 59392670, ISBN: 9789963274048 • ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΟΙΚΗΣΗΣ, KENNETH C. LAUDON, JANE P. LAUDON, 14η Αμερικανική/2021, ΕΚΔΟΣΕΙΣ ΚΛΕΙΔΑΡΙΘΜΟΣ, Κωδικός Βιβλίου στον Εύδοξο: 102070464 ISBN: 978-960-645-182-9. • Πληροφοριακά συστήματα διοίκησης, Wallace Patricia, ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ, 1η έκδ./2014, Κωδικός Βιβλίου στον Εύδοξο: 32997790 ISBN: 978-960-218-886-6

BUSINESS COMMUNICATION			
NUMBER: 106	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course seeks to clarify the ways in which an employee, an executive or a business or organization can communicate with the public, either at interpersonal or at mass level, in order to achieve their professional goals. The aim of the course is the get to know and familiarize themselves with human-social communication and, above all, business communication. It also seeks for students to learn ways and techniques by which the executives of an organization communicate more effectively and solve problems within the context of an organization's operation. Upon successful completion of the course, students should: <ul style="list-style-type: none"> • Understand the importance of communication for a business or organization • Understand the way of thinking that effective communication requires • Know and understand the concepts of human-social and business communication • Distinguish the characteristics of communication media, as well as their selection criteria, and be able to assess which of them will be used by businesses and employees depending on the situation • Understand the importance of strategic communication thinking for the success of an organization and develop a strategic communication plan • Know the importance, how to form and the characteristics of a good organizational identity and image • Understand the importance, the way of formation and the characteristics of the organizational culture and the communication climate • Understand how a business or organization communicates within its internal environment • Understand how a business or organization communicates with audience groups in its external environment 			
CONTENT: <ol style="list-style-type: none"> 1. The importance of communication 2. The way of thinking that required by effective communication 3. Definition of concepts of communication and business communication 4. The process of communication 5. The means of interpersonal and mass communication 6. Strategic communication planning 7. Organizational identity and image 8. Formation of culture and communication climate 9. Internal communication 10. External communication 11. Interpersonal barriers to communication 12. Organizational barriers to communication 			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Κοτζαίβάζογλου, Ι και Δ. Πασχαλούδης (2008) Οργανωσιακή Επικοινωνία, Η Επικοινωνία για Επιχειρήσεις και Οργανισμούς. Αθήνα: Πατάκης. • Ασπρίδης, Γ, Τσέλιος, Δ. και Ρωσσίδης, Γ. (2018). Επιχειρησιακές Επικοινωνίες. Αθήνα: Εκδόσεις Κριτική. 			

BUSINESS ENGLISH I

NUMBER: 107	SEMESTER: 1st	TYPE: General Background / Core Course	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The purpose of the course is to familiarize the students with the basic terminology of Business in the English language and at the same time to teach language structures (Grammar and Syntax) at an advanced level. Upon successful completion of the course students will be able to: <ul style="list-style-type: none"> • Understand the basic concepts and technical terms related to Business Organization and Management in the English Language. • To understand and process texts of various kinds (advertisements, emails, advertisements, CVs, professional correspondence, etc.) • to realize the importance of English terminology in the continuation of their studies and in their professional development 			
CONTENT: Lesson 1: People & Companies. Present Simple/ Adverbs of frequency. Lesson 2: Recruitment Advertisements. Modal Verbs (can/must). Lesson 3: CV Writing. Modal Verbs (have to/should/ought to). Lesson 4: Business Letter writing. Yes/no Questions. Wh-questions. Lesson 5: Jobs & Duties. Present Continuous. Lesson 6: Careers. Simple Past (Regular & Irregular verbs). Lesson 7: Job Pursuing. Future (Simple Future & be going to) Lesson 8: Succeeding in interviews. Word order. Lesson 9: Executives. Past Continuous. Lesson 10: Business Locations. Countable/Uncountable nouns. Some/any/no. Lesson 11: Business performance. Present Perfect. Lesson 12: Comparing Companies. Comparisons. Lesson 13: Qualifications – Appointments. Passive Voice.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY Tsionga, H. & Hatzistergiadou, A. (2016). Business English? First steps at work. Disigma Publications			

14.2 2nd Semester Courses

MICROECONOMICS			
NUMBER: 201	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
<p>LEARNING OUTCOMES: The objectives of this lesson are:</p> <ul style="list-style-type: none"> • To introduce the first year student to the basic scientific concepts of Microeconomic Analysis, by demonstrating the importance of the Economic theory of the principles of Demand and Supply in the operation of the Free Market system. • To analyze the Behavior of the Consumer and the Competitive Business. • To analyze on an economic and applied mathematical basis the structure of the Theory of Costs, the operation of the Monopolistic Business, the basic structures of the Theories of Imperfect Oligopolistic Competition and the Government Policy of Control of the Organization and Efficiency of the Markets, in the modern international competitive environment. <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • Be aware of the elementary critical approach to the subjects of Microeconomic Analysis concerning the Organization and Management of Businesses and the operation of the Markets, in the modern international conditions of competition. • Know and understand the scientific necessity of using different scientific books, to solve technical-economic problems in the scientific field of basic and applied Micro-Economic Analysis and its applications. • Have the ability to apply basic Mathematical Principles and Methods in solving business problems, in the scientific area of Microeconomic Analysis, elements necessary for the further continuation of their studies, based on modern international scientific requirements. • Come into contact with the scientific literature and cultivate their skills in terms of researching the sources and preparing an edited and grounded essay on the topics related to Microeconomic Analysis, in relation to the wider Greek, European and International business activity, and, of course, have the ability to successfully pursue further studies at a higher level. 			
<p>CONTENT:</p> <ul style="list-style-type: none"> • Introduction: Economics and MicroEconomics, Competitive Use and Scarcity of Economic Resources, International Principles & Data: 1 Lecture • Consumer Demand, Business Supply and Competitive Market: 2 Lectures • Theory of Consumer Choices: 2 Lectures • Positive Microeconomics & Elasticities: 2 Lectures • Organization and Behavior of Businesses, International Business Theories: 2 Lectures • Perfect Business Competition: 1 Lecture • Boundary Cases of Market Structures, Monopolistic Firms: 1 Lecture • Oligopolistic Competition – Imperfect Markets – International Business Structures of Competition, • Government Policies - European Structures - & International Data and Principles of Business Competition Control 			
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>			
<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • A. Athanasainas, D. Paschaloudis, "Microeconomic Analysis: Theory & Applications" (K.E.: 68369686), Giola Publications, 1st Edition, 2017, ISBN: 978-960-418-705-8. <p>ADDITIONAL SUGGESTED BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • G. N. Mankiw, M. P. Taylor, "Microeconomics", (K.E.: 59382803), Giola Publications, 3rd Edition, 2016, ISBN: 978-960-418-631-0. • P. Krugman, R. Wells, "Microeconomics", Epikentro Publications, 2nd Edition, 2011, ISBN: 978-960-458-254-9. 			

STATISTICS II			
NUMBER: 202	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
<p>LEARNING OUTCOMES: In Business Administration statistical methods are important tools for information analysis, business decision making, applied research and economic policy making. In particular, the course introduces students to hypothesis testing, comparison of parameters in two populations, observed level of statistical significance (p-value), determination of sample size, analysis of variance, non-parametric procedures, simple linear regression – correlation.</p> <p>Upon successful completion of the course, the student should be able to:</p> <ul style="list-style-type: none"> • select a scientific sample, • conclusions about the properties of a population using samples; • draw conclusions about the properties of two populations using samples; • test the existence of a correlation between two characteristics of a population, 			

• use the SPSS statistical package for data analysis to draw conclusions and make scientifically based decisions.
CONTENT: i. Hypothesis Tests: The process and stages of testing a statistical hypothesis. Types of error when testing a statistical hypothesis the p-value. Basic Statistical Hypothesis Testing Hypothesis testing, one sided or two sided testing, hypothesis testing of mean, binomial proportion, variance. Hypothesis testing of difference of population means, difference of population proportions, two population variances, computer applications. ii. Non-Parametric Procedures: Goodness of fit test for Normal distribution, Binomial distribution, Poisson distribution. iii. Relevance test with the X2 criterion, homogeneity test, computer applications. iv. Correlation: Pearson's and Spearman's correlation coefficients, hypothesis tests for association in a statistical population. v. Regression – Correlation: Concept of regression-correlation, scatterplot, estimation of a simple linear regression model by the simple least squares (OLS) method, statistical significance testing of regression coefficients. Analysis of variance in the bivariate model, correlation coefficient, coefficient of determination, computer applications, simple predictions.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY • Ploumidis, K. (2014). "BUSINESS STATISTICS, Descriptive & Inductive". 2nd Edition. Thessaloniki: Ekhedoros Publications. • Sariannidis, N. and G. Kondeos (2016). "Introduction to Statistics". Kozani: Publisher Georgios Kondeos. • Halikias, I. (2010). "STATISTICS - Methods of Analysis for Business Decisions". 4th edition. Athens: Rosili Publications. • Field, A. (2016). "Exploring Statistics Using IBM's SPSS". 1st Greek edition from the 4th English. Athens: Propompos Publications.

DATABASES			
NUMBER: 203	SEMESTER: Γ	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 1 / 5
The objectives of the course are: • To demonstrate the importance of valid and timely data both in the daily operation of the business and in making business decisions • To present the basic concepts of database technology that makes access to data and information possible • To present and analyze the basic principles of relational databases • Describe and analyze the stages of developing a database, the human resources necessary and tools available for this undertaking Upon completion of the course students should be able to: • Develop Entity-Relationship Diagrams based on descriptions and/or business documents • Recognize the advantages and limitations of design decisions underlying an Entity Relationship Diagram • know the basic principles of relational databases • Convert Entity-Relationship Models into well-designed relational databases • Implement the relational databases they have designed in a DBMS using the SQL language			
CONTENT: Basic Concepts, Database Management System and Architecture, Data Models and the Entity-Relationship Diagram, The Relational Model, Converting a DBMS to a Relational Database, Introduction to SQL, Introducing a Database Management System and demonstrating its basic capabilities (creating a database , queries, forms)			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY • E. Kechris "Relational Databases", CRITICISM, 2021 • Elmasri R., Navathe S. B., Fundamentals of Database Systems, Edition: 6th Edition, DIAVLOS, 2012 • Ramakrishnan R., Gehrke J., Database Management Systems, 3rd Edition, Ed. Giola, 2012. • Begg Carolyn, Connolly Thomas, A Practical Approach to Designing, Implementing and Managing Database Systems, Gourdas, 2008			

FINANCIAL MATHEMATICS			
NUMBER: 204	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: • To present the basic concepts of Financial Mathematics and Financial Analysis. • To analyze the relationship of Applied Mathematical Science with Economic Analysis, emphasizing in particular the analytical needs of Business Administration executives and Financial Institutions and Organizations. Upon completion of the course students should be able to: • Know the principles of Financial Mathematics. • Use fluently Economic Mathematics and Financial Analysis to analyze and solve relevant business problems. • Use the basic tools of Applied Mathematical Science as a foundation for further specialization in the study of financial mathematics			

and its applications.
CONTENT: <ul style="list-style-type: none"> • Economics and financial mathematics, introduction and categorization. • Simple Interest • Discounting • Equivalent Notes • Pledge of Checks • Compound Interest or Compounding • Bands, categorization and calculations • Loans • Insurance Mathematics • Leasing calculations • Comparative calculations between borrowing and leasing.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • P. Kiochos & A. Kiochos, [7855] "Financial Mathematics", Interbooks Publications, ISBN: 960-390-054-0. • Financial Mathematics & details of Banking Operations, [4365] Apostolopoulos Th. SBN: 978-960-8165-38-0 (Publisher): SYNCHRONI EDTOTIKI EPE

FINANCIAL ACCOUNTING			
NUMBER: 205	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The aim of the course is the students will acquire the ability to understand the published financial statements of companies and organizations and will understand the concept of depreciation and valuation of fixed and current assets. Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"> • Proceed to making up Inventories and valuations • Proceed to making up Balance Sheets • Carry out Depreciation • Plan the entries and make correcting entries of the end of the year. • Prepare the financial statements in accordance with the H.A.P. 			
CONTENT: The elements of the Balance Sheet Balances (temporary and final) The settlement of accounting differences at the end of the year Inventory and Stock Valuation (FIFO methodology) The valuation of assets and liabilities. Compilation of the Usage Results Account Compilation of changes in equity Compilation of the balance sheet Compilation of cash flow statements Appendix syntax			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Χρηματοοικονομική λογιστική Σύμφωνα με τα ελληνικά λογιστικά πρότυπα Έτος Τρέχ. Έκδοσης 2018 • Χρηματοοικονομική λογιστική με βάση τα ελληνικά και διεθνή πρότυπα Συγγραφείς: Στεφάνου Κωνσταντίνος Έτος Τρέχ. Έκδοσης 2017 • Χρηματοοικονομική-Λογιστική Συγγραφείς: Harrison W., Horngren C., Thomas W. Έτος Τρέχ. Έκδοσης 2015 			

EUROPEAN ECONOMIC INTEGRATION			
NUMBER: 206	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The subject of the course is the analysis of the European Integration process and its correlation with the operation and political importance of the institutions of the European Union. The purpose of the course is to familiarize students with the institutions and policies of the European Union. Upon completion of the course students will be able to:			

<ul style="list-style-type: none"> • Identify the most important historical moments in the course of development of the EU. • Know the architecture of the European Union and the institutions and procedures of institutional formation and legislative process in the European Union. • Analyze the main components of European integration/unification theories. • Understand and interpret the economic issues of European integration in relation to the various phases of integration. • To know and be able to make use of European policies in relation to various issues (economy, business, education). • To know and evaluate the prospects of EU enlargement.
<p>CONTENT:</p> <p>European unification in the first post-war decade - The first efforts to unify Europe</p> <p>The creation of the EEC and the enlargements of the EEC and the EU.</p> <p>Theories of European integration and integration</p> <p>The architecture of the European Union and its evolution</p> <p>The institutional structure and the legislative process in the European Union</p> <p>The organization of the European Union</p> <p>The economics of European integration: from customs union to single market</p> <p>The economics of European integration: from single market to monetary union</p> <p>The European Banking Union</p> <p>European policies: The common foreign and security policy – the European defense policy</p> <p>European policies: The common commercial policy, the European competition policy, the common agricultural policy.</p> <p>European policies: European social policy, European cohesion policy, European knowledge policies: Education, training, research and innovation</p> <p>The prospect of EU enlargement</p>
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>
<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • Μααβένιας Ν. (επιμ.) (2016) Ευρωπαϊκή Ένωση. Δημιουργία, εξέλιξη προοπτικές. Αθήνα: Κριτική. • Ευρωπαϊκή Ένωση, Μούσης Ν. ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ, 16η ενημερωμένη, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77118094. • Οικονομική της Νομισματικής Ένωσης, De Grauwe P., ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ, 3η Ελληνική έκδ., 2018. Κωδικός Βιβλίου στον Εύδοξο: 77114206

BUSINESS ENGLISH II			
NUMBER: 207	SEMESTER: 2nd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p>LEARNING OUTCOMES:</p> <p>The purpose of the course is to practice communication in the English language by making use of the basic terminology taught in the English I course and further building on it. At the same time, the extra practice in complex language structures of English (Passive Voice, Italic Speech, Hypothetical Speech).</p> <p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Understand and process realistic texts with vocabulary relevant to business language • To use the learned terminology to communicate in writing and orally in the context of specific tasks. 			
<p>CONTENT:</p> <ul style="list-style-type: none"> • Greetings and Goodbyes Etiquette. Introduction Etiquette. Small talk. Ending Conversations. • Ordering Numbers. Figures. Dates. • Time and Expressions. Vacation Time. • Prices. Pay and Benefits. Job compatibility. • Types of work. Getting to Work. Skills and Qualifications. • Product details. Selling Products. Product Problems. Customer service. • Telephoning. Emails. Letters. • Types of meetings. Meeting Etiquette. Making a presentation at a meeting. Negotiations • Time Management. Making travel arrangements. Travel necessities. • Company Culture. Business in different cultures. • Management Styles. Team Building. Production. • Marketing. Finance. Sales. • Quality standards. Achieving perfection. Competition 			
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>			
<p>BIBLIOGRAPHY</p> <p>Taylor, J. & Zeter, J. (2011). Career Paths? Business English. Express Publishing.</p>			

14.3 3rd Semester Courses

MACROECONOMICS			
NUMBER: 301	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • The projection of the modern overall image of the economy (national and international) and its relationship with the business environment, • The study, description and analysis of the wider dimensions of the economy, such as inflation, unemployment, real gross national product, total demand, total expenditure, investments, etc., in a national and international trading environment and trade. • The monitoring of macroeconomic policy developments and the effects of its various measures, both on the wider dimensions of the economy, as well as on the decisions of the subjects of the microeconomics and the business environment, with applications in the Greek, European and International economy. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Distinguish with relative clarity the fundamental macroeconomic sectors, in a national and international environment, • Understand the operating modes of the overall economy, • Distinguish the possible effects of the functions of macroeconomic policy measures to discern their different priorities and to decide about the deeper differences in which these measures aim and affect the operation of businesses. • Get familiar to the scientific literature and develop skills in researching the sources. 			
CONTENT: <ul style="list-style-type: none"> • First Thematic unit: Basic concepts and economic figures, National Product and National Income, Aggregate Demand and Supply, Savings, Investments and Productivity, Concept of money and the Central Bank. • Second Thematic Unit: Main problems of the Greek and International Economy. • Third thematic Unit: Macroeconomic Policies, European Union and International Economic Relations. 			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Mankiw N. Gregory, Taylor P. Mark, "Economics (Macroeconomics)" (K.E.: 59382753), Publications A. Giola & Sons SA, 3rd Edition, 2016, ISBN: 978-960-418- 632-7. • Acemoglu D, Laibson D, List J, "Macroeconomics" (K.E.: 50659270), Kritiki Publications SA, 1st Edition, 2015, ISBN: 978-960-586-041-7. • Kiochos P, Papanikolaou G, Kiochos A, "Macroeconomic Analysis" (K.E. : 12260011), Eleni Kiochos Publications, 1st Edition, 2011, ISBN: 978-960-98678-3-2. 			

