



Faculty of Economics and Business  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

---

# **STUDY GUIDE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SERRES, 2023**

**EDITING GROUP**

Garyfallos Fragidis, Associate Professor

I.H.U. 2023

## Table of Contents

FOREWORD .....	1
1. THE INTERNATIONAL HELLENIC UNIVERSITY .....	3
1.1 General Information .....	3
1.2 Academic and Organizational Structure .....	3
1.3 The Serres Campus.....	5
2. THE CITY OF SERRES .....	7
2.1 Geographical and Demographic Information.....	7
2.2 Historical data .....	8
2.3 Useful links of transportation.....	8
3. THE DEPARTMENT OF BUSINESS ADMINISTRATION.....	10
4. THE UNDERGRADUATE STUDY PROGRAM .....	11
4.1 The aims of the Undergraduate Study Program .....	11
4.2 Awarded title and level of qualification .....	12
4.3 Career Prospects for Graduates .....	13
5. INFORMATION on the CURRICULUM of STUDIES.....	14
5.1 Duration of Studies.....	14
5.2 Admission and Registration .....	14
5.3 Academic Calendar .....	14
5.4 Course declaration - Renewal of registration.....	15
5.5 Institutional Personal Student Account .....	16
5.6 Academic ID Card.....	16
5.7 Teaching Aids and Resources .....	16
5.8 Course of Study .....	17
5.9 Course Recognition .....	18
5.10 Course Teaching.....	18
5.11 Course Exams.....	18
5.12 Bachelor's Diploma Thesis.....	19
5.13 Work placement (internship).....	19
5.14 Degree Grade - Declaration of Graduation .....	20
5.15 Graduate Certificate - Transcript of Records –Diploma Supplement.....	20
5.16 Diploma Supplement.....	20
6. STAFF OF THE DEPARTMENT .....	21
6.1 The Staff of the Department.....	21
6.2 Administration/Secretariat Office: Duties and working hours.....	23
6.3 Academic Advisor (Tutor) .....	23
6.4 Evaluation and Quality Assurance .....	23
7. FACILITIES.....	24

7.1	Classrooms and Learning Facilities .....	24
7.2	Teaching Labs .....	24
7.3	E-Learning.....	24
7.4	Research Laboratories .....	25
7.5	Wi-Fi .....	25
8.	THE UNDERGRADUATE STUDY PROGRAM .....	26
8.1	Table I. An Overview of the Undergraduate Study Program.....	27
8.2	Table II. Elective Courses .....	27
8.3	Undergraduate Study Program per Semester .....	29
9.	POSTGRADUATE STUDY PROGRAMS IN THE DEPARTMENT .....	33
9.1	Postgraduate study program in Business Administration .....	33
9.1.1	Goals and Objectives of the Postgraduate study program.....	33
9.1.2	The postgraduate degree awarded .....	33
9.1.3	Admissions .....	33
9.1.4	Duration.....	34
9.1.5	Courses .....	34
9.2	Postgraduate study program in Public Administration .....	35
9.2.1	Goals and Objectives of the Postgraduate study program.....	35
9.2.2	The postgraduate degree awarded .....	35
9.2.3	Admissions .....	35
9.2.4	Courses .....	35
9.3	Postgraduate study program in Hospitality and Tourism Management.....	36
9.3.1	Goals and Objectives of the Postgraduate study program.....	37
9.3.2	The postgraduate degree awarded .....	37
9.3.3	Admissions .....	37
9.3.4	Courses .....	37
10.	DOCTORAL STUDIES IN THE DEPARTMENT .....	39
10.1	Admissions .....	39
10.2	Eligibiity.....	39
10.3	Evaluation Process and Criteria .....	39
11.	SERVICES AND STUDENT WELFARE OFFICE .....	40
11.1	International Relations Office (Erasmus).....	40
11.2	Library .....	40
11.3	Student Restaurant.....	40
11.4	Student Health Care Service .....	41
11.5	Gym.....	41
11.6	Sprort and Cultural Activities .....	41
11.7	Network Operation Center (NOC) – Electronic Services .....	41
12.	INTERNATIONAL DIMENSION AND PARTNERSHIPS .....	42
12.1	Student Mobility.....	42
12.2	Staff Mobility .....	42
12.3	Academic Partners.....	43
13.	REFERENCE TO THE DEPARTMENT AND UNIVERSITY REGULATIONS .....	45

