



DEPARTMENT OF BUSINESS ADMINISTRATION

Terma Megnesias str., 62124 Serres – Greece

COURSES IN ENGLISH FOR ERASMUS STUDENTS

The Department of Business Administration offers the following courses in English to ERASMUS exchange students in the academic year 2024-2025.

	COURSE	Semester	Teaching per week	ECTS
203	Database Management	Spring	3	5
203	European Union Policies	Spring	3	5
301	Macroeconomics	Autumn	3	5
303	Business Information Systems	Autumn	3	5
405	Consumer Behaviour	Spring	3	5
502	Business Planning & Entrepreneurship	Autumn & Spring	3	5
602	E-commerce	Autumn & Spring	3	5
603	Corporate Social Responsibility	Spring	3	5
801	Business Strategy	Autumn	3	5
702	Business Modelling	Autumn	3	5
703	Digital Marketing	Autumn & Spring	3	5
B07	Tourist Marketing	Autumn & Spring	3	5
B11	Consumer Behaviour and Social Media	Spring	3	5
G09	Innovation & Technology Management	Autumn & Spring	3	5
G03	Service Design	Spring	3	5
K01	Research Project	Autumn & Spring	3	5
D01	Undergraduate thesis	Autumn & Spring	-	10

The Department of Business Administration has the right to postpone the teaching any course of this list at any time.

For further information please contact the Erasmus Coordinator for the Department of Business Administration:

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