HUMAN RESOURCE MANAGEMENT			
NUMBER: 302	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 2 / 1 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To present the basic functions of human resources management. • To describe and analyze the methods used in planning, job analysis, recruitment and selection, training, evaluation and compensation. • To present issues related to health and safety and labor relations. • To familiarize students with the functions of human resource management by analyzing some simple applications in the form of exercises as well as case studies. • To prepare students for the procedures that exist in companies regarding human resources and to be able to recognize the correct practices used regarding all procedures. • To prepare students for their entry into the workplace, placing particular emphasis on writing the CV and conducting the interview, based on market requirements. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Know the human resources planning process. • Use and create job analysis. • Know the methods of attracting and selecting candidates in companies, placing particular emphasis on the CV and the interview. Have the ability to gather and interpret the necessary information regarding the companies that will submit their resume for finding a job. <ul style="list-style-type: none"> • Understand and know the importance of the training process in companies as well as the methods of training employees. • Know the procedures and methods of employee evaluation in companies, so that they can distinguish them and use them accordingly. 			

<ul style="list-style-type: none"> • Know the way of calculating the fees and the methods of evaluating the work. • Know the basic elements related to hygiene and safety in the workplace. • Know the issues concerning labor relations in Greece. • Develop skills and abilities they need to join the workplace as smoothly as possible according to modern market requirements.
CONTENT: Introduction, Strategic planning of human resources, Analysis of work elements, Recruitment and selection of candidates, Training and development of human resources, Evaluation of employee performance, Remuneration policy, Health and safety at work, Labor relations.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Μουζά-Λαζαρίδη Α.Μ. (2020). Διοίκηση Ανθρώπινων Πόρων, Γ' Έκδοση, Εκδόσεις ΖΥΓΟΣ. • Noe R., Hollenbeck J., Gerhart B., Wright P. (2019), Διαχείριση ανθρώπινων πόρων, Εκδόσεις Α.ΠΑΠΑΖΗΣΗΣ ΜΟΝΟΠΡΟΣΩΠΗ ΙΔΙΩΤΙΚΗ ΚΕΦΑΛΑΙΟΥΧΙΚΗ ΕΤΑΙΡΕΙΑ • Torrington D., Hall L., Taylor S., Atkinson C. (2016), Διοίκηση Ανθρώπινων Πόρων. Εκδόσεις BROKEN HILL PUBLISHERS LTD

MANAGEMENT INFORMATION SYSTEMS			
NUMBER: 303	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
LEARNING OUTCOMES: The objectives of the theoretical part of this course are: <ul style="list-style-type: none"> • To demonstrate the importance of information in the daily operation of the business and in making business decisions • To present the basic concepts of information systems that enable the dissemination of valid and timely information • To present the different classifications of information systems that arise by adopting various classification criteria • To describe and analyze the stages of developing an information system, the human resources necessary and tools available to develop an information system Upon completion of the course students will be able to: <ul style="list-style-type: none"> • Categorize information systems using various categorization criteria • Know the architecture and required technology for each category of information system • Understand and develop simple diagrams based on Business Process Standardization Notation (BPS) • Distinguish the stages of the systems development life cycle The objectives of the laboratory section of the course are: <ul style="list-style-type: none"> • To present the capabilities of a typical integrated information system • To demonstrate how information from different departments of a business can be collected and distributed across the business through an integrated information system • To describe the subsystems of an integrated information system By completing these laboratory courses, students will be able to: <ul style="list-style-type: none"> • To enter and modify data related to customers, contacts, products, orders, transactions, production resources, work centers, technical specifications and schedules in an integrated information system. • To update existing contact profile questionnaires, create questionnaires and market segments with specific characteristics • Issue production orders and determine their impact on the workload of production resources and work centers. 			
CONTENT: Systems Theory, Information Systems and Organizations, Categories of Information Systems, Software that support the daily operations of the business, Software that support the administrative functions of the business, The stages of software development, Demonstration of a Business Information System (ERP), familiarization with the basic processes that supports the information system in relation to: customers, suppliers, items (products), orders. Customer relationship management. Introduction to HTML.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • P. Wallace, «Πληροφοριακά Συστήματα Διοίκησης», εκδόσεις ΚΡΙΤΙΚΗ • Π. Υψηλάντης «Πληροφοριακά Συστήματα Διοίκησης Επιχειρήσεων», εκδόσεις Πατάκη. • Δ. Γιαννακόπουλος, Ι. Παπουτσής «Διοικητικά Πληροφοριακά Συστήματα», εκδόσεις ΣΥΓΧΡΟΝΗ ΕΚΔΟΤΙΚΗ 			

ANALYSIS OF FINANCIAL STATEMENTS			
NUMBER: 304	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims to understand the technique of analyzing financial statements which are the most systematic source of financial			

information. It aims at valuing the true value of businesses, analyzing their asset structure and assessing their operational efficiency and financial position. Upon successful completion of the course, the student will be able to:
<ul style="list-style-type: none"> • Know that the main source of information about the economic value of businesses is their financial statements. • Know the general principles and tools of financial analysis and studies them in a comparative way, over time and across layers. • Decide for the degree of viability of businesses with the use of financial indicators. • Calculate the true value of businesses.
CONTENT: Study of basic financial statements over time and strata comparisons, study of indicators, working capital management, preparation of cash flow statements, operational, financial, total and tax Leverage. Appraisal of business value.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • ΑΝΑΛΥΣΗ ΚΑΙ ΔΙΕΡΕΥΝΗΣΗ ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΩΝ ΚΑΤΑΣΤΑΣΕΩΝ Σύμφωνα με τα Ελληνικά και τα Διεθνή (Λογιστικά) Πρότυπα Χρηματοοικονομικής Αναφοράς Συγγραφείς: ΠΑΝΑΓΙΩΤΗΣ ΒΑΣ. ΠΑΠΑΔΕΑΣ, ΝΙΚΟΛΑΟΣ Γ. ΣΥΚΙΑΝΑΚΗΣ ΕΚΔΟΣΗ 2017 • Ανάλυση χρηματοοικονομικών καταστάσεων Συγγραφείς: Subramanyan K.R, Wild John ΕΚΔΟΣΗ 2016 • ΑΝΑΛΥΣΗ ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΩΝ ΚΑΤΑΣΤΑΣΕΩΝ, Συγγραφείς: ΓΕΩΡΓΙΟΠΟΥΛΟΣ ΑΝΤΩΝΗΣ ΕΚΔΟΣΗ 2014

MARKETING			
NUMBER: 305	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
LEARNING OUTCOMES: The course is a core course in marketing principles. The purpose of the course is to introduce students to the concepts and role of Marketing in a market economy. The starting point is the understanding of the concepts and the continuation or to a point the deepening of the marketing processes in the company, in the organization and in general in society. It includes topics related to the role of marketing in society as well as in business, marketing strategy, market segmentation, market targeting, product positioning, direct marketing, marketing research, differentiation and innovation. Upon successful completion of this module, the student will be able to: <ul style="list-style-type: none"> • Define the role of Marketing and to be a trigger for further involvement in this area. • Demonstrate analytical and creative skills in the field of marketing. • Understand theoretical concepts. • Develop communication skills. • Evaluate the marketing environment • Discern the appropriate strategic approach. • Synthesize personal skills related to marketing • Build and leverage core competencies to develop competitive advantages • Create the ways in which it will be able to achieve a sustainable competitive advantage in the market • Create a business that is flexible and able to adapt to changes 			
CONTENT: <ul style="list-style-type: none"> • Understanding the role of Marketing in organizations and society • The Marketing offer package • Philosophy of Marketing • Marketing Research, Marketing Communication • Strategic Planning of Company and Marketing • Consumer behavior • Personal Selling • Direct Marketing • Market segmentation and target market • Differentiation & Positioning in Marketing • Production of new products • Product range, brand and packaging 			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Δ. Πασχαλούδης «Μάρκετινγκ. Όσα πρέπει να γνωρίζετε και δεν έχετε ρωτήσει», εκδόσεις Κριτική • Τζωρτζάκης Κώστας , Τζωρτζάκη Αλεξία Μαίρη, Αρχές Μάρκετινγκ, Εκδόσεις Rosili, 2008 			

RESEARCH METHODS

NUMBER: 306	SEMESTER: 3rd	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims to introduce students to how primary scientific research is conducted and its contribution to science. Thus, they will be able to engage in research for the production of original knowledge and contribute to the advancement of science. The objectives of this lesson are: <ul style="list-style-type: none"> • To provide directions and tools for conducting a scientific investigation • To explain in detail all modern methods for the development of qualitative and quantitative research, providing the necessary knowledge for forming samples, constructing questionnaires, testing questionnaires, conducting surveys, analyzing data and commenting on research findings • To help students develop experience so that they are able to distinguish and choose between alternative research methods depending on the type and nature of the problem they have to deal with Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Identify a research topic and know where to turn for help and guidance • Search and use appropriate literature (use of new library technologies, scientific journals and other Internet sources, use of secondary data sources) • Analyze an initial research problem in its important elements and ask questions about what exactly is being researched, what are the alternative possibilities, what are the limitations, what is the situation in relation to the competition, what are the expected results, in order to choose the appropriate combination of techniques and methodology to carry out a research • Know alternative research techniques, so that they have the possibility of choosing the most suitable methods • Select, construct and use research tools • Implement research in all its stages, choosing methods, constructing questionnaires, constructing samples, analyzing data • Know basic principles of sampling • Interpret results obtained from data analysis • Know the basic principles of writing scientific papers 			
CONTENT: Introduction to scientific work. What is research methodology and research methods The bibliographic research Secondary data Scales Doing quantitative research with a structured questionnaire - Questionnaire construction Testing credibility and validity Sampling Qualitative research methods The introduction in writing a research paper The literature review Hypothesis formulation and research methodology Presentation of work results. Closing the job. Writing the bibliography Oral Presentation			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Πως γίνεται μια επιστημονική εργασία, Ζαφειρόπουλος, Κ • Μέθοδοι έρευνας στις επιχειρήσεις και την οικονομία, Saunders, M Lewis, P Thornhill, A • Η ερευνητική μεθοδολογία στον πραγματικό κόσμο, Grey, D • Εισαγωγή στην κοινωνική έρευνα, Babbie, E • Κοινωνική έρευνα. Μια ξενάγηση στις μεθόδους και τις τεχνικές, Adler, E Clark, R 			

14.4 4th Semester Courses

QUANTITATIVE METHODS IN DECISION MAKING I			
NUMBER: 401	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
LEARNING OUTCOMES: The aim of the course is to present the most basic quantitative methods used in decision-making and problem solving in management practice. The core of these methods is the Simplex method, for solving Linear Programming problems. Also presented are solution techniques that address special classes of linear problems, such as the transportation problem and the assignment problem. The purpose of the additional laboratory courses and practical exercises is to present the solution of Linear Programming problems with spreadsheets, to interpret the results of solving these problems, to analyze the sensitivity of the results in relation to initial hypotheses and assumptions and to demonstrate the use of spreadsheets in decision making in management practice. Upon completion of the course, students will be able to: <ul style="list-style-type: none"> • Understand the main categories of models used in business decision-making, the capabilities and limitations they offer and the categories of decisions they face. • Construct linear mathematical models that describe specific management practice problems. Identify special cases of these problems and construct linear models that have the structure of transportation or assignment problems. • Understand and effectively apply the appropriate solving technique in each case: the Simplex method, the transportation method and the Hungarian method for the assignment problem. • Interpret the solution results, recognize their sensitivity in relation to the initial assumptions and use them to make effective management decisions in practice. 			
CONTENT: Introduction. Linear Programming. The problem of transportation. The Assignment Problem. Integer Linear Programming. PRACTICE EXERCISES: Introduction to linear programming, formulating a mathematical model, formulating and solving a linear programming problem on a spreadsheet. Formulating and solving the problem of transfer to a spreadsheet. Formulating and solving the assignment problem in a spreadsheet.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Γ. Οικονόμου και Α. Γεωργίου, 2016, 'Επιχειρησιακή Έρευνα για τη Λήψη Διοικητικών Αποφάσεων', Β' Έκδοση, Εκδόσεις Μπένου. • Π. Υψηλάντης, 2015, 'Επιχειρησιακή Έρευνα, Μέθοδοι και τεχνικές λήψης αποφάσεων', 5η έκδοση, Εκδόσεις Προπομπός. • Anderson David R., Sweeney Dennis J., Williams Thomas A., Martin Kipp, 2014, 'Διοικητική επιστήμη', Εκδόσεις Κριτική. • Κολέτσος Ι., Στογιάννης Δ., 2021, 'Επιχειρησιακή έρευνα', Εκδόσεις Συμεών Καλαμαρά Έλλη. 			

FINANCIAL MANAGEMENT			
NUMBER: 402	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objective of this course is students to acquire the knowledge to make decisions at the organizational and financial level in order to manage the necessary funds required with effectiveness and efficiency for the operation and development of businesses. Upon completion of the course, students should: <ul style="list-style-type: none"> • Know the concepts of interest, compounding, terminal value and net present value. • Apply methods of evaluating investment proposals. • Prepare capital investment budgets. • Understand the capital structure of businesses. • Make decisions regarding the management of working capital 			
CONTENT: Function of financial management, evaluation of investments in conditions of uncertainty with static and dynamic methods (net present value-internal rate of return), study of the cost of capital and the capital structure. Preparation of cash flow statements and study of business working capital			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Χρηματοοικονομική Διοίκηση 2η Έκδοση, Θεωρία και Πρακτική Συγγραφείς: Δ. Βασιλείου, Ν. Ηρειώτης, Έκδοση: 2/2018 • Χρηματοδότηση Επιχειρήσεων Συγγραφείς: Θάνος Γ. Έτος Τρέχ. Έκδοσης 2017 • Εφαρμοσμένη Χρηματοοικονομική για Επιχειρήσεις Συγγραφείς: Damodaran A. Έτος Τρέχ. Έκδοσης 2013 			

LOGISTICS			
NUMBER: 403	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The purpose of the course is for students to understand how the effective organization and management of distribution channels and the supply chain of a company can significantly contribute to improving its competitiveness and increasing customer satisfaction. Teaching includes lectures, case studies and simulation games. At the same time, the course aims to understand the main characteristics, design parameters and decision areas in a supply chain, strategy selection and optimization of the value chain and logistics, efficiency measurement and inventory management, network design and the selection of storage, production and disposal points. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Understand how the effective organization and management of a company's distribution channels can significantly contribute to increasing customer satisfaction. • Understand how the effective organization and management of a company's supply chain can significantly contribute to improving its competitiveness • Be equipped with the knowledge that will allow them to choose the optimal distribution and supply strategy. • Be able to design an effective distribution channel. • Applications and mathematical modeling of problems arising during logistics management. 			
CONTENT: The content of the course includes, among others: the concept, object and importance of a distribution network, the stages of planning a distribution network, the types of conflicts and cooperation in distribution networks, the organization of sales within a distribution network, the concept and importance of physical distribution, supply chain and retail, the degree of integration of a distribution network, new technologies in the field of distribution and the objectives and strategies of a distribution network, supply chain management and organization, retail business management and organization, multi-channel development and current trends,			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Alan Harrison, Remko van Hoek Logistics Μάνατζμεντ και Στρατηγική, 2η Έκδοση, εκδόσεις Rosilli • Chopra Sunil Διοίκηση Εφοδιαστικής Αλυσίδας, 7η Έκδοση, Κωνσταντίνος Ανδρουτσόπουλος, Μιχάλης Μαντάς (Επιστ. επιμέλεια) εκδόσεις Τζιόλα • Μαρινάκης Ι. - Μύγδαλάς Α Σχεδιασμός Και Βελτιστοποίηση Της Εφοδιαστικής Αλυσίδας, εκδόσεις Σοφία. 			