14. APPENDIX: DETAILED COURSES OUTLINE.....	46
14.1 1 <sup>st</sup> Semester Courses.....	46
14.2 2nd Semester Courses .....	51
14.3 3rd Semester Courses .....	55
14.4 4th Semester Courses .....	59
14.5 5 <sup>th</sup> Semester Courses .....	63
14.6 6th Semester Courses .....	65
14.7 7 <sup>th</sup> Semester Courses .....	67
14.8 8 <sup>th</sup> Semester Courses .....	69
14.9 Elective Courses – Specialization in Economic and Financial Management .....	71
14.10 Elective Courses – Specialization in Marketing and Management.....	79
14.11 Elective Courses – Specialization in Information Systems and Operations Research 87	
14.12 Common Elective Courses .....	95

## FOREWORD

Dear students,

The Department of Business Administration of the International Hellenic University has the mission to provide high-level education in the field of administrative sciences that prepare students for a successful career in companies and organizations of the private and public sector. The graduates of the Department enjoy the professional rights of the level 6 of the Qualifications Framework of the European Higher Education Area and the the Greek Qualification Framework, and they register with the Greek Chamber of Commerce, deal with the management of business activities and become entrepreneurs, consultants or executives in companies and organizations.

The Department has a modern curriculum, which is constantly updated in order to respond to the developments of administrative science and the evolving needs of the economy. Next to the traditional scientific fields of business administration, the curriculum encompasses through the great number of the elective courses some of the most recent trends and innovative research domains, such as digitization of the economy and society, the transformative power of the fourth industrial revolution and its applications, artificial intelligence, corporate social responsibility, business ethics, environmental management and sustainability, etc. It also emphasizes on graduates' development of entrepreneurial skills and "soft" skills and the acquisition of practical knowledge with respect to the most advantageous domains of the Greek economy, such as rural entrepreneurship, logistics, tourism, etc.

Studies in the Department of Business Administration last four years. In the first two, the students attend general and special background knowledge courses. In the third year of studies, students are required to choose their field of specialization from the following options: a) Management and Marketing, b) Economic and Financial Management, and (c) Information Systems and Operations Research.

The Department of Business Administration provides three master's degree programs: a) Master in Business Administration (MBA), b) Master in Hospitality and Tourism Management, and c) Master in Public Administration. In addition, it organizes a doctoral studies program that aims at the development of state-of-the-art research and the promotion of science.

This guide includes useful information about the structure of the Department, its human resources, its infrastructure, as well as its undergraduate and postgraduate study programs. It is prepared with the aspiraton of helping students to understand how the Department operates, as well as to facilitate and support their studies.

The President of the Department

Iordanis Kotzaivazoglou

Associate professor



# 1. THE INTERNATIONAL HELLENIC UNIVERSITY

## 1.1 General Information

The International Hellenic University (IHU), based in Thessaloniki, was founded in 2005 (Law 3391/2005, Government Gazette 240/A'/2005) and is organized and operates as a Higher Educational Institute (HEI) in the university sector, in accordance with Law 4485/2017 (Government Gazette 114/A'/2017). With Law 4610/2019 (Government Gazette 70/A'/7-5-2019), seven (7) Schools were established therein with corresponding Departments in each of them.

Additionally, inside the IHU, there is a University Center for International Studies, also based in Thessaloniki, which operates as an academic unit of the institution. The following Departments are established at the University Center for International Studies:

a) Humanities, Social and Economic Sciences, which is part of the School of Humanities, Social and Economic Sciences.

b) Science and Technology, which is part of the School of Science and Technology

The above Departments and Administrative services are located in four campuses in different cities of Northern Greece: Themi (where the University headquarters is also located), Sindos, Serres and Kavala.