SALES MANAGEMENT			
NUMBER: 404	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The aim of the Course is to convey to the students the function of sales as a complementary but distinct application of the function of Marketing. Upon completion of the course, students will be able to: <ul style="list-style-type: none"> • They plan the sales of a business selling products or providing services. • Distinguish the categories of potential buyers and apply the corresponding model for the successful sales process. • Predict the amount of sales of a business. • Organize the geographical sales areas, as well as to identify and allocate the sales "accounts" (accounts) to sellers. • Recruit, train, motivate, monitor and evaluate salespeople. • Prepare a budget to finance the sales function. • Evaluate costs in relation to the performance of the sales function. 			
CONTENT: Introductory Concepts of Sales Management and Personal Selling The sales process Forms/Types of Sales, Sales Classifications Sales forecast Sales Area Planning Determination of the Size of the Sales Force Organization of the Sales Force Recruitment, Selection and Hiring of Salespeople Cost and Performance Sales Analysis Models and Experiences Related to Performance and Satisfaction with the Work of Sellers. Monitoring and Evaluation of Sellers			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine			

communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY			
<ul style="list-style-type: none"> •Αποτελεσματική οργάνωση και διοίκηση πωλήσεων, Αυλωνίτης Γεώργιος Ι., Σταθακόπουλος Βλάσης. Interbooks, 2017. Κωδικός Βιβλίου στον Εύδοξο: 68394599 •Η Λιανική Πώληση στο Ελληνικό Επιχειρείν, Κώστας Τζωρτζάκης, εκδόσεις Rossili, 2015. Κωδικός Βιβλίου στον Εύδοξο: 50659996. •Στρατηγικό Μάνατζμεντ Λιανικών Πωλήσεων, Zentes Joachim, Morschett Dirk, Schramm - Klein Hanna, Χριστίνα Μπουτσούκη, Εκδόσεις Παπασωτηρίου, 2008. Κωδικός Βιβλίου στον Εύδοξο: 9700 •Οργάνωση και Διοίκηση Πωλήσεων , Νίκος Α. Μαυρουλέας , στον Εύδοξο: 12813290 , ISBN: 978-960-6759-66-6, ΕΚΔΟΣΕΙΣ ΝΕΩΝ ΤΕΧΝΟΛΟΓΙΩΝ 			

CONSUMER BEHAVIOR			
NUMBER: 405	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: <p>The course is a basic course in the concept of consumer behavior. The course material aims to introduce and expose students to the strategic implications of the psychological and social influences that the consumer receives during the decision-making process. It includes topics related to decision making, information processing, perceptions, product brand attachment, product involvement, measuring and changing attitudes, interpersonal influences on consumer behavior, models of consumer behavior, and applications to market segmentation, positioning, and product placement. Finally, the aim of the course is to create a theoretical outline of consumer behavior and to understand the consumer through applications of the theoretical background that governs it.</p> <p>Upon successful completion of this module, the student will be able:</p> <ul style="list-style-type: none"> • To recognize both the general subject and the methods surrounding consumer behavior. • To identify the theoretical concepts related to the psychology of the consumer. • To determine the market segmentation criteria. • To explain and analyze the process of consumer perception and learning. • To measure the effects of searching and evaluating available options on preference formation. • To examine decision-making patterns and recognize differences in the purchasing process based on different consumer patterns. • Understand the ways in which marketing strategies influence consumer behavior. 			
CONTENT: <p>Basic concepts of consumer behavior Consumer perception and learning Consumer attitudes Cultural, social, demographic factors and consumer behavior Personality, values, self-image and lifestyle Purchase decision making process Linking consumer behavior to marketing. Theory and methods of consumer market segmentation Discrete choice analysis in consumer behavior Post-purchase behavior Innovation and consumer behavior Consumer satisfaction indicators Consumer protection. Psychology and consumer behavior Case studies</p>			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Solomon M., Συμπεριφορά Καταναλωτή, Εκδόσεις Tziola, 2018 • Μπάλτας Γ., Παπασταθοπούλου Π., Συμπεριφορά Καταναλωτή: Αρχές- Στρατηγικές-Εφαρμογές, Rosili, Αθήνα,2013. • Σιώμκος Γ., Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα, 2011 			

PUBLIC RELATIONS			
NUMBER: 406	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: <p>The course seeks to describe and acquaint students with the ways in which a business or organization can build and maintain good relations with the various publics with which it relates or will relate, on an interpersonal or mass level in order to achieve its objectives. The course material aims for students to understand and be able to apply both the philosophy and the means of application of public relations.</p> <p>Upon completion of the course, students should:</p>			

<ul style="list-style-type: none"> • They have understood the concept and utility of public relations, their place within the organization and their relationship with other departments • Have become familiar with concepts related to public relations, such as audience, public opinion, publicity, as well as related concepts, such as propaganda, advertising, and be able to distinguish the differences • Know the daily activities, specifics and qualifications required for the staffing of the public relations department • Distinguish the pros and cons of departmental and external PR agencies or consultants • Have understood the philosophy and understand the importance of strategic planning and PR campaigns • Have realized how an organization can create successful relationships with the various target audience groups • Have learnt and be able to apply the basic means of applying public relations • Be able to find out what are the peculiarities and how public relations are done in non-profits • Be able to find out what are the peculiarities and how public relations are done via the internet
<p>CONTENT:</p> <p>Introduction to Public Relations Objectives and utility of public relations Public relations and other media, Department and occupations of the Public Relations Officer Strategic planning and Public Relations campaigns Establishing good relations between the organization and the audience groups Internal public relations Public Relations and Media Public Relations Application Media Public Relations in Non-Profit Organizations Internet Public Relations</p>
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>
<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • Seitel, F. (2018). Δημόσιες Σχέσεις: Θεωρία και Εφαρμογές. Αθήνα: Broken Hill. • Πυτερόπουλος Γ. (2011) Επικοινωνώ άρα υπάρχω. Ηγεσία, επικοινωνία, δημόσιες σχέσεις. Θεσσαλονίκη: Ζυγός

14.5 5th Semester Courses

QUANTITATIVE METHODS IN DECISION MAKING II			
NUMBER: 501	SEMESTER: 5th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
LEARNING OUTCOMES: The purpose of the course is to present Operational Research methods used to solve specific problems of management practice. More specifically, the course presents Network Analysis Techniques for planning and controlling large projects, multistage problems solved by Dynamic Programming techniques, quantitative models from Queuing Theory used to improve the performance of service systems and elements from Game theory, used for decision making in situations of competition or conflict. The purpose of the additional laboratory courses and practice exercises is to demonstrate the solution of the specific problems presented in theory using specialized software (such as spreadsheets), to interpret the solution results, to analyze the sensitivity of the results with respect to initial assumptions and hypotheses, and to demonstrate the use of specialized software in management decision making in practice. Upon completion of the course, students will be able to: <ul style="list-style-type: none"> • Understand basic concepts of Network Analysis used for project planning, scheduling and control, construct the activity network of a project and use the appropriate solving techniques (PERT, CPM) for planning and controlling a project. • Understand the basic concepts of Dynamic Programming, divide a multistage decision-making problem into sub-problems, formulate the recursive relationship of the problem, and determine its optimal solution. • Develop and use the basic models of Queuing Theory to represent real service systems, solve these models and calculate system performance indicators, calculate the total cost of the service system resulting from a combination of the cost of providing service and the cost of customers waiting. • Understand what a game is, give examples of using games to represent problems of competitive interdependence and solve a game using the appropriate methodology. 			
CONTENT: Project Scheduling, Dynamic Programming, Queuing Theory, Game Theory			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Γ. Οικονόμου και Α. Γεωργίου, 2016, 'Επιχειρησιακή Έρευνα για τη Λήψη Διοικητικών Αποφάσεων', Β' Έκδοση, Εκδόσεις Μπένου. • Π. Υψηλάντης, 2015, 'Επιχειρησιακή Έρευνα, Μέθοδοι και τεχνικές λήψης αποφάσεων', 5η έκδοση, Εκδόσεις Προπομπός. • Anderson David R., Sweeney Dennis J., Williams Thomas A., Martin Kirp, 2014, 'Διοικητική επιστήμη', Εκδόσεις Κριτική. • Κολέτσος Ι., Στοιγιάννης Δ., 2021, 'Επιχειρησιακή έρευνα', Εκδόσεις Συμείων Καλαμαρά Έλλη. 			

ENTREPRENEURSHIP AND ENTERPRISE PLANNING			
NUMBER: 502	SEMESTER: 5th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
LEARNING OUTCOMES: The objectives of the course are: <ul style="list-style-type: none"> • To introduce the students to the basic theoretical framework of creation and development of entrepreneurship. • To familiarize students with the conceptual framework of entrepreneurship, the content of entrepreneurship and the entrepreneurial. • To introduce students to the basic aspects of business development and the process of establishing and growing a business. • To present an integrated methodology of business plan development. Upon completion of the course students will be able to: <ul style="list-style-type: none"> • Know the procedures for establishing new businesses. • Know modern concepts and trends of entrepreneurship. • Decide on the development of new business actions taking into account various data (competition, finance, market, etc.). • Manage the financing and financial viability of new business ventures. • Develop an integrated business plan that documents the development of a new business activity. 			
CONTENT: Introduction to entrepreneurship The stages of the entrepreneurial process. Business establishment procedures. The business plan: objectives, organization and structure The business plan: business environment analysis The business plan: market research and competitive advantage determination The business plan: marketing, pricing, promotion, sales The business plan: cost analysis, financial ratios, cash flow, taxes Financial tools and alternative sources of financing			

Female entrepreneurship Social entrepreneurship Entrepreneurship development: Clusters, techno-cities, industrial areas
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Επιχειρηματικότητα και Διοίκηση Μικρών Επιχειρήσεων, Mariotti Steve - Glackin Caroline, Θερίου Γιώργος (επιμ.), Εκδόσεις Τζιόλα, 2η Έκδοση, 2016. Κωδικός Βιβλίου στον Εύδοξο: 59382671 • Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις, Storey David, Greene Francis, Χασσίδ Ιωσήφ, Φαφαλιού Ειρήνη, Εκδόσεις Κριτική, 2012. Κωδικός Βιβλίου στον Εύδοξο: 12508181

ΗΛΕΚΤΡΟΝΙΚΑ ΣΥΣΤΗΜΑΤΑ			
NUMBER: 503	SEMESTER: 5th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
LEARNING OUTCOMES: <p>The rapid development of the Internet, mobile phones, social media, technological infrastructure and electronic transactions have fundamentally changed the ways of doing business and communication between stakeholders, businesses, customers-consumers and the public body. E-business and e-commerce relate to the buying and selling of goods, services and information using electronic media, electronic communications, e-government, e-promotion of products and services, e-collaboration and strategy development. In this context, this course aims to introduce students to e-business, e-commerce and the administrative and business functions of the digital age. Students develop knowledge about E-Business and e-commerce infrastructures, e-business management and business models. They know e-business strategies and the development of online competitive advantage and organizational strategy - change management, assimilation of e-business within the organization. They study the e-business environment – legal, ethical and security issues as well as fundamentals in marketing, advertising and social media.</p> <p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the concepts of e-business and e-commerce • Recognize and describe e-business and e-commerce technologies and analyze their business significance • Understand the concept of business model, identify and describe electronic business models and their components and be familiar with examples of applications based on one or more models • Plan the operation and development strategy of an electronic business that will lead it to success • Know the basic categories of online advertising and marketing, describe how they work at a business level and evaluate techniques and strategies, the course of an advertising campaign and choose the appropriate KPIs • Describe the technologies and techniques used in modern customer relationship management (CRM) • Be aware of security technologies and services to protect privacy and electronic transaction processing services. 			
CONTENT: <ul style="list-style-type: none"> • Lesson 1: Introduction of E-BusinessQ Introductory concepts and definitions • Lesson 2: Typical examples that changed the world (Amazon, ebay, Facebook, etc.). The unique features of e-business. • Lesson 3: Technological Environment. Basic Internet Technologies and Services • Lesson 4: Domains of e-Business • Lesson 5: E-Business Business Models (Architecture, Business Players, Benefits, Revenue). Classic E-Business Business Models. • Lesson 6: E-Business Strategies (Porter, Cost Leadership, Differentiation, Focus). Strategy Evaluation • Lesson 7: Electronic Marketing. Market segmentation. • Lesson 8: Pricing. Price difference. Personalization • Lesson 9: Electronic Advertising Methods. Online Advertising Strategies. Effectiveness. • Lesson 10: Electronic Customer Relationship Management (CRM) • Lesson 11: E-business on social media and mobile devices. • Lesson 12: Electronic transaction processing and security issues • Lesson 13: Legal and ethical issues in e-business. 			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Ψηφιακές Επιχειρήσεις και ηλεκτρονικό εμπόριο, Chaffey D. • Ηλεκτρονικό Εμπόριο. Επιχειρήσεις, Τεχνολογία, Κοινωνία, Laudon, C.K. Guercio-Traver, C • Ηλεκτρονική επιχειρησιακή δράση, Βαλσαμίδης, Σ • Ηλεκτρονικό επιχειρείν και μάρκετινγκ: καινοτόμα μοντέλα σε ψηφιακό περιβάλλον, Βλαχοπούλου Μ. Δημητριάδης, Σ. 			

14.6 6th Semester Courses

OPERATIONS MANAGEMENT			
NUMBER: 601	SEMESTER: 6th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5
LEARNING OUTCOMES: The purpose of the course is to help students understand basic issues related to the design and effective management of production and service delivery systems. Design topics include product and service design, capacity planning, job design and work measurement, location selection, and lay out planning. Effective management topics includes demand forecasting, inventory management and production scheduling. After successful completion of the course, students will be able to: <ul style="list-style-type: none"> • Analyze the methodology for product and service design. To describe the factors that influence and determine the capacity of the production system. To follow the methodology of development and standardization of the work method and to determine the time required to perform a task. • Use quantitative and qualitative criteria to select the optimal location of a production system. • Manage space-planning problems, that is, problems related to the selection of the optimal layout of machines, equipment and human resources in the production area. • Use demand-forecasting methods. • Analyze problems related to inventory management. • Understand the methodology and parameters of production scheduling. 			
CONTENT: Product Planning, Capacity Planning, Work Study, Site Selection, Spatial Planning, Forecasting Methods, Inventory Planning and Control, Production Planning.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Σ. Γ. Δημητριάδης, Α. Μηχιώτης, 'Διοίκηση Συστημάτων Παραγωγής, εκδόσεις ΚΡΙΤΙΚΗ, 2007. • Jae K. Shim, Joel G. Siegel, 'Διοίκηση Εκμετάλλευσης', Εκδόσεις Κλειδάριθμος, Αθήνα 2002. 			

E-COMMERCE			
NUMBER: 602	SEMESTER: 6th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To introduce students to the concepts, trends, opportunities and critical success factors in the field of e-commerce. • To familiarize students with the ways of developing commercial activities on the internet. • To develop basic knowledge and skills in the development of e-commerce activities. • To consolidate in the consciousness of students e-commerce as an area in which they can develop a career and business activity. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Know the critical issues for the successful development of business activity in the field of e-commerce. • Know basic e-commerce concepts such as retail and wholesale e-commerce models and their characteristics. • Recognize the current trends in the field of e-commerce, especially in relation to mobile e-commerce, social e-commerce), • Understand the opportunities and risks involved in the digital world and develop strategies for developing e-commerce activities. • Understand the key business objectives and technology requirements of developing an e-commerce presence. • Plan business activities and alternative ways of presence in electronic commerce. • Recognize security risks and threats in e-commerce and know ways to protect businesses and consumers. • Understand the importance of personal data, the principles and more specific regulations of the General Data Protection Regulation. 			
CONTENT: <ol style="list-style-type: none"> 1. Introduction to e-commerce 2. Characteristics and trends of e-commerce. 3. Forms and models of e-commerce 4. E-retail models: e-retail, community provider, content provider, portal, transaction intermediary, market maker, service provider. 5. Wholesale e-commerce models: e-distributors, e-suppliers, exchanges, industry consortium, private industry networks 6. Online store development methodology: definition of goals and requirements, selection of hardware and software, system construction procedures. 7. Software Platforms and Online Store Tools 8. Mobile Online Store Development 9. Payment systems in electronic commerce 10 Security issues in e-commerce (risks and threats, security policy and system) 			

11. Customer privacy issues
12. Career opportunities in e-commerce
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Electronic Commerce, Laudon Kenneth, Traver Carol Guercio, Papasotiriou, 14th Edition, 2018 (Eudoxus Book Code: 77112547) • E-Commerce: Social Network Management and Leverage Tool, Turban Efraim, Outland Jon, King David, ISBN: 9789925576524, 1st edition, 2020, Broken Hill Publishers Ltd. • Digital Business and E-Commerce: Strategy, Implementation and Implementation, Dave Chaffey, 1st edition 2016, KLEIDARITHMOS Publications.