## 1.2 Academic and Organizational Structure

According to the current legislation, the University is subdivided into Schools, which cover a set of related scientific disciplines, so that the necessary coordination for the quality of the education provided can be ensured. A School is subdivided into individual Departments which also constitute the basic academic units. The units in question cover the subject of a specific scientific field and award the corresponding degree/diploma. The Schools of the International Hellenic University - with their Departments - are as follows:

SCHOOLS	DEPARTMENTS
<b>SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION (Thessaloniki)</b>	<ul style="list-style-type: none"><li>• Department of Business Administration (Serres)</li><li>• Department of Economic Sciences (Serres)</li><li>• Department of Supply Chain Management (Katerini)</li><li>• Department of Accounting and Finance (Kavala)</li><li>• Department of Business Administration, Marketing and Tourism (Thessaloniki)</li><li>• Department of Accounting and Information Systems (Thessaloniki)</li><li>• Department of Management Science and Technology (Kavala)</li></ul>
<b>SCHOOL OF SOCIAL SCIENCES (Thessaloniki)</b>	<ul style="list-style-type: none"><li>• Department of Library, Archive and Information Science (Thessaloniki)</li><li>• Department of Early Childhood Education and Care (Thessaloniki)</li></ul>
<b>SCHOOL OF HEALTH SCIENCES</b>	<ul style="list-style-type: none"><li>• Department of Biomedical Sciences (Thessaloniki)</li></ul>



<b>(Thessaloniki)</b>	<ul style="list-style-type: none"> <li>• Department of Nutritional Sciences and Dietetics (Thessaloniki)</li> <li>• Department of Midwifery Science (Thessaloniki)</li> <li>• Department of Physiotherapy (Thessaloniki)</li> <li>• Department of Nursing (Thessaloniki)</li> <li>• Department of Nursing (Didymoteicho Branch)</li> </ul>
<b>SCHOOL OF ENGINEERING (Serres)</b>	<ul style="list-style-type: none"> <li>• Department of Industrial Engineering and Management (Thessaloniki)</li> <li>• Department of Environmental Engineering (Thessaloniki)</li> <li>• Department of Information Technology and Electronic Engineering (Thessaloniki)</li> <li>• Department of Computer, Informatics and Telecommunications Engineering (Serres)</li> <li>• Department of Surveying and Geoinformatics Engineering (Serres)</li> <li>• Department of Mechanical Engineering (Serres)</li> <li>• Department of Civil Engineering (Serres)</li> </ul>
<b>SCHOOL OF DESIGN SCIENCES (Serres)</b>	<ul style="list-style-type: none"> <li>• Department of Creative Design and Clothing (Kilkis)</li> <li>• Department of Interior Architecture (Serres)</li> </ul>
<b>SCHOOL OF SCIENCES (Kavala)</b>	<ul style="list-style-type: none"> <li>• Department of Computer Science (Kavala)</li> <li>• Department of Physics (Kavala)</li> <li>• Department of Chemistry (Kavala)</li> </ul>
<b>SCHOOL OF GEOSCIENCES (Drama)</b>	<ul style="list-style-type: none"> <li>• Department of Agricultural Biotechnology and Oenology (Drama)</li> <li>• Department of Agriculture (Thessaloniki)</li> <li>• Department of Forestry &amp; Natural Environment (Drama)</li> <li>• Department of Food Science and Technology (Thessaloniki)</li> </ul>
<b>SCHOOL OF HUMANITIES SOCIAL SCIENCES AND ECONOMIC STUDIES (Thessaloniki)</b>	<ul style="list-style-type: none"> <li>• Department of Humanities Social Sciences and Economic Studies (Thessaloniki)</li> </ul>
<b>SCHOOL OF SCIENCE AND TECHNOLOGY (Thessaloniki)</b>	<ul style="list-style-type: none"> <li>• Department of Science and Technology (Thessaloniki)</li> </ul>

The administrative bodies of each School are the Deanery and the Dean.

The Deanery of each School consists of:

- The Dean,
- The Presidents of the Departments, and
- Representatives of Special Technical Laboratory Staff (E.TE.P.), Special Teaching Laboratory Staff (E.D.I.P.), and students.

The Department is managed by:

- the Department's Assembly
- the Management Board, and
- the President of the Department

The Assembly of the Department is made up of the Educational Staff members of the Department, the technical staff representatives, undergraduate and postgraduate students.

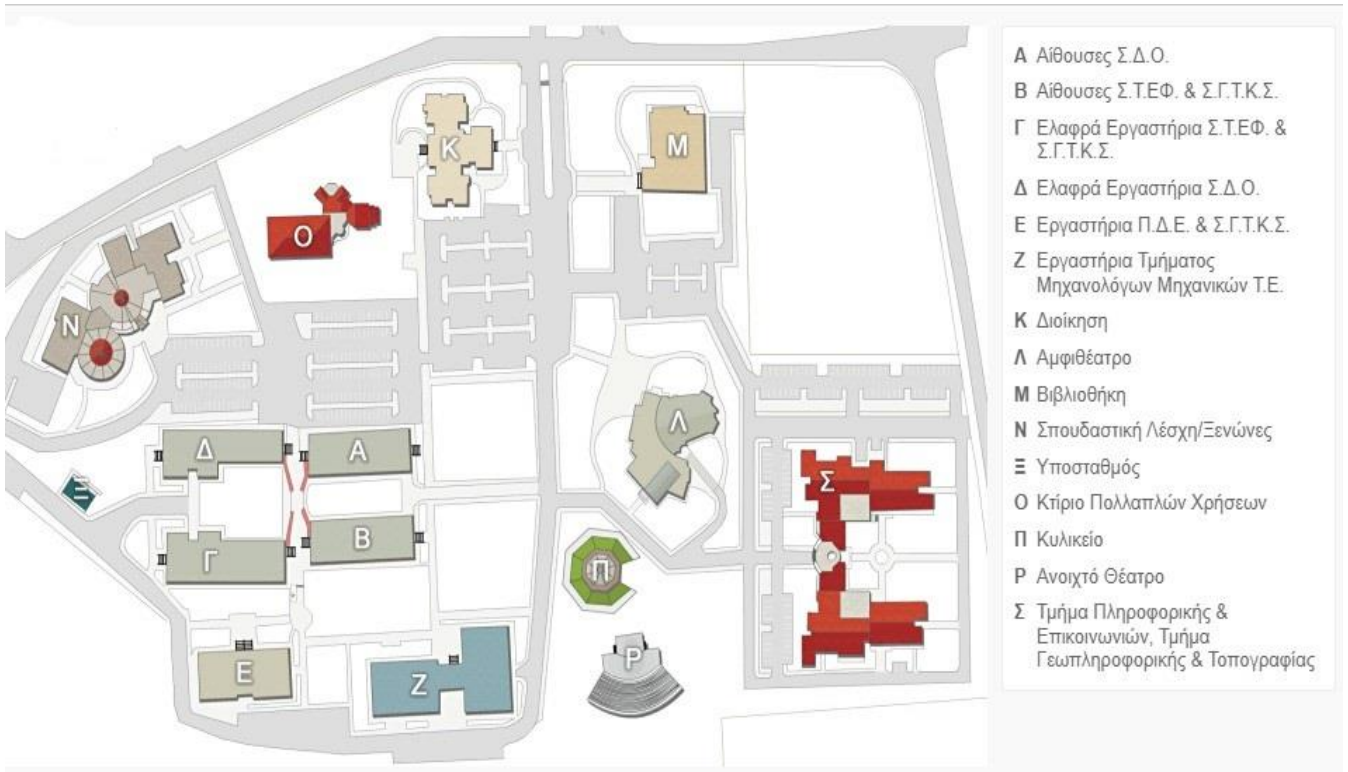
The Assembly and the President of the Department consist the Bodies of the Departments' (established) directions (Sectors) - where they exist. The Assembly is made up of the Educational Staff members of each course and of student representatives.

### 1.3 The Serres Campus

The Department of Business Administration is located at the Serres Campus, in the city of Serres, the capital of the homonymous prefecture. The Serres Campus covers an area of 250,000 sq.m. It was created in 1993 and is located on the outskirts of the city of Serres, about 1.5 km from the city center.

It has modern building facilities in a beautiful surrounding area, which include:

- Seven main buildings for conducting educational activities (classrooms, auditoriums, laboratories, teachers' offices and other rooms and spaces).
- The Administration building, where the Secretariats and other Administrative services are housed.
- The Library building.
- The Multipurpose building.
- The Gym, which is equipped with sports equipment and outdoor sports areas.
- The Conference Center (with 2 auditoriums and one meeting room) that is used for conferences, artistic and cultural events.
- The Open Amphitheater for artistic and cultural events.
- The Student Restaurant and the Student Club.
- The Hostel - available to incoming Erasmus students.
- The Canteen.



Map of the Serres Campus



Pictures from the Serres Campus

## 2. THE CITY OF SERRES

### 2.1 Geographical and Demographic Information

The city of Serres, capital of the homonymous prefecture, has a population of approximately 60,000 inhabitants, according to the 2021 census, and is the second largest city in Macedonia. It is located 89 kilometers away from Thessaloniki. It has a good road network, as the highway 25 connects the city with Thessaloniki, with the Egnatia Odos and with the Greek-Bulgarian borders (Promachon), as well as a railway network that connects Serres with Thessaloniki (to the South) and Alexandroupolis (to the east).