CORPORATE SOCIAL RESPONSIBILITY AND ETHICS			
NUMBER: 603	SEMESTER: 6th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: <p>The course material aims to demonstrate the strategic importance of socially responsible and ethical behavior for the success of businesses and the well-being of societies. It includes topics related to the concepts of business ethics and corporate social responsibility in modern reality, which includes diverse requirements, such as the need for economic efficiency and the obligation of ethical and socially responsible behavior. Finally, the aim of the course includes raising students' awareness of ethical and socially responsible behavior by businesses, either as recipients of the business's actions (e.g. consumers), or as future executives/employees of businesses.</p> <p>Upon successful completion of this module, the student will be able to:</p> <ul style="list-style-type: none"> • Recognize the concepts and distinguish the trends in the issues of business ethics and social responsibility of companies. • Recognize the forms of corporate social responsibility of businesses and to identify, describe and plan business actions that respond to them. • Recognize the forms of ethical business behavior and to identify, describe and plan business actions that respond to them. • Develop and synthesize arguments for (or against) corporate social responsibility and ethics. • Recognize, explain and manage ethical dilemmas that arise in business, using ethical theories and other models of ethical decision-making. • Manage and resolve problems that arise in the company's relationships with stakeholders. 			
CONTENT: <p>Introduction to business ethics and corporate social responsibility The concept of ethics in the context of economics and business The social responsibility of businesses Stakeholder management Introduction to moral philosophy Making ethical decisions in business Ways of developing corporate responsibility in businesses: The values and mission of the business Ways to develop corporate responsibility in business:: Ethics programs and the code of ethics Measuring and evaluating corporate ethics and social responsibility Corporate governance Corporate responsibility in the marketplace: relationships with customers and competitors Corporate responsibility within the organization: employee relations The company's relationship with the state, local communities and the natural environment.</p>			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Debbie Haski - Leventhal, Strategic Corporate Social Responsibility, Publisher: Giola, 2018 • Maria Vaxevanidou, Corporate Social Responsibility, Publisher: Stamouli SA, 2011 			

14.7 7th Semester Courses

QUALITY MANAGEMENT			
NUMBER: 701	SEMESTER: 7 th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To develop the concept and principles of Quality and in particular Quality in the practice of Management. • To demonstrate the importance of applying Quality procedures and methods in the operation, competition and sustainability of organizations and in their relations with their Customers. • To provide knowledge about the Certification of Quality Assurance Systems according to ISO, HACCP standards, etc. • To analyze the philosophy of Quality Management, its basic principles and objectives, its basic tools, its differences with the traditional management approach, its advantages and implementation methods. Emphasis is also placed on the application of Statistical Quality Control techniques aimed at verifying the ability of processes and the final product to meet specific requirements on the one hand, and on the other hand at improving outgoing quality, such as Acceptance Sampling and statistical control of the production process (Statistical Process Control, SPC). • To train students in the techniques and methods of prevention, monitoring and quality control Upon completion of the course students should be able to: <ul style="list-style-type: none"> • understand the dimension of Quality in business management. • Detect non-quality situations in business processes and use tools to record and analyze low-quality processes. • Calculate the cost of the management of quality. • Apply quality procedures in the organizations' activities/ Quality Function Deployment -QFD • Carry out statistical quality control applications to control the quality of services (public services, banks, telecommunications organizations). • Carry out an economic analysis of quality by exploring concepts such as the cost of good and bad quality, the optimal level of quality, reducing the cost of quality and quality in relation to supplier evaluation. 			
CONTENT: Fundamental concepts of Total Quality Management, Historical development of Quality - Quality models, Theoretical approaches of IOP, Quality Planning-Planning, Certification of Quality Assurance Systems, Quality Costs, Quality Control Methods and Tools, Laboratory Control, Quality Improvement Techniques and Tools, Statistical Quality Control, Examples of low cost quality			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Γ. Πάσχος και Γ. Πλουμίδης «Διοίκηση Ολικής Ποιότητας», Β Έκδοση, Εκδ. ΕΧΕΔΩΡΟΣ, 2008, Θεσσαλονίκη. • Κέφης, Β. «Διοίκηση Ολικής Ποιότητας», εκδόσεις ΚΡΙΤΙΚΗ, 2014, Αθήνα • Δερβιτσιιώτης, Κ. «Διοίκηση Ολικής Ποιότητας», Νομική Βιβλιοθήκη, 2η έκδ. Αθήνα, 2005, ISBN: 978-960-272-311-1 • Μ. Ζαβλανός Η ποιότητα στις παρεχόμενες υπηρεσίες και τα προϊόντα, , Εκδόσεις Σταμούλη Α.Ε., Αθήνα 2006, ISBN: 960-351-659-7 			

BUSINESS MODELLING			
NUMBER: 702	SEMESTER: 7 th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The purpose of the course is: <ul style="list-style-type: none"> • To introduce students to the business model concept and business modeling processes. • To present a methodology that covers all stages of business modeling, from the design of the value proposition to the evaluation and transformation of the business model. • To familiarize students with the process of business modeling. Upon completion of the course students will be able to: <ul style="list-style-type: none"> • Know the concept of the business model as a basic tool for planning business action and strategy. • Understand the concept of value proposition and the importance of business modeling for the successful planning of business actions. • Know standard business models as guides for business action, analyze them into their components and evaluate their dynamics. • Develop simple business models. • Analyze and transform business models. • Innovate in terms of the business model. 			
CONTENT: Introduction to Business Modeling The concept of business model The components of the business model			

Presentation and analysis of standard business models Business model development methodology Business environment analysis and requirements determination Value proposition design Creating a business model Business model evaluation - standardization and verification Business model transformation Business model innovation Business modeling and strategy
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Development of Business Models Osterwalder Alexander, Pigneur Yves, BROKEN HILL Publications, 1st edition, 2017. Book Code in Eudoxos: 68373077. • Business Model Innovations, Valvi Theodora, Vliamos Spyros, Karagiannis Ilias, DISIGMA Publications, 2018. Book Code in Eudoxos: 77118721.

DIGITAL MARKETING			
NUMBER: 703	SEMESTER: 7th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
LEARNING OUTCOMES: The course is a basic course in the concepts of e-marketing and social media marketing. The course material aims to introduce and expose students to the basic concepts of e-marketing, the connection of e-marketing and social media marketing with marketing strategy, the recognition of differences between traditional and digital marketing. It includes topics on Search Engine Optimization, Web Analytics, Social Media Marketing, media processing, interactive media technologies as well as an introduction to virtual and augmented reality with applications in Marketing. Finally, the aim of the course is to clarify the roles of consumers and competitors in the internet electronic market. Market and product strategies are analyzed to create a strong digital presence and the importance of properly planning, developing and maintaining a digital site is recognized. Upon successful completion of this module, the student will be able to: <ul style="list-style-type: none"> • Identify the current and major practices of Digital Marketing and Social Media Marketing. • Analyze, plan, execute and evaluate a digital marketing strategy • Distinguish and support the processes of communication channels used when engaging in digital communities. • Identify the basic tools used in Digital Marketing and Social Media Marketing • Distinguish between different types of media • Identify virtual and augmented reality technologies • Distinguish consumer personas, define marketing objectives and conduct a situational analysis as part of digital marketing planning. • Develop digital marketing strategies based on online value propositions and market/product development. • Consider digital media to create an online presence. • Recognize the value of interactive marketing communication, marketing through search engines 			
CONTENT: The digital environment and the digital marketing Consumer behavior in the digital age Market research and information management Strategic planning of digital business action Innovative business models and marketing Value creation: products, services, content Multi-channel distribution and sales Communication-projection in the digital environment The Basics of Social Media Marketing Social Media Marketing Strategy Network Structure and the Influence of Groups in Social Media Social Data Management and Metrics			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • E-Marketing - Μάρκετινγκ Στο Διαδίκτυο, Σιώμος, Γεώργιος Ι. , Τσιάνης, Ιωάννης, Εκδόσεις: Λιβάνης - Νέα Σύνορα, 2017 • Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Βλαχοπούλου Μάρω , Δημητριάδης Σέργιος, Εκδόσεις Rosili, 2014 • Οδηγός Social Media Marketing, Μαναριώτη Αγάπη, Εκδόσεις Rosili, 2019 • Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016 			

14.8 8th Semester Courses

BUSINESS STRATEGY			
NUMBER: 801	SEMESTER: 8th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of the course are: <ul style="list-style-type: none"> • To present the concepts and theories of strategy and strategic management. • To present strategic management models, techniques and tools • To highlight the importance of strategic management and cultivate strategic thinking in students. Upon completion of the course students will be able to: <ul style="list-style-type: none"> • To know the basic concepts of strategy and the modern theories of business strategy. • To apply methods, techniques and tools of strategic analysis of the internal, sectoral and external environment of businesses. • Identify and evaluate the general strategic choices of businesses. • Interpret the competitive position of businesses and choose strategies to achieve a competitive advantage. • Develop strategic thinking and plan and implement strategic actions. 			
CONTENT: Definition and key concepts of business strategy: corporate mission, vision, strategic goals, strategies. The importance of business strategy. Strategic analysis of the external environment Strategic industry analysis. Strategic analysis of the internal environment: Resource-capability theory Evaluation tools of the company's strategic position. Gaining competitive advantage: The business value chain. Types of business strategies: growth, retention, retreat strategies. Types of competitive advantage acquisition strategies: cost leadership, differentiation, focus strategy. Cooperation to achieve strategic goals: strategic alliances. Acquisitions and mergers Business strategy implementation The process of strategic planning			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Johnson, G., Scholes, K., and Whittington, Βασικές Αρχές Στρατηγικής των Επιχειρήσεων. Εκδόσεις Κριτική, 2η έκδοση, 2016. . • Στρατηγική Σκεψη και Πρακτική στον Κοσμο των Επιχειρησεων, Βασίλης Παπαδακης Εκδόσεις Ψυχογιός, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77119604 • Στρατηγικο Μαντζμεντ , Frank t. Rothaermel Εκδόσεις Rossili, 2017. Κωδικός Βιβλίου στον Εύδοξο: 68382389 			

LABOUR RELATIONS			
NUMBER: 802	SEMESTER: 8th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To convey to students the exact concept and content of labor relations • To demonstrate the role of trade unions in collective agreements and strikes • To present the full spectrum of formal and informal labor rules, deriving from laws, the Constitution, but also from labor and business customs and collective and individual labor contracts. • To identify the various aspects of industrial relations in the light of new developments and to emphasize the effects of individual elements of the organizational structure, such as work, environment, technology and organizational systems on the development of industrial relations. • To teach students about the role of industrial relations in the management of modern organizations in the context of increasing productivity and survival in the competitive environment. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Understand the factors that influence labor relations as well as the role of these factors in the successful operation of organizations. • Determine the degree of relevance of labor relations with other similar forms of relations that develop within organizations • Identify the effects of work on the psychological and physical condition of individuals • Evaluate the factors of globalization and their effects on employment • Know the role of work in shaping people's social status • Indicate the appropriate measures to deal with the adverse effects of work on workers' health • To be able to propose measures to adapt work to the requirements of technological and economic developments. 			

<ul style="list-style-type: none"> • To identify the advantages and disadvantages of various forms of organization as well as their contribution to the development of labor relations • To know the conditions of recruitment, employment and remuneration of the staff within the framework of the established labor relations.
CONTENT: Industrial relations - Concept and content, the development of scientific thinking, work and its social role, globalization and the labor market, the working environment and its effects on industrial relations, trade unions, Collective Bargaining - Collective labor contracts, workers' insurance, the trade union movement, the strike, Labor Relations in European Countries as well as in the Global environment.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Ντάνος Α. «Εργασιακές Σχέσεις και Θεσμοί», Σύγχρονη Εκδοτική, Αθήνα , 2011 • Καρακιουλάφη, Χ., « Εργασιακές Σχέσεις. Θεωρητικές προσεγγίσεις και Εμπειρικά Ζητήματα», Εκδόσεις παπαζήση , Αθήνα 2012. • Π. Φαναριώτης. « Εργασιακές Σχέσεις, Β' έκδοση», Εκδόσεις Σταμούλη, Αθήνα 2004. • Θ. Κατσανέβας. «Οικονομική της εργασίας και Εργασιακές Σχέσεις, Γ' έκδοση», εκδόσεις Σταμούλης, Αθήνα 2007.

MANAGERIAL ACCOUNTING			
NUMBER: 803	SEMESTER: 8th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course presents the framework and rules of managerial accounting, introduces the application of the rules to decision making, analyzes standard cost exclusions, the concept of equivalent units and the application of budgeting. It also describes methods of planning and controlling business activities. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Know the framework and rules of Administrative Accounting, the basic cost distinctions and cost estimation methods. • Analyze the cost-volume of activity and profit relationship. • Determine standard costs and analyze cost variances. • Know the concept of equivalent units and calculate their cost per cost period. • Apply budgeting procedures and calculate economic added value. 			
CONTENT: Framework and rules of application of Administrative Accounting, data sources, information needs of the administration. Components of business operating costs and the importance of costs in managerial decision-making. Estimation of production costs and apportionment of industrial overheads. Preparation of standard costs, calculation of variances and cost variance analysis. Economic added value and its calculation, residual income. Usefulness of budgets, types of budgets and their preparation process.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Διοικητική Λογιστική, Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ,ΚΟΥΣΕΝΙΔΗΣ ΔΗΜΗΤΡΙΟΣ, Έτος Τρέχ. Έκδοσης 2014 • Διοικητική Λογιστική, Συγγραφείς: Needles Belverd, Powers Marian, Crosson Susan , Έτος Τρέχ. Έκδοσης 2017 • Διοικητική Λογιστική, Δημητράς Α. Μπάλλας Α., Εκδόσεις Γ. Δαρδάνος- Κ. Δαρδάνος ΟΕ, 2009. • Διοικητική Λογιστική, Garrison R.H και Noreen E.,, Κλειδάριθμος, 2006. 			

14.9 Elective Courses – Specialization in Economic and Financial Management

MANAGERIAL ECONOMICS				
NUMBER: A01	SEMESTER: Autumn	TYPE: GENERAL CORE COURSE	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To introduce students to the scientific concepts of Administrative Economic Analysis, demonstrating the importance of the economic theory of applied microeconomic analysis for administrative business decisions. • To analyze the behavior of the consumer and the competitive business in the business environment of the internationalized markets. • To describe and analyze the Structure of Cost Theory, the operation of the Competitive Firm, the basic Structures of the Theories of Imperfect Competition, Business Investment Budgeting and, most importantly, the modern Pricing Technique & Policy of firms, in the basis of international goods markets and services. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • To be aware of the the major topics of Applied Microeconomic Analysis concerning the Organization and Management of Businesses and the operation of imperfectly competitive markets. • To know and understand the complex economic-technical-financial and operational content of the Administrative Economics of modern companies. • To be able to apply basic and applied mathematical principles and methods in solving business problems, in the scientific field of Administrative Microeconomic Analysis. 				
CONTENT: Introduction: Managerial Economics & Theories of International Business Business environment Consumer Demand – Elasticities – Business Supply Positive Microeconomics – Business Production Positive Microeconomics – Business Production Costs Statistical Analysis of Consumer Demand & Business Production Costs Competitive Market Structure – Imperfect Competition & Pricing International Business Competitiveness Strategies Operational Pricing Strategies Strategic Business Risk & Investment Analysis				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY 1.«Επιχειρησιακή Οικονομική», Salvatore Dominick, Κωδικός Βιβλίου στον Εύδοξο: 33074386, Έκδοση: 1η, 2012, ISBN: 978-960-01-1489-8, Γ. ΔΑΡΔΑΝΟΣ ΚΑΙ ΣΙΑ Ε.Ε. 2.«Μικροοικονομική Ανάλυση, Θεωρία & Εφαρμογές», Αθανάσινας Α., Πασχαλούδης Δ., Κωδικός Βιβλίου στον Εύδοξο: 68369686, Έκδοση: 1η, 2017, ISBN: 978-960-418-705-8, ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ & ΥΙΟΙ Α.Ε.				

FINANCIAL ANALYSIS				
NUMBER: A02	SEMESTER: Autumn	TYPE: GENERAL CORE COURSE	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: Upon completion of the course, students should be able to: <ul style="list-style-type: none"> • Know the legal forms of businesses • Regognize the financial markets and financial products • Study the expected return and risk of financial factors • Calculate asset valuation models 				
CONTENT: <ul style="list-style-type: none"> • Financial markets common and preferred shares, valuation of common and preferred shares. • Bonds, bond valuation and bond yields. Expected return and risk. • Asset valuation and portfolio risk. and capital structure and asset valuation model. 				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY <ul style="list-style-type: none"> • Σύγχρονη Χρηματοοικονομική Ανάλυση και Επενδύσεις Συγγραφείς: Δημήτριος Ν. Σουμπενιώτης, Ιωάννης Α. Ταμπακούδης Έτος Τρέχ. Έκδοσης 2017 • Χρηματαγορές Κεφαλαιαγορές και Διαχείριση Χαρτοφυλακίου Συγγραφείς: Θάνος Γ. Έτος Τρέχ. Έκδοσης 2017 • ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΗ Συγγραφείς: ANGELICO A. GROPELLI, EHSAN NIKBAKHT Έτος Τρέχ. Έκδοσης 2012 				

PRINCIPLES OF ECONOMIC THOUGHT			
NUMBER: A03	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims to describe the majors of economic thought. It includes topics related to the genesis of economic liberalism. With theories of value and distribution, economic development, and monetary issues, with general equilibrium and social welfare, with the Keynesian revolution and its consequences, with the economic role of the state and with economic justice and social choices. Finally, the aim of the course is to try to understand the way a capitalist society works and to acquire a basic theoretical background of the world of economics and economic theories through the genesis of economic science until today. Upon successful completion of this module, the student will be able to: <ul style="list-style-type: none"> • Recognize the way of genesis and development of the economic theory. • Define the evolution of economic thought as a successive series of changes in the perception and consideration of the nature of the socio-economic process • Distinguish the historical character of economic theories and the way in which real socio-economic phenomena shape the evolution of economic theory. • Define the genesis and history of the neoclassical theory with the aim of a more complete understanding and critical treatment of the taught economic theory as well as its approach as part of the history of economic theories. • Examine the relevance and usefulness of the various currents of economic thought in the classical issues of the theory of value and distribution but also in contemporary problems (unemployment, social inequalities, etc.). 			
CONTENT: <ul style="list-style-type: none"> • The Economic Revolution • Adam Smith's Wonderful World • The Bad Forebodings Of Thomas Malthus And David Ricardo • The Dreams Of Utopian Socialists • The Relentless System Of Karl Marx • The Victorian World And The Underworld Of Finance • The Primitive Society of Thorstein Veblen • The Heretical Views Of John Maynard Keynes • The Contradictions Of Joseph Schupeter • The End Of The Philosophy Of The Economic World 			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • ΧΑΙΛΜΠΡΟΝΕΡ ΡΟΜΠΕΡΤ, ΟΙ ΦΙΛΟΣΟΦΟΙ ΤΟΥ ΟΙΚΟΝΟΜΙΚΟΥ ΚΟΣΜΟΥ, Η ΖΩΗ, ΟΙ ΚΑΙΡΟΙ ΚΑΙ ΟΙ ΙΔΕΕΣ ΤΩΝ ΜΕΓΑΛΩΝ ΟΙΚΟΝΟΜΟΛΟΓΩΝ, Εκδόσεις Κριτική, 2000 • Ταξίδι στον κόσμο της οικονομίας, Galbraith, εκδόσεις Κάκτος 2000 • Οικονομικές θεωρίες και κρίσεις, Νίκος Χριστοδουλάκης, εκδόσεις Κριτική, 2015 			

GAME THEORY FOR BUSINESS			
NUMBER: A04	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: Purpose of the course in the analysis of techniques for making strategic decisions in a competitive environment. The techniques and methodologies presented aim to introduce the student to the basic concepts of game theory and to highlight their application in the analysis and planning of strategic decisions. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Understand the role and importance of game theory in making strategic decisions in a competitive environment. • Distinguish the basic categories and corresponding forms of models used in game theory. • formulate game theory models that describe real decision situations by identifying the basic elements of the game: players, strategies, payoffs. • Apply the basic solving techniques in a game and interpret the resulting solution in operational terms. 			
CONTENT: Introduction. Games with two players. Zero sum games. Pure and Mixed strategies. Maternal and Dimetrical games. Equilibrium points and sag points. minmax theorem. Solving parent games with Linear Programming. Solving bimetric games with Non-Linear Programming. Nash equilibrium and Pareto points. Hierarchy games. Stackelberg equilibrium and disequilibrium. Cross-level programming. Applications in Microeconomics and Cournot duopoly. Applications to circulation networks and Wardrop balance			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • ΠΑΙΓΝΙΑ ΚΑΙ ΛΗΨΗ ΑΠΟΦΑΣΕΩΝ, Χ.Δ. ΑΛΙΠΡΑΝΤΗΣ, S.K. CHAKRABARTI 			

COSTING AND PRICING

NUMBER: A05	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

Upon completion of the course students should be able to:

- Know the concept of cost, cost distinctions, cost components and cost measurement mechanisms.
- distinguish the costing systems, the methods of drafting technical specifications and the calculation of losses during the production process.
- know methods of counting costs in various forms and phases of the production process
- Price products and services in today's competitive economic environment.