Serres provides many opportunities for tourism and entertainment. The attractions and tourist destinations include: the park of the Agioi Anargyri valley, the Acropolis ("Koulas") which offers a wonderful panoramic view of the city, the suburb of Agios Ioannis, the ski resort of Lailia (just 20 km north of the city), the cave of Alistrati, the forts of Rupel in the north of the region, the Monastery of Timios Prodromos, the Monastery of Panagia Eikosifonissa, museums (the Museum and the Heritage Office of the Diocese of Serres, the Archaeological Museum, the Folklore Museum of Sarakatsani, the Folklore Museum of Vlachs, the Museum of Natural History, the Museum of Contemporary Art - "Konstantinos Xenakis" Gallery), churches and Byzantine monuments (St. Theodori, St. Nicolas in the Acropolis), Ottoman monuments (the Mehmet Bey or Ahmet Pasha Mosque, the Bezesteni, the Gingerli Mosque and the Mustafa Bey Mosque), etc. Serres Motorway offers opportunities for motor sports. The commercial center of the city gathers a large number of local products, many shops, restaurants, banks, hotels, cinemas and sports centers. Many events are organized in the city, including concerts, theater performances, sports matches and art exhibitions.

The region of Serres is located in Central Macedonia. It borders to the east with the regions of Drama and Kavala, to the west with the region of Thessaloniki and Kilkis and to the north with Bulgaria and North Macedonia. The total area of the region of Serres amounts to 3,790 square kilometers, i.e. approximately 4% of the total area of Greece. It has a population of approximately 165,000 people according to the 2021 census.

The region of Serres is one of the lowest regions in Greece, as 48% of its area is characterized as lowland/ semimontane. It is surrounded by the Kerkini - Vertikos - Kerdylia mountain ranges to the west, the Orvilos - Menoikio mountain ranges to the east, the Pangaio mountain to the southeast, while the Lailia massif dominates in the north. The region of Serres is crossed by the river Strymonas, which originates in the mountains of Bulgaria and flows into the Strymonikos gulf, with Aggitis river being its main tributary in the eastern part of the region of Serres.

The region has remarkable natural wealth. A brilliant example is the enchanting wetland of Lake Kerkini, which offers food, shelter and protection to migratory birds and in general to many many species of flora and fauna.



## 2.2 Historical data

Serres appears in history for the first time at the beginning of the 5th BC. century. Herodotus mentions it as "Sirris" and "Paioniki", while he calls the inhabitants "Sirropaiones". The oldest epigraphic monument that preserves the writing "Sirraion polis" (i.e. town of the people of Sirris) is from the Roman era and today it is exhibited in the Archaeological Museum of Serres. In Roman times, the Egnatia road crossed Amphipolis, which was designated as the capital of the first Macedonian province under the Roman rule. A significant number of Macedonian tombs of great archaeological value have been discovered in the area.

From the 8th century AD. the city acquires a leading role in Greek history and is considered the most important one in the area between Nestos and Strymonas. The Byzantine authors call it, among else, "great and wonderful city", "excellent" and "metropolis". In the Byzantine years it was a great center of icon painting, with the famous monastery of Ioannis Prodromos, founded in 1276, being of utmost importance. Today the visitors of the monastery of Ioannis Prodromos can see frescoes dating back to the 14th century.

The city of Serres was captured by the Turks in 1383 and was occupied for 530 years. During the last centuries of the Turkish rule, the city was developed into a unique center of export trade. Cereals, textiles and especially cotton from Serres were directed to the international markets, while traders from all over Europe visited the city. At the same period, education flourished in the region. The educational development was further boosted by the establishment of the Macedonian Association in 1870 and the Teaching School in 1872, the first similar school throughout European Turkey and Greece.



## 2.3 Useful links of transportation

The city of Serres is served by road and rail links; also, it is directly connected by bus lines to the following cities:

- Thessaloniki (87 km.), with a bus departing every hour from 6 a.m. to 9 p.m. The duration of the route is approximately 1.5 hours.
- Athens (587 km.) with three bus departures daily.
- Kavala with two bus departures daily.
- Drama with three bus departures daily.
- Alexandroupolis with two bus departures daily.

- with Sofia, Bulgaria.

Further information: KTEL Serres, URL: <http://www.ktelserron.gr>, e-mail: [ktelserres@gmail.com](mailto:ktelserres@gmail.com), Serres tel.: 23210-22822, Thessaloniki tel.: 6943558800, Athens tel.: 210-5120212

Serres is connected by rail to Kilkis, Drama, Xanthi, Komotini and Alexandroupoli. For further information: <https://tickets.hellenictrain.gr/dromologia/>

### 3. THE DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration of the International Hellenic University was established in May 2019 by Law 4610 (Government Gazette 90/A'/07-05-2019) and it is a successor of the Department of Business Administration of the Technological Education Institute of Central Macedonia, which was initially established in 1983.

The *mission* of the Department is the advancement of science and education in the field of Business Administration and its sub-domains.

The *purpose* of the Department refers to the development of scientific knowledge in the field of Business Administration so that the following key objectives can be achieved:

- a) provision of high-quality education to students.
- b) production of scientific knowledge.
- c) support of the economic and social development at local, regional and national level.

The *vision* of the Department is to create a modern academic Department that promotes scientific knowledge and research in the field of Business Administration and contributes to the educational, research and economic development needs of the country. The Department aspires to train young scientists who will be able to cope with the complex demands of the modern, dynamic and rapidly changing business environment, utilizing the knowledge and skills they will acquire during their studies. The Department also aspires to contribute to the promotion of scientific knowledge and the economic and social development of the country.



View of the Department's main building

## 4. THE UNDERGRADUATE STUDY PROGRAM

### 4.1 The aims of the Undergraduate Study Program

Business Administration is a modern scientific field that is related to economic science and aims, in general, to study the operation of business organizations as primary economic and production entities in the modern era. In particular, Business Administration develops and uses scientific knowledge and tools to analyze, understand and resolve business problems and other issues that arise from the role and the operation of business organizations in the society.

Business Administration is one of the classic and most dynamically developing scientific fields in the broader field of economics and management sciences. For this, Departments of Business Administration exist practically in almost every School of Economics and Business in the world.

Studies in Business Administration address the needs of economic and business development and they are among the most popular worldwide, both at undergraduate and postgraduate levels. Studies in Business Administration aim to develop knowledge and skills in matters of business organization (for example, the creation of businesses, the development of business systems, the organization of business structures and processes, etc.) and management of business issues (for example, management of relations with customers and markets, management of organizational and human resources in businesses, financial management, accounting management, management of natural resources and management of the relations with society, etc.).

The basic scientific fields and research domains addressed by the Department through the Study Program include, among others, the following:

#### *Scientific field: Management*

- Organizational Management
- Human Resource Management
- Industrial Relations - Health and Safety
- Business Strategy and Competition
- Innovation Management
- Environmental Management

#### *Scientific field: Marketing*

- Marketing Basics
- Digital Marketing
- Marketing of Services and Tourism
- Consumer behavior
- Communication and Public Relations

#### *Scientific field: Economic Analysis*

- Microeconomic theory
- Macroeconomic theory



- Applied Mathematics & Business Research
- Applied Econometrics & Statistics

*Scientific field: Information Systems*

- Analysis and design of information systems
- Electronic businesses
- Information Technology and Internet
- Applied Computer Science
- Business Information Systems for Decision Making
- Development of Information Systems and Online Applications

*Scientific field: Production Systems Management*

- Organization and Management of Production Systems
- Supply Chain Management and Optimization
- Project Management.
- Total Quality Management
- Optimization of Administrative Decision-Making

*Scientific field: Finance and Accounting*

- Financial Accounting
- Administrative Accounting and Cost Accounting
- Auditing
- Financial Management
- Financial Analysis

## 4.2 Awarded title and level of qualification

The Study Program addresses to students who seek career in organizations as managers or want to become entrepreneurs. They acquire knowledge and develop skills for the organization and management of business activities and decision making concerning operational and strategic issues of organizations.

Upon completion of their studies, the students are awarded a Bachelor Degree in Business Administration, which refers to level 6 of the Greek Qualification Framework and the Qualifications Framework of the European Higher Education Area.

The Study Program follows the European Credit Transfer System. The learning outcomes adopt the principles and apply the specifications of the National Qualifications Framework and refer to the following:

- To transmit the general knowledge of the theories of Business Administration in the context of a broader university education.
- To develop a global way of thinking that takes into account the international, technological, environmental and social challenges that business organizations face today.