CONTENT:

Concept of cost, cost criteria and distinctions, cost, internal and external costing, costing systems, project-order costing, cost per product unit, activity-based costing (ABC), direct and full costing, inventory valuation. Project pricing. Pricing of continuous production products. Pricing of services.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

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- ΜΗΧΑΝΟΓΡΑΦΗΜΕΝΗ ΚΟΣΤΟΛΟΓΗΣΗ ΘΕΩΡΙΑ ΚΑΙ ΠΡΑΞΗ Συγγραφείς: ΘΕΟΦΑΝΗΣ ΚΑΡΑΓΙΩΡΓΟΣ, ΑΝΔΡΕΑΣ ΠΕΤΡΙΔΗΣ ΕΚΔΟΣΗ 2015
- ΛΟΓΙΣΤΙΚΗ ΚΟΣΤΟΥΣ Συγγραφείς: ΜΠΑΛΛΑΣ ΑΠΟΣΤΟΛΟΣ, ΧΕΒΑΣ ΔΗΜΟΣΘΕΝΗΣ, ΒΛΗΣΜΑΣ ΟΡΕΣΤΗΣ ΕΚΔΟΣΗ 2017
- ΚΟΣΤΟΛΟΓΗΣΗ, ΒΙΟΜΗΧΑΝΙΚΟΣ ΛΟΓΙΣΜΟΣ (-ΔΙΟΙΚΗΤΙΚΗ) ΛΟΓΙΣΤΙΚΗ ΚΟΣΤΟΥΣ Συγγραφείς: ΦΙΛΙΟΣ ΒΑΣΙΛΕΙΟΣ ΕΚΔΟΣΗ 2016

TOPICS IN MODERN GREEK ECONOMY

NUMBER: A06	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The course proposes a review of the most important phases of the Greek economy in the light of alternative economic theories, the study of the evolution of the main macroeconomic indicators and the analysis of the main structural problems of the Greek economy. Also, through the perspective of Economic Analysis, it seeks an approach to critical and current issues facing the Greek modern reality in an environment of domestic and international economic and social crisis. The aim of the course is to acquaint the students with methodological tools through which they can analyze current economic issues.

Upon successful completion of the course, the student should be able:

- to understand the special characteristics of the Greek economy in relation to those of other European countries,
- to study and analyze through alternative interpretations the causes and effects of the most important structural problems of the Greek economy,
- to acquire the ability to critically read the issues that have arisen from the current economic crisis,
- to be able to assess the effects of the crisis on the basic parameters of the Greek economy,
- collect, analyze and synthesize data and information, using appropriate technologies;
- to search and study the Greek and foreign literature regarding the topics they have been taught and to be able to write a comprehensive paper.

CONTENT:

- Evolution of the Greek economy in the context of the European Economic and Monetary Integration.
- Industrialization and deindustrialization of the Greek economy. The main developmental lags of the Greek economy.
- Evolution of the macroeconomic dimensions of the Greek economy: income inequality and poverty, unemployment, inflation, budget deficits and debt.
- Labor devaluation and deregulation of the labor market as a consequence of the crisis.
- The role of the state and the quality of the institutions, in the development and growth of the country.
- Bureaucracy, corruption, shadow economy and immigration.
- For a national development policy. The convergence of the Greek economy, challenges and prospects

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

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- Βαϊτσος, Κ. και Β. Μισσός (2018). «ΠΡΑΓΜΑΤΙΚΗ ΟΙΚΟΝΟΜΙΑ. Εμπειρίες Ανάπτυξης, Κρίσης και Φτωχοποίησης στην Ελλάδα». Αθήνα: Εκδόσεις Κριτική.
- Κατσίκας, Δ., Φιλίπης, Κ. και Μ. Αναστασάτου (2017). «Κατανοώντας την ελληνική κρίση». Αθήνα: Εκδόσεις Παπαζήση.
- Κόλλιας, Χ., Ναζάκης, Χ. και Μ. Χλέτσος (2005). «Σύγχρονες Προσεγγίσεις της Ελληνικής Οικονομίας». Συλλογικό Έργο. Αθήνα: Εκδόσεις Πατάκη.
- Μαραβέγιας, Ν. (2015). «Η υπόσχεση της ανάπτυξης. 100 κείμενα προβληματισμού». Αθήνα: Εκδόσεις Παπαζήση.

- Παπαηλιάς, Θ. (2014). «ΟΙΚΟΝΟΜΙΑ ΚΑΙ ΚΟΙΝΩΝΙΑ. Οι εξελίξεις στην ελληνική οικονομία μεταπολεμικά». Αθήνα: Εκδόσεις Κριτική.
- Πετράκης, Π. (2011). «Η Ελληνική Οικονομία και η Κρίση: Προκλήσεις και Προοπτικές». Αθήνα: Εκδόσεις Quaestor.

INVESTMENT PROJECT ANALYSIS			
NUMBER: A07	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To present the way in which a start-up or an existing business can be developed through investment studies, development laws, and other financial instruments that constitute internal and external funding through community programs and initiatives. • To describe the investment study both at a theoretical level, analyzing the importance and role of its feasibility, as well as in practice and specifically demonstrating all the points that it must include, namely the place, the time, the products, the sales, the project financing etc. • To present the Principles of Management science, its content and theoretical framework. • To develop the ability of administrative thinking and synthesis of management principles. • To examine the action of businesses to achieve goals through the contribution of each corporate function and also the coordination of corporate functions. Upon completion of the course, students should have achieved the following learning outcomes: <ul style="list-style-type: none"> • Learning the concept of calculating risk-weighted returns • Learning the basic principles and evaluation of Collective Investment Forms. • Understanding the process of managing a portfolio of stocks, in real time and conditions. • Understanding the concepts of Modern Portfolio Management and Risk Diversification. • Learning the techniques and methods of comparative and absolute evaluation of stocks and their selection within the portfolio. • Understanding and learning how an economic and technical study describes with qualitative and quantitative data the beginning, execution, end and operation of a business plan. • Understanding how the European Union promotes specific financing strategies that complement and multiply the results of the national strategy for improving the financial environment of businesses. 			
CONTENT: The New policy of the European Union for the growth, employment and competitiveness of businesses, as shaped by the adoption of the White Paper. Community programs to improve the financial environment of businesses. business financing mechanisms in the context of structural policy. The financial policy of the European Investment Fund. Business financing through the European Investment Bank. Basic principles of collective investment management and Stock Valuation and Analysis techniques with a parallel presentation of Stock Portfolio Management Techniques. Work of Managing a Portfolio consisting of Shares, in real time and conditions			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Νικολαΐδης, Μ. «Εγχειρίδιο Εκπόνησης Οικονομοτεχνικών Μελετών», εκδόσεις Δίσιγμα ΙΚΕ, 2016, Αθήνα • Bodie, Kane, Marcus « ΕΠΕΝΔΥΣΕΙΣ », 2015, Εκδόσεις ΥΤΟΡΙΑ, Αθήνα • Καρβούνης, Σ. , Γεωργακέλλος, Δ. «Οικονομοτεχνικές Μελέτες», εκδόσεις Σταμούλη Α.Ε., Αθήνα 2010 			

COMPANY ACCOUNTING			
NUMBER: A08	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this course refer to understanding the operation of various for-profit and not-for-profit corporate organizations, the methods of incorporation, changes in the capital structure of companies and how to handle them. The tax discriminations referred to in the various categories of profit-making and non-profit-making companies. Upon completion of the course students should be able: <ul style="list-style-type: none"> • To distinguish the various forms of corporate formations. • To understand the procedures for establishing and organizing personal and capital companies • To know the procedures that govern the legal, accounting and tax operating framework of the various types of companies • To apply accounting methods regarding the establishment, operation and dissolution of companies • To understand and apply conversion techniques of personal and capital companies. 			
CONTENT: Economic unit categories Keeping accounting books-records Entities applying the IAC Sizing entities Sole proprietorship			

Limited partnership Limited Liability Companies SA Private capital company Legal persons - entities Mergers and Business Groups Intra-group transactions Accounting procedures
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> Εφαρμοσμένη Λογιστική Εταιριών Σύμφωνα με τα ελληνικά λογιστικά πρότυπα Έτος Τρέχ. Έκδοσης 2018 ΛΟΓΙΣΤΙΚΗ ΕΤΑΙΡΙΩΝ ΣΥΜΦΩΝΑ ΜΕ ΤΑ ΕΛΛΗΝΙΚΑ ΚΑΙ ΔΙΕΘΝΗ ΛΟΓΙΣΤΙΚΑ ΠΡΟΤΥΠΑ Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ Έτος Τρέχ. Έκδοσης 2015

REGIONAL ECONOMIC DEVELOPMENT				
NUMBER: A09	SEMESTER: Spring	TYPE: GENERAL	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> To demonstrate the various economic-mathematical patterns of Regional Economic Growth and Development, in a Greek, European and International context. To analyze the scientific background of Economic Growth. To describe and analyze statistical reports - research concerning the Greek economic reality, within the framework of the European Union and the European Economic Cooperation and Regional Development data, based on the international standards of economic development and regional economic and their applications . Upon completion of the course students should be able to: <ul style="list-style-type: none"> To understand the scientific weaknesses of the existence of a single and universal theory of Economic Growth. To know the wide and complex scope of the scientific subject and the existence of its multidimensional and interdisciplinary approach. To understand the need to monitor modern developments of Regional Economics and the applications of development policy in Business Administration, in order to evaluate the available options in making the relevant business decisions. To understand the need to use and systematically apply advanced mathematical and statistical methods for investment decisions. 				
CONTENT: Economic Concepts of Regional Economics Frameworks of Regional Economic Analysis Quantitative Analysis and Measurement of Regional Inequalities and Relationships. Regional Inequalities in Greece, Europe and the International Environment. Economic Theories of Regional Economic Development. Place of Business Establishment. Economic Growth and Development, in the international environment. Theoretical approaches and applications in Greece and abroad, International Business Investments and Development Impacts.				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY <ul style="list-style-type: none"> Σ. Πολύζος, «Περιφερειακή Ανάπτυξη» (Κ.Ε.: 7648530), Εκδόσεις Κριτική Α.Ε., 1η Έκδοση, Αθήνα 2011, ISBN: 978-960-218-730-2. ΠΡΟΣΘΕΤΗ ΠΡΟΤΕΙΝΟΜΕΝΗ ΒΙΒΛΙΟΓΡΑΦΙΑ Ρ. McCANN, «Αστική & Περιφερειακή Οικονομική» (Κ.Ε.: 59367874), Εκδόσεις Κριτική Α.Ε., 2η Έκδοση, Αθήνα 2016, ISBN: 978-960-586-141-4. Λ. Λαμπριανίδης, «Οικονομική Γεωγραφία» (Κ.Ε.: 22767841), Εκδόσεις Πατάκης, 2η Έκδοση, Αθήνα 2012, ISBN: 978-960-16-4618-3. 				

TOPICS IN ACCOUNTING				
NUMBER: A10	SEMESTER: Spring	TYPE: GENERAL	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims at providing students with the necessary knowledge and techniques for dealing with Special Accounting Issues, as well as specialized cases that are not fully covered by the material of the Accounting courses taught. Specifically, upon successful completion of the course, students are expected to have: Knowledge so they can: recognize the reasons and the method of dissolution and liquidation of one of the most important forms of company, the Limited Liability Company (S.A.) and understand and distinguish the differences between IFRS and IPSAS which are the				

next step for the accounting upgrade of the Public sector in Greece in the coming years.
In addition, they will have skills so they can manage various important issues in Banking accounting and apply the Greek Accounting Standards to hotel units and related activities such as tourist offices, car rental companies, catering accommodation and others.
Students will also have the ability to express an opinion on special (accounting) issues that concern accounting and auditing science.

CONTENT:

Introduction to business types and special categories
Solution and Liquidation by category (Irregularities that are not reasons for solution, Liquidators S.A.)
Public Sector Accounting (Analysis)
International Public Sector Accounting Standards (IPSAS)
Bank accounting: Overdue and Doubtful Grants
Bank accounting: Assets from Auctions
Hotel accounting: Main Courante
Hotel accounting: VAT
Intra-group transactions
Electronic invoices (my Data) – The transition
Summary on special accounting topics
Money laundering

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- 1.Γαρεφαλάκης Α., Πασσάς Ι., Ταμπουρατζή Ε., Καγιάς Π., Σπινθηρόπουλος Κ., (2020), «Ελληνικά και Διεθνή Πρότυπα Χρηματοοικονομικής Αναφοράς», Διαθέτης (Εκδότης): ΑΛΕΞΑΝΔΡΟΣ Σ. Ι.Κ.Ε.
2. Γαρεφαλάκης Α., Λεμονάκης Χ., (2019) «Ειδικά Θέματα Λογιστικής», Διαθέτης (Εκδότης): ΑΛΕΞΑΝΔΡΟΣ Σ. Ι.Κ.Ε.

AUDITING

NUMBER: A11	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The purpose of the course is for students to understand:

- The distinction between internal and external auditing, as well as the organizational function of auditing
- The possible causes of discrepancies between planned and executed activities.
- The verification methodology.
- The functional organization of the internal audit function.
- The inclusion of internal auditing in the organization of a business.
- How to prepare audit methods for all levels of the organizational operation of businesses

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

- Plan the operation of the internal audit.
- Design the operating rules of internal audit in various categories of companies, in various management systems and in various economic sectors.
- Perform individual audit activities and verifications.
- Effectively use deviation identification tools.

CONTENT:

Definition and meaning of auditing
Audit distinctions and categories of auditors
Audit project monitoring bodies
Internal control framework and internal control standards
Audit procedures
Asset control
Control of participants and securities
Inventory control
Claims control
Control of changes in net worth
Liability control
Checking provisions for risks and expenses
Control of cost of goods sold and cost of goods sold

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- ΕΛΕΓΚΤΙΚΗ ΕΣΩΤΕΡΙΚΟΣ ΕΛΕΓΧΟΣ - ΘΕΩΡΙΑ ΚΑΙ ΕΦΑΡΜΟΓΕΣ Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ,ΤΑΧΥΝΑΚΗΣ ΠΑΝΑΓΙΩΤΗΣ Έτος Τρέχ. Έκδοσης 2017
- ΕΛΕΓΚΤΙΚΗ Συγγραφείς: ΓΕΩΡΓΙΟΣ ΑΛΗΦΑΝΤΗΣ Έτος Τρέχ. Έκδοσης 2018

• Εσωτερικός Έλεγχος Συγγραφείς: Δημήτριος Βασιλείου, Νικόλαος Ηρειώτης, Μάριος Μενεξιάδης, Δημήτριος Μπάλιος Έτος Τρέχ. Έκδοσης 2017

TOPICS IN APPLIED STATISTICS

NUMBER: A12	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The course aims to acquaint the students with specific topics of statistical analysis. Upon successful completion of the course, the student should be able to:

- estimate models with more than one independent variable,
- collect and analyze a set of quantitative or qualitative data,
- perform qualitative and quantitative analysis of primary or secondary data using statistical packages;
- estimate with the use of real statistical data any relationship that exists between these data,
- manage a large amount of data to investigate and solve economic, demographic, business problems,
- search and study the Greek and foreign literature regarding the topics they have been taught and to be able to write a comprehensive statistical paper.

CONTENT:

- Empirical models of behavior analysis in management and economics: Simple and multiple linear models. Least squares method. Rate estimation. Properties of estimated coefficients, hypothesis testing, data variance estimation. Expected prices. R^2 , F test. Applications using statistical packages.
- Analysis of variance-covariance: Analysis of variance by a ranking criterion (factor)-Conditions for its application. Testing for equality of pairwise means (multiple comparisons of means) in one-criterion analysis of variance. Variation analysis according to two classification criteria (factors) - Conditions for its application. Testing for equality of pairwise means (multiple comparisons of means) in two-criteria analysis of variance. Choosing the best regression, forward, backward, stepwise methods, all possible regressions.
- Categorical data analysis: Types of categorical variables, 2x2 correlation matrices, measures of correlation in 2x2 and (rxc) correlation matrices. Linear regression with categorical independent variables.
- Nonparametric controls: Selection criteria and tradeoffs between parametric and nonparametric procedures. Hypothesis tests for 1 or 2 independent samples, hypothesis tests for 2 dependent samples, correlation tables. Basic non-parametric tests (the Wilcoxon test, the Mann-Whitney test, the Kruskal-Wallis test, etc.). Case studies and analysis of real data sets from various disciplines (Finance, Marketing, Social Sciences).
- Indicators and Official Statistics: Introduction, indicators, indicators, simple and complex figures, base, change of base, selection of items, applied indexes in Greece, consumer price indexes, wholesale sales, deflation, National Accounts-Sources of Statistics, Statistics of employment, unemployment and wages, family budget surveys.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Γναρδέλης, Χ. (2019). «Εφαρμοσμένη Στατιστική», Αθήνα: Εκδόσεις Παπαζήση.
- Δημητριάδης, Ε. (2017). «ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΜΕ ΕΦΑΡΜΟΓΕΣ ΣΕ SPSS ΚΑΙ LISREL». Αθήνα: Εκδόσεις Κριτική.
- Τζωρτζόπουλος, Π. και Α. Λειβαδά (2012). «ΑΡΙΘΜΟΔΕΙΚΤΕΣ ΚΑΙ ΕΠΙΣΗΜΕΣ ΣΤΑΤΙΣΤΙΚΕΣ». Αθήνα: Εκδόσεις Οικονομικό Πανεπιστήμιο Αθηνών.
- Aczel, A. και J. Sounderprandian (2013). «Στατιστική σκέψη στον κόσμο των επιχειρήσεων». Λευκωσία: Εκδόσεις για την ελληνική γλώσσα Broken Hill Publishers LTD.
- Field, A. (2016). «Η Διερεύνηση της Στατιστικής με τη Χρήση του SPSS της IBM». 1η Ελληνική έκδοση από την 4η Αγγλική. Αθήνα: Εκδόσεις Προπομπός.
- Keller, G. (2010). «Στατιστική για Οικονομία & Διοίκηση Επιχειρήσεων». 8η Έκδοση. Θεσσαλονίκη: Εκδόσεις Επίκεντρο.

PRINCIPLES OF BUSINESS LAW

NUMBER: A13	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The objectives of this lesson are to demonstrate both the role and importance of the law in business activities and in commercial and business transactions.

Upon completion of the course students should be able:

- To know the rules of law that regulate private legal relationships.
- To understand the legal framework that governs Public Administration as well as the administrative issues concerning the State's relations with natural and legal persons.

CONTENT:

- Introduction to Law
- Collective Business Activity of persons.
- Collective Business Activity of funds: LLC.

- Collective Business Activity of funds: S.A.
- Bankruptcy.
- Checks and promissory notes
- Dependent and Independent Work.
- Professional organizations.
- Environmental Protection.
- Consumer Protection.
- Protection of Free Competition.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Εισαγωγή στο Δίκαιο των Επιχειρήσεων [12467715], Ρόκας Ιωάννης, ISBN: 978-960-8249-77-6, Διαθέτης (Εκδότης): ΓΕΩΡΓΙΑ ΣΩΤ. ΜΠΕΝΟΥ
- Δίκαιο εμπορικής δραστηριότητας και των φορέων άσκησης της [729], Σπηλιόπουλος Οδυσσέας, ISBN: 978-960-6619-34-2, (Εκδότης): ΜΑΡΙΑ ΤΣΑΚΟΥΡΙΔΟΥ & ΣΙΑ Ο.Ε

14.10 Elective Courses – Specialization in Marketing and Management

SERVICE MARKETING			
NUMBER: B01	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p>LEARNING OUTCOMES:</p> <p>The course is a basic course in the concepts of service marketing. The course material aims to investigate the dimension of marketing in the intangible world of services. The purpose is for the student to understand how some choices, strategies and tactics can lead a service business to profitability and success. It includes topics related to the strategic issues of service marketing, service quality, customer service, the importance of employees in service businesses, the organization of service production and service processes, and product portfolio management in services, with the pricing of services, with the creation of value in the service economy and with the design of service delivery processes.</p> <p>Upon successful completion of this module, the student will be able to:</p> <ul style="list-style-type: none"> • Distinguish between products, services, consumers and markets • Manage customer interaction • Develop customer relations • Improve the quality and productivity of services • Segment service markets • Organize the distribution of services through physical and electronic channels • Manage service pricing and revenue management • Organize integrated service marketing communications • Evaluate service delivery environments 			
<p>CONTENT:</p> <ul style="list-style-type: none"> • Concept & definition of services. • Creating value in the service economy • Understanding service consumers • Positioning services in competitive markets • Service classification systems • Quality of services • Customer service • Development of services and brands • Service pricing • Marketing communication in the services • Customer relationship management and building customer loyalty • Improving the quality and productivity of services • Case studies 			
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>			
<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • Μάρκετινγκ Υπηρεσιών", Γούναρης Σ., Καραντινού Κ., Εκδόσεις Rosili, 2015 • Μάρκετινγκ Υπηρεσιών, Wirtz Jochen, Lovelock Christopher, επιμέλεια έκδοσης Γιοβάνης Απόστολος, Αθανασοπούλου Πηνελόπη, Εκδόσεις Διαιγμα, 2018 			

INTEGRATED MARKETING COMMUNICATIONS			
NUMBER: B02	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p>LEARNING OUTCOMES:</p> <p>The course seeks to analyze the ways of promotion and promotion that a business or organization has in the context of marketing. The course material aims to introduce and acquaint students with the ways in which a business or an organization can coordinate the means and methods at its disposal in order to form a clear, consistent and positive image of itself to the public and its products.</p> <p>Upon successful completion of the course, students should:</p> <ul style="list-style-type: none"> • Understand the concept, characteristics and elements of OEMs • Know and understand the differences and similarities of OEMs in relation to traditional promotion • Distinguish and understand the meaning and characteristics of advertising as a means of display and promotion • Understand and know how to develop a successful advertising campaign • Understand and know the concept, characteristics and forms of sales promotion as a promotional tool • Know and understand the concept, its characteristics and the sales process. • Know and understand the organization and management of a sales department • Understand and know public relations and the management of publicity as a means of visibility and promotion • Understand and know the characteristics and actions of direct and online marketing 			

CONTENT: The concept, characteristics and elements of integrated marketing communications Differences and similarities of integrated marketing communications with traditional promotion The strategy of integrated marketing communications Concept and characteristics of advertising Ways to develop a successful advertising campaign The creative of advertising The concept, characteristics and forms of sales promotion The concept, its characteristics and the sales process The organization and management of a sales department Public relations and publicity management as a means of visibility and promotion The concept, characteristics and actions of direct and online marketing
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Belch, G. και Belch, M. (2018). Διαφήμιση και Προώθηση: Ολοκληρωμένη Επικοινωνία Μάρκετινγκ. Θεσσαλονίκη: Τζιόλας. • Arens, W., Arens, C., Schaefer, D. και Weigold, M. (2015). Αποτελεσματική Διαφήμιση: Πώς Σχεδιάζονται και Υλοποιούνται Ολοκληρωμένες Επικοινωνιακές Καμπάνιες. Αθήνα: Rsili.

SOCIAL MEDIA COMMUNICATION				
NUMBER: B03	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims at presenting the concepts related to social media and electronic communication, that is pursued by using modern teaching methods, with case studies and presentations by executives of Greek and multinational companies dealing with electronic communication and social media. The student will be able to distinguish the forms and content of electronic communication and will be able to study, plan and develop the communication of a business or a cultural organization in social media by analyzing, synthesizing and evaluating the requirements for electronic communication and adoption of social media both in the Greek and in the global environment. The course includes topics on the role and objectives of communication, its relationship to the elements of the Marketing mix, the context in which communication operates, the forms and content of electronic communication, the study, design and development of a communication business in social media and assessing the requirements of electronic communication. Upon successful completion of this module, the student will be able: <ul style="list-style-type: none"> • To describe the features of communication and to recognize modern social media communication methods in order to be able to describe, classify and give examples of them • To explain and support explains the theories of communication. • To create a communication plan in the information and knowledge society. 				
CONTENT: <ul style="list-style-type: none"> • Digital communication • Communication models and social media • Communication strategy and social media • Social media identities and communities: • Main social media • Communication on mobile devices • The economics of social media • Case studies 				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY <ul style="list-style-type: none"> • ΚΑΒΟΥΡΑ Α (2016) ΕΠΙΚΟΙΝΩΝΙΑ ΚΑΙ ΔΙΑΦΗΜΙΣΗ ΣΤΑ ΜΕΣΑ ΚΟΙΝΩΝΙΚΗΣ ΔΙΚΤΥΩΣΗΣ, ΕΚΔΟΣΕΙΣ ΔΙΟΝΙΚΟΣ • Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016 				

ORGANIZATIONAL BEHAVIOR				
NUMBER: B04	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	BACKGROUND/	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To present and develop the basic concepts and principles of organizational behavior • To demonstrate the opportunities and possibilities offered by the application of the principles of organizational behavior in businesses 				

<ul style="list-style-type: none"> • To develop the theoretical background regarding the study of the behavior of individuals and groups in the workplace. • To present the effects of human behavior within businesses • To study behavior to increase efficiency and effectiveness <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • Present the fields of application of organizational behavior • Understand the concept of intelligence and its importance in the workplace • Recognize personality models and theories and explain the factors that determine the formation of personality • Understand why different people perceive the same stimulus differently, and explain how perception affects a person's decision-making process • Recognize positive and negative behaviors at work and understand their importance • Know the effects of work stress, the factors that affect it and the ways to deal with it • Understand the concept of learning and human resource development through effective training • Describe how groups influence individual behavior and identify the main factors that influence the behavior of a group of people • Understand the sources and causes of conflict, as well as recognize the appropriate way to resolve them • To recognize the importance of communication within an organization, as well as to indicate ways to improve it • Describe the skills that an effective leader should have • Recognize the importance of trust between leadership and employees • Know the importance of changes in organizations, as well as the ways to deal with resistance to them.
<p>CONTENT:</p> <p>Applying organizational behavior to organizations. Diversity in organizations. Attitudes and Job Satisfaction. Emotions and moods. Personality and values. Perception and individual decision-making. Urge. Leadership. Group Behavior. Collaborative groups. Intelligence, Personality, Emotional Intelligence. Prejudices and Stereotypes. Productive and counterproductive behavior in the workplace. Forms of occupational stress, factors affecting it and ways to deal with it.</p>
<p>TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)</p>
<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • Robbins, S. and Judge, T. (2018). Οργανωσιακή Συμπεριφορά: Βασικές Έννοιες και Σύγχρονες Προσεγγίσεις. Αθήνα: Εκδόσεις Κριτική. • Βακόλα Μ., Νικολάου Ι. (2012), Οργανωσιακή Ψυχολογία και Συμπεριφορά, Εκδόσεις ROSILI. • Arnold J. Randall R. (2020), Ψυχολογία της Εργασίας και Οργανωσιακή Συμπεριφορά. Εκδόσεις: BROKEN HILL PUBLISHERS LTD. • Greenberg, J. And Baron, R. (2013). Οργανωσιακή Ψυχολογία και Συμπεριφορά. Αθήνα: Εκδόσεις Gutenberg. • Χυτήρης, Λ. (2001). Οργανωσιακή Συμπεριφορά: Η Ανθρώπινη Συμπεριφορά σε Οργανισμούς και Επιχειρήσεις. Αθήνα: Εκδόσεις Interbooks.

INTERNATIONAL MANAGEMENT AND MARKETING			
NUMBER: B05	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p>LEARNING OUTCOMES:</p> <p>The objectives of this lesson are:</p> <ul style="list-style-type: none"> • To convey to students the importance of the concepts of globalization and the internationalization of markets and economies as well as the internationalization of business activities. • To present and analyze the effects of cultural values on business operations and to develop contemporary theories and practices of intercultural management • To highlight additional challenges facing international business. • To describe the advantages and disadvantages of the internationalization of the company's activities. <p>Upon completion of the course students should be able:</p> <ul style="list-style-type: none"> • To understand the concepts of globalization and internationalization, • To know the main factors of the international economic environment, as well as the role and contribution to its operation and configuration. • To understand the need to address the issues arising from national, cultural and linguistic differences and to develop relevant programs of action. • To apply the strategies available to businesses to internationalize their activities. • To develop ideas and arguments about the internationalization of businesses and their operation in international markets. 			
<p>CONTENT:</p> <p>The concept of internationalization and globalization of markets</p> <p>The International Environment: Legal, Technological, Accounting and Political Environment</p> <p>The Role of Culture in International Business</p> <p>International trade and international investment</p> <p>International Strategic Management</p> <p>Strategies for analyzing and entering into foreign markets</p> <p>International Strategic Alliances</p>			

International Marketing International Operations Management International Financial Management International Human Resources and Labor Relations Management International Financial Markets & International Organizations Ethical and Social Responsibility in International Business
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα, Ricky W. Griffin, M.W. Pustay (Δημήτρης Μανωλόπουλος, Παναγιώτα Σαπουνά - επιμέλεια) Τζιόλας, Έκδοση 8η, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77106780. • Διεθνής Επιχειρηματική Δραστηριότητα, Ball A. Donald, Geringer J. Michael, Minor S. Michael, McNett M. Jeanne, Εκδόσεις Επίκεντρο, 2014. Κωδικός Βιβλίου στον Εύδοξο: 22767619 • Η Διεθνοποιημένη Επιχείρηση τον Εικοστό Πρώτο Αιώνα, Μανωλόπουλος Δημήτριος, Μπιτζένης Αριστείδης, Εκδόσεις Interbooks, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77121323 • Ιωάννης Χατζηδημητρίου «Διεθνείς Επιχειρηματικές Δραστηριότητες». Εκδόσεις Ανικούλα , Θεσσαλονίκη 2003

TOPICS IN DIGITAL MARKETING			
NUMBER: B06	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course is a specialization of the core courses digital marketing and a continuation of the elective course digital communication media. Its main goal is the most comprehensive approach to contact with the customer through the widest set of digital channels. The subject matter of the course includes use of alternative content sources, content formats, content and purchase paths, storytelling, content management, creating trust in digital media, parallel use of multiple communication channels, sales, customer service (multi- & omni-channel), customer experience (customer experience). Upon successful completion of this module, the student will be able to: <ul style="list-style-type: none"> • Recognize the formats and process of creating digital content for different media • Distinguish the particularities of the different channels of communication, sales, customer service • Appreciate the concept of trust and ways of strengthening it in a digital environment • Put together a comprehensive and coordinated strategy and action plan 			
CONTENT: content and digital content marketing strategy use of alternative content sources, content formats content and purchase paths storytelling tailoring content to each channel content management building trust in digital media parallel use of multiple communication channels sales, customer service customer experience			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Βλαχοπούλου Μ. και Δημητριάδης Σ. (2014). Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Εκδόσεις Rosili. • Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016 			

TOURIST MARKETING			
NUMBER: B07	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course seeks to describe and acquaint students with the ways, means and methods by which businesses in the tourism industry can use the principles, techniques and methods of service marketing in order to build better relationships with consumers of the tourism product. It aims to help them understand the specifics of tourism marketing, as well as its role and importance in the development and promotion of the tourism product. Upon completion of the course, students should: <ul style="list-style-type: none"> • understand the way in which marketing is applied in tourism and the particularities of tourism marketing 			

<ul style="list-style-type: none"> • understand the importance of tourism marketing in building relationships between businesses and consumers of the tourism product • Develop a marketing strategy for tourism businesses • Form a tourism product for a business, attractive to consumers • Evaluate the ways and which media can promote a tourist product
CONTENT: The application of marketing in tourism Tourism marketing planning Tourism marketing research The analysis of the buying behavior of the tourist The tourist market The tourist product The pricing of the tourist product The distribution of tourist products The promotion of tourist products Advertising in tourism Public relations in tourism Personal selling in tourism Sales promotion in tourism
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Ηγουμένακης, Ν. (2013). Τουριστικό Μάρκετινγκ στη Θεωρία και την Πράξη. Αθήνα: Φαίδιμος. • Η Διαχείριση και το Μάρκετινγκ των Τουριστικών Προορισμών, ΧΡΗΣΤΟΣ ΒΑΣΙΛΕΙΑΔΗΣ, Εκδόσεις ΑΦΟΙ Θ. ΚΑΡΑΓΙΩΡΓΟΥ. 3η Έκδοση, 2017. Κωδικός Βιβλίου στον Εύδοξο: 68371459

SMEs MANAGEMENT			
NUMBER: B08	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To present the particularities and characteristics of Small and Medium Enterprises. • To demonstrate the role and importance of small and medium business activity for the Economy, healthy Competition, Employment. • To teach students the effective Management of Small and Medium Enterprises and dealing with their problems. • To describe and analyze basic concepts of entrepreneurship and the management of small and medium enterprises. In this context, students will familiarize themselves with important topics that are necessary for the successful creation and operation of a small and medium-sized business such as, among others, the business plan, leadership, human resource management and Marketing. <p>Upon completion of the course students should be able:</p> <ul style="list-style-type: none"> • To understand the particularities of Small and Medium Enterprises. • To be able to adapt the Management Principles to the special needs and characteristics of M.M.E • To apply differentiation strategies from large companies as well as simple management techniques and methods related specifically to organization, planning, financing, Marketing, etc.) • To know the alternative sources of financing of SMEs and their support programs. • To implement media promotion methods on the internet. • To understand the concepts of entrepreneurship as well as creativity and innovation • To develop skills related to effective leadership behavior in the context of the operation of a small and medium-sized enterprise. 			
CONTENT: Knowledge of M.M.E., the Importance and Role of M.E. development of SMEs, Modern forms of financing, marketing in small businesses, Entrepreneurship with planning, , the human power in SMEs, Digital transformation in SMEs			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Γ. Πάσχος – Ν. Γιοβάνης. «Διοίκηση Μικρομεσαίων Επιχειρήσεων», Β ΈΚΔΟΣΗ, εκδόσεις ΕΧΕΔΩΡΟΣ, Θεσσαλονίκη 2012. • Scarborough N., «Επιχειρηματικότητα και Διοίκηση Μικρομεσαίων Επιχειρήσεων» , εκδόσεις ΙΩΝ, 2016, Αθήνα • Greene, F., Storey, D. «Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις», εκδόσεις Κριτική, 2011, Αθήνα • Π.Κυριαζόπουλος-Κ.Τερζίδης. «Διοίκηση Μικρομεσαίων Επιχειρήσεων στην 3η Βιομηχανική Επανάσταση» Εκδόσεις Σύγχρονη Εκδοτική, Αθήνα 2000 			

LEADERSHIP AND CHANGE MANAGEMENT			
NUMBER: B09	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To present and develop the basic concepts of change management. • To demonstrate the opportunities and possibilities offered by the proper arrangement and handling of changes in an organization. • To provide information on the effective management of an organization when changes are attempted. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Recognize successful change and the dynamics behind it. • Recognize why there is the possibility of failure during the transformation of an organization. • Recognize how leaders' vision and strategy are developed. • Understand the importance of broadening the base of reforms. • Know how short-term results are achieved. • Recognize the techniques of consolidating the benefits and promoting further changes. • Understand how the new methods are integrated into the organization's philosophy. • Understand the implications of change management for the 21st century. 			
CONTENT: The transformation of an organization. Successful change and the dynamics behind it. The sense of necessity. The formation of the guiding coalition. Vision and strategy. The vision of change. Broadening the base of reforms. The short-term results. The benefits and further changes. New methods in the philosophy of the organization. The organization of the future. Leadership and continuous learning.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Kotter J.P., (2001). Ηγέτης στις αλλαγές, Εκδόσεις ΚΡΙΤΙΚΗ. • ΒΑΚΟΛΑ Ε. Μ., ΚΑΤΣΑΡΟΣ Κ.Κ., (2020), ΔΙΟΙΚΩΝΤΑΣ ΤΙΣ ΑΛΛΑΓΕΣ ΣΤΙΣ ΕΠΙΧΕΙΡΗΣΕΙΣ, Εκδόσεις ΕΥΓΕΝΙΑ ΑΣΤ.ΜΠΕΝΟΥ. 			