- To introduce students to the scientific methods and techniques used to analyze business problems and make managerial decisions.
- To equip students with specialized knowledge and skills in order to to manage effectively the contemporary issues and to plan and implement innovative courses of actions.
- To develop self-awareness, self-confidence, responsibility and integrity to students.
- To enable students to plan flexibly their study program by choosing one or two areas of specialization (major and minor).
- To prepare students for professional careers, as self-employed, as managers in private or public sector organizations or as entrepreneurs.
- To prepare students for further studies in postgraduate level (level 7) or in doctoral level (level 8).

### 4.3 Career Prospects for Graduates

The graduates can be employed in all types and sizes of private and public sector organizations to work in their areas of expertise and they can make progress in all levels of the organizational hierarchy. In particular, depending on the experience and additional knowledge and skills they have accumulated through their studies, they have the following career opportunities (indicatively):

- As business executives in private sector companies and public sector or governmental organizations, with responsibilities related to planning, organizing, guiding and controlling administrative operations.
- As entrepreneurs, setting up their own businesses or taking over the management of family businesses.
- As business consultants in topics related to business administration and management (e.g. human resource management, communication and public relations, financial management, accounting and tax issues management, market research and sales development, quality assurance, innovation and research management, operations management, information systems management, strategic management and business planning, etc.).
- As researchers in research organizations or the research and development departments of business organizations, in topics related to business administration and management (see above).
- As teachers at all levels of education (secondary, post-secondary, thertiary education).

In addition, the graduates of the Department of Business Administration can register as members in the Greek Chamber of Commerce, in order to obtain a license to practice the Economic Profession and the profession of accountant-tax technician.

## 5. INFORMATION on the CURRICULUM of STUDIES

### 5.1 Duration of Studies

The Undergraduate Studies Program (USP) includes courses that correspond to 240 ECTS (at least) and lasts four (4) academic years. In each academic year, students choose courses that involve educational activities that correspond to 60 ECTS.

The courses of the USP are organized in semesters. The maximum duration of study is 12 semesters (8 semesters as normal study period plus 4 semesters of extended study period). After the completion of the maximum period of study, students are deregistered.

Students who have not exceeded the maximum duration of study may interrupt their studies for a period of 4 semesters maximum. The right to interrupt studies may be exercised once or partially, for a period of at least one (1) academic semester, but the duration of the interruption may not cumulatively exceed two (2) years, in case it is partially provided. Student status is suspended during the interruption of studies, and participation in any educational process is not allowed.

### 5.2 Admission and Registration

Students can be registered in the Department of Business Administration after passing the entrance exams to higher education organized by the Greek state, by transfer from other Departments or Schools or by qualifying exams, in accordance with the current legal regulations.

The registration of newly admitted students takes place at the Department's Secretariat within the time limits defined each time by the Ministerial Decisions.

Successful candidates of the Panhellenic Examinations who completed their registration through the electronic platform of the Ministry of Education and Culture must carry out the identity check at the Secretariat Office of the Department, submitting the following supporting documents:

1. Application for registration (printed from the website of the Ministry of Education),
2. Photocopy of identity card (ID), and
3. 1 Photo (ID type).

For the remaining categories of new entrants the supporting documents required are announced on a case-by-case basis.

### 5.3 Academic Calendar

The academic year starts on September 1 every year and ends on August 31 of the following year. The educational process of every academic year is organized in two semesters, the winter semester and the spring semester, each of which comprises 13 weeks of teaching and one examination period (three weeks).

Every September, before the start of the winter semester, there is an extra examination period in which students can be examined on the totality of the courses offered in both spring and winter semesters. For courses and labs in which students are examined with progress tests and/or assignments, there is no obligation for students to resit exams in September.

Winter semester courses start in the last week of September and end in mid-January, followed

by the first exam period of the winter semester. Spring semester courses start in late-February and end at the end of May, followed by the first exam period of the spring semester. The exact dates of the start and end of courses and examination dates are determined by the Administrative Committee of the IHU.

Every semester, and before the beginning of each exam period, students have the right and obligation to evaluate their courses and instructors, aiming at the improvement of the quality of their studies.

More information is available at the website of the Quality Assurance Unit of the International Hellenic University - International Hellenic University - Quality Assurance Unit ([ihu.edu.gr](http://ihu.edu.gr)).