ORGANISATIONS MANAGEMENT			
NUMBER: B10	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • present the basic principles related to the administration of public organizations and their functions, as well as the main characteristics that differentiate the public sector from the private sector. • distinguish the basic elements of public organizations, their forms and to be able to distinguish the advantages and disadvantages that they have during their operation in relation to private enterprises. • evaluate and conclude which are the practices that promote the efficiency of the public sector. • propose new tactics of development and control for the correct management of the public sector. • recognize the structure, selection, appointment and evaluation procedures of the staff of public organizations. • make students aware of the obligations, limitations, rights, service changes and disciplinary offenses referred to civil servants. • distinguish the administration of the Local Self-Governing Organizations of Grade A and Grade B. • know the way of electing the elected bodies, the responsibilities and obligations of the elected bodies, as well as the members of their Councils. • make students aware of the composition and responsibilities of the main Committees operating in Grade A and Grade B Local Government Areas. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • To recognize the differences that exist between public administration and public organizations, public and private enterprises, as well as public and private administration. • Determine the way of planning by defining the objectives and the policies pursued. • Describe the organization of public organizations and the peculiarities they present. • Know the importance and the procedure, regarding the decision-making in the public sector, to deal with the current problems. • Recognize the characteristics and effectiveness of the correct and rational direction exercised, within the framework of the development policy of the organizations. The importance and development of leadership in managing the right decisions. • Determine the importance of evaluating the work of public servants. • Describe the constitution and responsibilities of the Local Self-Governing Organizations of Grade A and B. 			
CONTENT: The concept of organizations and businesses. The services provided. Differences between private and public organizations. The application of programming in public organizations. The organizational function. The process and stages for making the appropriate decisions. The decision-making bodies. The concept and the process of applying control. The applied audit techniques and the			

effectiveness of audit in public organizations. The managerial function in the public sector. The importance of leadership in Public Organizations in the functions of Administration. Planning, Responsibilities and obligations, selection and staffing, training, evaluation, rules and relevant legislation. Presentation of the structure, organization and operation of the Organizations operating in Greece. Functioning of Local Self-Government Organizations of Grade A and B.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Μουζά-Λαζαρίδη Α.Μ. (2020), Διοίκηση Οργανισμών, Εκδόσεις ΜΑΡΚΟΥ ΚΑΙ ΣΙΑ Ε.Ε.
- Κτιστάκη Σ. (2020), Εισαγωγή στη δημόσια διοίκηση, Εκδόσεις Α.ΠΑΠΑΖΗΣΗΣ ΜΟΝΟΠΡΟΣΩΠΗ ΙΔΙΩΤΙΚΗ ΚΕΦΑΛΑΙΟΥΧΙΚΗ ΕΤΑΙΡΕΙΑ.
- Δικαίος Κ. Καρμπέρης Α. Πολύζος Ν. (2017), Εκδόσεις Γ. ΔΑΡΔΑΝΟΣ - Κ. ΔΑΡΔΑΝΟΣ Ο.Ε.
- Μαντζάρης Ι. (2017), Σύγχρονο management Επιχειρήσεων και Οργανισμών, Εκδόσεις ΚΑΠΟΥΡΤΖΟΥΔΗ ΜΑΡΙΑ.
- Καταραχιά Α. Πιτόσκα Η. (2020), MANATZMENT, Εκδόσεις ΔΙΣΙΓΜΑ ΙΚΕ.

CONSUMER BEHAVIOR AND SOCIAL MEDIA

NUMBER: B11	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The course shows how social media fits into and complements the marketer's toolbox. The course material aims to combine essential theory with practical applications. It includes topics on strategic social media marketing planning, marketing communications applications, synthesizing and customizing social media data to provide deeper insights into consumer behavior.

Upon successful completion of this module, the student will be able to:

- Determine social identity
- Support the networked business world
- Describe and classify the motivations and opinions that influence social media activities
- Compose social media sections
- Manage social media for consumer research
- Evaluate social media

CONTENT:

Social Consumers
Segmentation and Targeting with Social Media
Social Identity
Networked World: The Use of Social Media
Motivations and Attitudes Affecting Social Media Activities
Social Media Sections
The Networked Community.
Social Posting
Social Media for Deeper Consumer Knowledge
The Role of Social Media in Research
Primary Research in Social Media
Social Data Management
Social Dissemination of the message

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016
- Solomon M., Συμπεριφορά Καταναλωτή, Εκδόσεις Tziola, 2018

TOPICS OF COMMUNICATION AND PUBLIC RELATIONS

NUMBER: B12	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The course seeks to enrich students' existing knowledge in business communication and public relations with specialized related topics and exercises. The course material aims for students to get to know, become familiar with, learn or deepen the ways and techniques by which the executives of an organization can communicate and build relationships more effectively and solve problems in the context of an organization's operation both with employees, as well as with public groups that belong to its external environment.

Upon successful completion of the course, students should:

- Understand the various forms of business communication
- Know and understand the characteristics and differences of interpersonal and mass communication
- Distinguish and understand the characteristics of direct and indirect communication

<ul style="list-style-type: none"> • Know and understand the forms, characteristics and techniques of verbal and non-verbal communication • Understand the ways of preventing and communicating a crisis • Know what forms of negotiation exist and how they can negotiate effectively • Understand the forms and ways of dealing with conflicts and internal confrontations in an organization • Understand what types of events exist and how they can organize them effectively • Know how to write press releases and draft business documents.
CONTENT: Forms of communication Interpersonal and mass communication Direct and indirect communication Verbal communication Non verbal communication Crisis management Negotiations Managing conflicts and internal disputes Organization of events Writing press releases and other business documents
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Κοτζαίβάζογλου, Ι και Δ. Πασχαλούδης (2008) Οργανωσιακή Επικοινωνία, Η Επικοινωνία για Επιχειρήσεις και Οργανισμούς. Αθήνα: Πατάκης. • Seitel, F. (2018). Δημόσιες Σχέσεις: Θεωρία και Εφαρμογές. Αθήνα: Broken Hill.

SPORTS MANAGEMENT AND MARKETING			
NUMBER: B13	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of the course are: <ul style="list-style-type: none"> • To show the use of sports as a marketing tool for other products. • To present the marketing of sports products. • To present emerging considerations related to both marketing and sports marketing. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Know the marketing tools (eg survey, segmentation) for sports marketing. • know the perspectives of participants and spectators as consumers of sport. • Understand marketing mix options for sports products. 			
CONTENT: Introduction and marketing through sports Market segmentation in sports management The consumer profile in sports management Sports Marketing Marketing sports teams Marketing of sporting events Emerging issues in sports marketing			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Sports Marketing, 2nd edition, by Sam Fullerton, McGraw-Hill/Irwin, 2010. (ISBN-13 978-0-07-338111-4) • Marketing: An Introduction, 8th edition, by Gary Armstrong and Philip Kotler, Pearson Prentice-Hall, 2007. 			

14.11 Elective Courses – Specialization in Information Systems and Operations Research

TOPICS IN DATA BASES			
NUMBER: C01	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of the course are: <ul style="list-style-type: none"> • To present advanced concepts of database technology that have influenced modern approaches to the representation of reality • To analyze the relationship between the representation of data at a conceptual level and their implementation in a database management system • To present the SQL language By completing the course students should be able to: <ul style="list-style-type: none"> • Develop Extended Entity-Relationship Diagrams based on descriptions and/or business documents • Recognize the advantages and limitations of design decisions underlying an Entity Relationship Diagram • Transform Extended Entity-Relationship Diagrams into well-designed relational databases • Use the SQL language to create a relational database by enforcing appropriate referential integrity constraints 			
CONTENT: Extended Entity-Relationship Diagram, main and child classes, inheritance, EDOS to Relational Database Conversion – presentation of alternative approaches analysis of features of each approach, advanced topics in SQL, demonstration of data-driven application development technique using appropriate environment software, presentation and analysis of the application.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Ε. Κεχρής «Σχεσιακές Βάσεις Δεδομένων», ΚΡΙΤΙΚΗ, 2021 • Elmasri R., Navathe S. B., Θεμελιώδεις αρχές συστημάτων βάσεων δεδομένων, έκδοση: 6η Έκδοση, ΔΙΑΥΛΟΣ, 2012 • Ramakrishnan R., Gehrke J., Συστήματα Διαχείρισης Βάσεων Δεδομένων, 3η Έκδοση, Εκδ. Τζιόλα, 2012. • Begg Carolyn, Connolly Thomas, Μια Πρακτική Προσέγγιση στο Σχεδιασμό την Υλοποίηση και τη Διαχείριση Συστημάτων Βάσεων Δεδομένων, Γκιώρδας, 2008 			
WEBSITE DESIGN			
NUMBER: C02	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The course aims to develop computational thinking, to acquire methodological skills, basic knowledge in the management and development of websites, as well as skills in the utilization and use of online applications and software tools. Students will understand the available tools used to create an effective online presence, be it personal corporate websites, organizational websites. They will use modern web design and development software. Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"> • Have a critical understanding of concepts related to the creation of websites • Have a critical understanding of the procedures to be followed for the creation and publication of websites • Compare and evaluate web development tools • Understand the basic principles and best practices of web design • Evaluate the content and usability of websites • Use website evaluation models • Design and create websites • Adapt to the developments of website design and development tools 			
CONTENT: Lesson 1: Introduction to the Internet and websites Lesson 2: Content organization, website navigation systems Lesson 3: Usability of Websites Lesson 4: Website usability study Lesson 5: Website evaluation models Lesson 6: Evaluating Websites Lesson 7: Content Management Systems (CMS) Lesson 8: Designing Websites Lesson 9-11: Developing Websites with Web Services and Open Source Software Lesson 12: Hosting and Maintenance Parameters Lesson 13: Content Personalization Technologies			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			

BIBLIOGRAPHY

- Ανάπτυξη Ιστοσελίδων με wordpress, Αγγελακη, Α. Δοβολής, Α., Μπαλατσούκος, Ν
- Διαδίκτυο, παγκόσμιος ιστός και τεχνικές προγραμματισμού, Καρακος, Α
- Προγραμματισμός στατικών και δυναμικών ιστοσελίδων, Καρακος, Α

INTRODUCTION TO PROGRAMMING**NUMBER:** C03**SEMESTER:**

Autumn

TYPE: GENERAL BACKGROUND/ CORE COURSE**LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5****LEARNING OUTCOMES:**

Upon completion of the course students should be able to:

- Know the basic programming structures
- Understand the concepts of object-oriented programming
- Draw a class diagram with the classes that make up a program and the relationships between them
- Know how to implement the class diagram they have designed in the programming language
- Recognize the advantages and limitations of alternative design decisions

CONTENT:

Introduction to Php language
 Brief overview of Html
 Introduction to object oriented programming, class diagrams,
 Creating classes in a programming language,
 Creating and using objects,
 Handle strings and numbers,
 Creating and using tables
 Heredity
 Functions
 Public and private variables
 Interaction with servers and websites.
 File management

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Larry Ullman, Εισαγωγή στις PHP 6 και MySQL5 με εικόνες, Κλειδάριθμος,
- Thomson Laura, Welling Luke, Ανάπτυξη Web Εφαρμογών με PHP και MySQL, 5η έκδοση, Γκιούρδας, 2017
- Julie C. Meloni, Μάθετε PHP, MySQL και Apache Όλα σε Ένα, 5η Έκδοση, Γκιούρδας 2014
- Vikram Vaswani, Οδηγός της PHP, Γκιούρδας, 2010
- Hughes Sterling, PHP οδηγός προγραμματισμού, Γκιούρδας.

PROCUREMENT MANAGEMENT**NUMBER:** C04**SEMESTER:**

Autumn

TYPE: GENERAL BACKGROUND/ CORE COURSE**LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5****LEARNING OUTCOMES:**

The purpose of the course is the students acquire the necessary knowledge for effective procurement management and to understand its relationship with all logistics management tasks both within the company and in the wider economic environment

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

- To carry out tasks in warehouse management, demand forecasting and supply chain response.
- To connect supply management theory with its practical application in different industries and different types of businesses.
- Gain an informed view of modern technologies and collaborative practices applied to support procurement management processes.

CONTENT:

The role of procurement in business and logistics management. Business buying behavior. Procurement decision making. The procurement process in businesses. Procurement strategies. Portfolio models for developing sourcing strategies. Supply or manufacture? (make or buy). Supplier selection and evaluation. Negotiation techniques. Ethical procurement issues. Service supplies. Public procurement.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

Διοίκηση Εφοδιασμού, Λαΐος Λάμπρος (εκδότης): humantec μ.ε.π.ε.

SUPPLY CHAIN DESIGN AND OPTIMIZATION				
NUMBER: C05	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ COURSE	CORE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The aim of the course is to cover topics related to the planning, design and operation of the supply chain for businesses and organizations. Emphasis is put on the strategic role and modern trends in supply chain management, on optimizing the level of service, on the use of quantitative methods and applications for modeling and solving complex supply chain management problems. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Understand the importance of logistics in a modern business • Know the reasons why logistics is now so important • Recognize the importance of scientific supply chain management. • Outline the Logistics strategy • Recognize Logistics costs • Demand and supply planning in a Supply Chain. • Applications and mathematical modeling of problems arising during logistics management. 				
CONTENT: Concept of Supply Chain management, Decisions in Supply Chain management, Introduction to mathematical modeling of supply chain optimization problems. Exercises and problems in modeling supply chain optimization problems				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY <ul style="list-style-type: none"> • Α. Μυγαλάς και Γ. Μαρινάκης «Σχεδιασμός και Βελτιστοποίηση της Εφοδιαστικής Αλυσίδας». Εκδόσεις Σοφία εκδόσεις Τζιολα. • Chopra S. Meindl P. ΔΙΟΙΚΗΣΗ ΕΦΟΔΙΑΣΤΙΚΗΣ ΑΛΥΣΙΔΑΣ Εκδόσεις Τζιολα 				

SERVICE SYSTEMS DESIGN				
NUMBER: C06	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ COURSE	CORE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this course are: <ul style="list-style-type: none"> • To present the concepts and special features of service systems and to highlight the challenges of designing service systems. • To highlight the main methods and modern approaches in the design and management of service systems. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Know concepts and trends in the design and management of service systems. • Understand contemporary approaches to service systems design, particularly in relation to the role of the customer, value co-creation and the importance of the customer experience. • Differentiate the needs of the provider and the customer in the design of service systems and integrate the different perspectives through a coherent design framework. • Apply alternative tools and techniques for the design of service systems that cover different perspectives and needs. • Identify problems in the design of service systems and seek and propose solutions. • Perceive and evaluate the opportunities offered by information technology in the design of service systems. 				
CONTENT: The concept of service and the characteristics of services Modern theories of Service Systems Management The role of the customer in Service systems The concept of value co-creation in Service Systems The importance of customer experience in Service Systems Product-service systems The contribution of services to the creation of competitive advantage The importance of the physical environment in servicescape design Service design from the provider side: the service blueprinting method Customer-side service design: the design of the customer experience and the customer's use of the service. An integrated Service Design framework The role of IT in service design and delivery: smart services.				
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
BIBLIOGRAPHY <ul style="list-style-type: none"> • Μάρκετινγκ Υπηρεσιών, Αυλωνίτης Γ., Τσιότσου Ρ., Γούναρης Σ., Εκδόσεις Broken Hill, 2015. Κωδικός Βιβλίου στον Εύδοξο: 50657960 • Μάρκετινγκ Υπηρεσιών, Jochen Wirtz, Christopher Lovelock, Εκδόσεις Δίαιγμα, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77118262 • This is Service Design Thinking: Basics, Tools, Cases, by Marc Stickdorn and Jakob Schneide, Wiley, 1st ed., 2012. • Service Design: From Insight to Implementation, Andy Polaine, Lavrans Løvlie, Ben Reason, Rosenfeld Media, 1st edition, 2013. 				

BUSINESS PROCESS ANALYSIS AND DESIGN			
NUMBER: C07	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this course are: <ul style="list-style-type: none"> • To present the view of business as a set of processes. • To acquaint students with analysis and design, which are part of the initial phases of systems development and management. • To introduce concepts of business process analysis and design and explain their importance in identifying problems and improving or developing new business processes. • To present modeling methods and techniques for the analysis and design of business processes. • To present the professional employment opportunities in the analysis and design of business processes. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Understand the importance of processes to achieve business goals and the importance of planning and redesigning business processes. • Know basic concepts of analysis and design of business processes and business modeling. • Know requirements analysis, data collection and business process documentation techniques. • Apply modeling techniques for the analysis and design/reengineering of processes. • Assess the effectiveness of business processes, identify problem areas of business operation and propose corrective actions and improvements 			
CONTENT: Introduction - Basic concepts of business process management Principles of business process design and redesign The subject of process analysis and design Requirements analysis: methods and perspectives The business model & the framework of business modeling Modeling use cases Entity modeling (class diagrams) Process modeling: BPMN diagrams Process modeling: sequence diagrams Practical applications of process modeling Process execution modeling: process choreography Process execution modeling: process orchestration Career opportunities in business process analysis and design			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Διαχείριση Επιχειρησιακών Διαδικασιών, Weske Mathias, μεταφρ. Βλαχοπούλου, Βεργίδης, Εκδόσεις Τζιόλας 2η Έκδοση, 2018 [77106790] • Βασικές Αρχές της Διαχείρισης Επιχειρησιακών Διαδικασιών, Dumas Marlon, La Rosa Marcello, Mendling Jan, Reijers Hajo, BROKEN HILL PUBLISHERS, 1η έκδ. 2017, [68373062] • Παναγιώτου Ν., Ευαγγελόπουλος Ν., Κατημερτζόγλου Π., Γκαγιαλής Σ., “Διαχείριση επιχειρησιακών διαδικασιών”, Κλειδάριθμος, 2013 [22769685] 			

ELECTRONIC GOVERNMENT			
NUMBER: C08	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The use of ICT in public services in combination with organizational changes and new staff skills can lead to the improvement of the provision of public services, the strengthening of democratic processes, the increase of the operational efficiency of the public sector itself at all levels, the fight against bureaucracy and corruption and the support of the policies carried out by the public sector for the benefit of the citizens. In this context, the course is an introduction to e-government and the transformation of public administration through it. It provides students with the knowledge and skills to leverage innovative applications of IT in government. It studies the technological and organizational background of e-government. It gives the knowledge for the strategic implementation of e-government projects. It studies the legislative framework, the impact of gaps and security issues in e-government environments. Upon completion of the course, students should: <ul style="list-style-type: none"> • Know in what ways the internet has changed the way the government and individual public bodies communicate with citizens • demonstrate the main problems of public administration in the information society, • present the basic functions of public administration and the redesign of administrative processes and how the internet has transformed and enhanced the democratic process 			

<ul style="list-style-type: none"> • Explore e-government models and adapt to e-government developments • Evaluates electronic services and the use of digital media by government organizations and agencies • Know the standards and interoperability of e-government applications. • Explain the importance of: knowledge management and electronic governance, e-democracy, e-participation, e-voting, electronic consultation, • discuss security and privacy issues, social acceptance of electronic processes, legal issues. • Know and use social networking sites, microblogging and other participatory web applications for the benefit of e-government.
CONTENT: Lesson 1: Introduction to e-Government: A conceptual framework Lesson 2: The e-Government Environment. Lesson 3: Interactions & E-Government Models Lesson 4: E-Government Maturity Lesson 5: Information Systems in Public Administration Lesson 6: Electronic Democracy (e-Democracy) – Electronic Voting (e-Voting) Lesson 7: Electronic participation of citizens in decision-making (e-participation) Lesson 8: Electronic Collection of Signatures (e-petitions) Lesson 9: Electronic Government 2.0 (e-government 2.0) Lesson 10: Security Issues in e-Government Environments. Lesson 11: Legal issues in the information society and e-government Lesson 12: European and National Interoperability Framework Lesson 13: E-Government Case Studies
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> • Εισαγωγή στην ηλεκτρονική διακυβέρνηση. Πομπόρτσος Α. • Ηλεκτρονική δημόσια διοίκηση. Αποστολάκης, Ι., Λουκής, Ε. και Χάλαρης Ι.

INNOVATION AND TECHNOLOGY MANAGEMENT			
NUMBER: C09	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To introduce the concepts of innovation and technology and highlight their importance in achieving business objectives. • To analyze modern innovation management models and distinguish their characteristics. • To analyze the current technological trends that are redefining the business environment and the characteristics and effects of new technologies. • To provide students with knowledge and tools for the evaluation and selection of new technologies and innovation methods. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • To know basic concepts of innovation and technology management. • Understand the importance of technology and innovation for business success and gaining strategic advantage • Distinguish the characteristics of different methods/models of innovation development and management. • To evaluate the effects that new technologies have on the operation of businesses and the working environment. • Explain the success and failure factors in innovation and technology development efforts by businesses. • Develop arguments for alternative and optimal ways of developing innovation and technology in businesses. 			
CONTENT: Introduction - Basic concepts of innovation and technology management The environment of innovation and technology management: needs, challenges, limitations. The internal and external dimension of innovation and technology management. Development modes and types of innovation development. The importance of collaboration and networking in innovation development: The Open Innovation model The strategic dimension of innovation: The disruptive innovation model. Product, process and business model innovation. The innovation management value chain. Technology development and management processes and models. Strategic management of technology development - methods of forecasting technological development Fourth Industrial Revolution: significance and characteristics The future of work			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY <ul style="list-style-type: none"> • Η στρατηγική διαχείριση της τεχνολογίας και της καινοτομίας, White Margaret A., Bruton Garry D. 1η έκδ. 2010, Εκδόσεις Κριτική. 			

Κωδικός Βιβλίου στον Εύδοξο: 11600

• Στρατηγική Διοίκηση Καινοτομίας, Tidd Joe, Bessant John, Εκδόσεις Broken, 2017.

• Καινοτομία και Επιχειρηματικότητα, Bessant J. -Tidd J., Κουλουριώτης Δημήτρης (επιμ.), Εκδόσεις ΤΖΙΟΛΑ, έκδοση 3η, 2016.

Κωδικός Βιβλίου στον Εύδοξο: 59382654

PROJECT MANAGEMENT

NUMBER: C10

SEMESTER: Spring

TYPE: GENERAL BACKGROUND/ CORE COURSE

LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5

LEARNING OUTCOMES:

The course introduces to the concepts of project management and aims at the understanding of the overall view of a project and the requirements for its effective implementation. It refers to methodologies of project management in the life cycle of a project. Finally, the aim of the course is the students' understanding of the importance of project management in the modern economy.

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

- Understand the basic and critical characteristics of the projects, their connection with general financial and operational objectives and the principles of the project life cycle.
- Understand the project management tools and techniques and how they are used to ensure successful completion of projects on time and within budget
- Distinguish the key roles in a real or case study project and to appreciate the role of the interested parties in the implementation of the project.
- Use project management methodologies to identify key elements such as critical path, dependencies and a realistic schedule.
- Analyze and calculate key project cost elements and their connection to the project schedule.
- Work with his classmates to create and present a plan in a project case study that includes project organization, allocation of key tasks, and basic project plans (Environment Analysis – Communications, Objectives, Work Structure Analysis, Scheduling, and Budget).

CONTENT:

Basic concepts. Distinguish between projects and operations. Structures and context of the project.

The phases and basic elements of project management.

Object, Project Environment. Stakeholders

Project Organizations. Teams. Roles and responsibilities

Project Scope - Work Breakdown Structure - Change Management

Project Scheduling Techniques.

Project Costing and Budgeting. Economic Evaluation of Projects

Analysis - Risk Management Plans

Project Success Criteria

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

Harvey Maylor, Διοίκηση Έργου, Εκδόσεις Κλειδάριθμος 3η έκδοση, 2005

Shtub A. Bard J. Globerson S. (2008) Διαχείριση Έργων, Διεργασίες, Μεθοδολογία και

WEB APPLICATIONS DEVELOPMENT

NUMBER: C11

SEMESTER: Spring

TYPE: GENERAL BACKGROUND/ CORE COURSE

LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5

LEARNING OUTCOMES:

Upon completion of the course students should be able to:

- Know the operation of a network application server
- Design and implement in a programming language websites that contain information and navigation menus
- Recognize the advantages and limitations of their design decisions
- Integrate into code data search commands from a database
- Display the search results in a database on the website
- Use in a program commands to add, delete and modify records in a database

CONTENT:

Html review, creating static web pages using php, using functions to connect to a database, searching for data and displaying it in a dynamic web page, web pages with options (menu). Creating an online store: the library for searching data from a database, displaying the search results in the database on a web page, inserting, deleting and modifying data stored in a database programmatically. Control and debugging techniques.

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

• Larry Ullman, Εισαγωγή στις PHP 6 και MySQL5 με εικόνες, Κλειδάριθμος,

• Thomson Laura, Welling Luke, Ανάπτυξη Web Εφαρμογών με PHP και MySQL, 5η έκδοση, Γκιούρδας, 2017

- Julie C. Meloni, Μάθετε PHP, MySQL και Apache Όλα σε Ένα, 5η Έκδοση, Γκιούρδας 2014
- Vikram Vaswani, Οδηγός της PHP, Γκιούρδας, 2010
- Hughes Sterling, PHP οδηγός προγραμματισμού, Γκιούρδας

BUSINESS INTELLIGENCE AND ANALYTICS

NUMBER: C12	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The objectives of this lesson are:

- To highlight the importance of data in making the right business decisions.
- To introduce students to the subject of business intelligence and business analytics.
- To impart knowledge of data processing and utilization for making business decisions.
- To present different techniques of analysis, processing and visualization of data, so that students gain a comprehensive understanding of the possibilities of exploiting business data.

Upon completion of the course students should be able to:

- Know basic concepts and principles of data discovery, business analytics and business intelligence.
- Apply simple techniques for developing data analysis models, processing and visualizing data.
- Decide on the type of data necessary to make the right business decisions every time.
- choose the right data processing and visualization techniques every time to solve each business problem.
- Analyze business problems through data processing and be guided to the right decisions.

CONTENT:

Introduction to business intelligence and business analytics: key concepts, benefits, challenges and limitations.

Visual and exploratory data analysis: types of charts and their characteristics.

Visual and exploratory data analysis: applications

Rules for understanding and correct interpretation of data

Knowledge discovery in data and data mining: concepts and techniques

Knowledge discovery in data and data mining: applications

Principles of problem modeling - data preprocessing

Analytical models based on association rules

Analytical models based on clustering

Analytical models based on classification

Applications of business analytics in sales and marketing (segmentation, pricing, discounts)

Business intelligence and business analytics software: features and trends

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Επιχειρηματική Ευφυΐα, Αναλυτική και Ανάλυση Μεγάλων Δεδομένων για Λήψη Αποφάσεων, Νικόλαος Ματσατσίνης, ΕΚΔΟΣΕΙΣ ΝΕΩΝ ΤΕΧΝΟΛΟΓΙΩΝ, 2020. Κωδικός Βιβλίου στον Εύδοξο: 94702117
- Επιχειρηματική Αναλυτική με Υποδείγματα και Μεθόδους Διοικητικής Επιστήμης, Asllani Arben, Broken Hill Publishers Ltd, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77110693

TOPICS IN OPERATIONS RESEARCH

NUMBER: C13	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
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LEARNING OUTCOMES:

The course deals with concepts and methodologies of Mathematical Programming and Multicriteria Decision Making. Emphasis is placed on modeling management problems using integer variables (integer programming). The introduction of the latter allows the modeling of a wide range of problems that the techniques covered in the aforementioned compulsory courses are unable to model. In addition to problems that are by their nature integral, the use of binary variables (binary variables) for the introduction of logical conditions in each mathematical program is analyzed. Special forms of combinatorial optimization problems are also discussed, such as Knapsack Problem, Traveling Salesman Problem, Set Covering Problem, etc. Brief reference is also made to the procedures for solving general integer programming problems (Branch and Bound Algorithm, Gomory Cutting Plane Algorithm). In addition, the primary objective of the course is to acquaint the students with the methodologies of multi-criteria decision analysis for making administrative decisions. Decision problems, such as those of classification, ranking, and optimal selection among a set of alternative actions, are common in the modern business environment, and the decision maker almost always has to consider multiple, conflicting, and disparate criteria. The problems, whether they concern the strategic, tactical or day-to-day business level of decision-making are complex and the ideal solution in most cases is impossible.

During the course, the effort will be for the students to understand the basic concepts of multi-criteria decision theory, and more specifically the following:

- Goal Planning (burdened, lexicographic)
- Analytic Hierarchy Process (AHP)
- Technique of Order Preference Similarity to the Ideal Solution (TOPSIS)

Upon completion of the course, students are expected to have developed the ability to solve realistic optimization problems in real time.

CONTENT:

Integer Combinatorial Optimization Knapsack Problem, Traveling Salesman Problem, Set Covering Problem, Branch and Bound Algorithm, Gomory Cutting Plane Algorithm, Classification, Ranking and Optimal Selection Problems, Goal Programming, Analytic Hierarchy Process (AHP), Technique of Order Preference Similarity to the Ideal Solution (TOPSIS)

TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)

BIBLIOGRAPHY

- Εισαγωγή στην Επιχειρησιακή Έρευνα Hamdy A. Taha:
- Συνδυαστική Βελτιστοποίηση, Ιωάννης Μαρινάκης, Αθανάσιος Μυγδαλάς

14.12 Common Elective Courses

BUSINESS STUDY			
NUMBER: K01	SEMESTER: Autumn & Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
LEARNING OUTCOMES: The objectives of this lesson are: <ul style="list-style-type: none"> • To give students the opportunity to investigate a subject of their preference by conducting an extensive business study on it. • To introduce students to scientific research. • To prepare students for the preparation of studies of scientific or business content. Upon completion of the course students should be able to: <ul style="list-style-type: none"> • Recognize problems or opportunities that need special attention and study. • Ask critical questions for scientific investigation and conduct research to answer them. • Search for information and deduce answers to critical questions. • Propose integrated solutions in relation to the issues being studied. • Articulate the results of their research by writing a business study. • Collaborate with others to gather, analyze and process information and make recommendations. • Communicate the results of their study 			
CONTENT: Defining the field of study: identifying problems and trends Understanding the field of study: Bibliographic analysis Identifying research questions. Choice of research methodology. Search content. Edit content. Developing arguments and solutions. Check arguments and solutions Writing the business study. Presentation of the business study.			
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)			
BIBLIOGRAPHY • J. David Creswell, John W. Creswell, Σχεδιασμός Έρευνας, Προσεγγίσεις Ποιοτικών, Ποσοτικών και Μικτών Μεθόδων, 1η Ελληνική από 5η Αμερικάνικη έκδοση, Προπομπός, 2019			

UNDERGRADUATE THESIS			
NUMBER: K02	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 0 / 0 / 0 / 5
LEARNING OUTCOMES: The purpose of the Undergraduate Thesis is student to learn how to plan, carry out, write and present a scientific paper, which he is likely to need in his later scientific and professional career. It will help the student to create the necessary conditions for his scientific development. In particular, students will: <ul style="list-style-type: none"> • Understand the concept, basic methods and basic processes of scientific research. • Know how to plan and carry out research activities. • Learn to utilize the bibliographic sources, developing critical thinking, in order to acquire the latest knowledge on the subject under study, as it emerges through the bibliography. • Learn how to approach and reflect on phenomena that are often encountered in the broader subject of Business Administration, gaining specialized knowledge and experience. Upon completion of the thesis course, students should be able to: <ul style="list-style-type: none"> • Identify and select current and important research issues, which will be the subject of their research study. • Set the research objectives of their research study. • Plan the methodology of the scientific research they will follow. • Carry out research activities that suit their chosen topic and methodology. • Come to research conclusions. • Write the research study (thesis). • Present the research study (thesis). 			
CONTENT: The student discusses with the supervising professor the prospect of preparing a thesis and chooses its topic. In collaboration with the supervising professor and with his guidance, he/she decides the research questions that the thesis will answer and designs the research methodology.			

Depending on the topic and the specific requirements of the research methodology, he prepares the various research activities and writes the thesis. The thesis is presented to a committee of teachers with relevant scientific expertise.
TEACHING METHODS: Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
BIBLIOGRAPHY <ul style="list-style-type: none"> •MARK SAUNDERS, PHILIP LEWIS, ADRIAN THORNHILL, «ΜΕΘΟΔΟΙ ΕΡΕΥΝΑΣ - ΣΤΙΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΤΗΝ ΟΙΚΟΝΟΜΙΑ», ΕΚΔΟΣΕΙΣ ΔΙΣΙΓΜΑ, 2η έκδοση. •J. David Creswell, John W. Creswell, "Σχεδιασμός Έρευνας, Προσεγγίσεις Ποιοτικών, Ποσοτικών και Μικτών Μεθόδων", Εκδόσεις ΠΡΟΠΟΜΠΟΣ, 2019.