## **HOLIDAYS**

Courses or exams are **not** held in the two months of summer holidays (July and August).

Holidays also include:

- *Christmas holidays*: December 24 to January 7.
- *January 30*: The Three Patron Saints of Education Day
- *Pure Monday* (moving)
- *March 25*. The Annunciation / National Anniversary of the 1821 Revolution against the Turkish Rule.
- *Easter holidays*: from Holy Monday to Thomas Sunday.
- *May 1st*: Labor Day
- *Holy Spirit Day*: (Monday after Pentecost).
- *October 28*: National celebration.
- *November 17*: Students' uprising in the National Technical University of Athens against the junta in 1973
- 29 June, the day of *Liberation of the City*.

## **5.4 Course declaration - Renewal of registration**

At the beginning of each semester the Secretariat of the Department announces the dates for course declaration by the students. Course declaration begins usually at the second week and ends not later than the sixth week of the semester. The procedure is conducted electronically through the Electronic Secretariat System (<https://egram.cm.ihu.gr>).

By formulating the courses declaration, students decide for their individual study program for the semester (which courses they wish to attend). They must pay attention to the following rules of the procedure:

- a) New entrants register and attend the courses of the first semester of the study program, only.
- b) Other students can choose and add to the courses declaration courses from their current semester and also past semesters courses that they have not passed, up to the limit of 45 ECTS (practically 9 courses). Specifically, students who have successfully passed all the courses till the current semester have the possibility to add in their courses declaration courses from the next semester, up to the limit of 45 ECTS (practically 9 courses in total).

c) According to the law, only degree students can include in their courses declaration all the courses they have not passed yet from previous semesters, without any limitation on the total ECTS.

The course declaration is obligatory in each semester so that the students can have the right to attend courses and take part in the semester's exams. In case a student participates in the exams of a course he/she has not declared, his/her exam paper is not evaluated at all.

In the event that an elective course is not taught, due to the small number of students who have applied for it, the students who have included that course in their course declaration are required to submit a new course declaration, no matter if the initially deadline set by the Secretariat has expired. Notice that some courses may have an upper limit for the number of students that can apply for and attend.

### 5.5 Institutional Personal Student Account

After their registration in the Department, students are required to create their Institutional Personal Student Account with which they have access to all the electronic services of the Department and the University, as well as to various other resources and services offered to the members of the academic community.

For the creation of their Institutional Personal Student Account students are required to make use of the Uregister service, <https://uregister.ihu.gr/>. Further information for the procedure is provided on the website of this service.

The management and the recovery of the personal identification number (PIN) is carried out through the Uregister service as well.

### 5.6 Academic ID Card

After creating their Institutional Personal Student Account, students can apply for their Academic ID card. This card is issued by the Academic ID Service electronically, in the address: <https://academicid.minedu.gov.gr/>. Notice that the academic ID card serves also as "travel pass" that provides discounts on public transport.

### 5.7 Teaching Aids and Resources

The educational process is supported by the corresponding coursebooks, which are provided free of charge to the students through the Electronic Book Management Service (Eudoxos).

After submitting the electronic course declaration each semester, students make the corresponding declaration of coursebooks on the web portal of "EUDOXOS" (<http://eudoxus.gr/>).

The students are notified for receiving the books they have chosen, usually from the Library of the Serres Campus or from contracted bookstores indicated to them – or by any other procedure (e.g. via courier services) decided by the Ministry of Education and the Eudoxos service.

## 5.8 Course of Study

The Study Program includes 78 courses in total, of which 38 are compulsory core courses and 40 are elective courses. The students of the Department of Business Administration are required to attend and pass 50 courses in total, corresponding to 240 ECTS, in order to obtain their degree (Bachelor of Business Administration). These courses are of the following types:

- 38 courses are core courses of General Background Knowledge (GBK) and Special Background Knowledge (SBK).
- 8 courses are elective specialization courses (SC) that constitute the major specialization of the student.
- 4 courses are elective specialization courses (SC) that may constitute the minor specialization of the student when they are chosen from the same specialization area.

In the 3rd year of studies (5th semester) students decide for their major specialization area by choosing from the following options:

- a) Management and Marketing.
- b) Economics and Financial Management.
- c) Information Systems and Business Research.

In the 8th semester, students can choose the preparation of a thesis, which has 5 ECTS and corresponds to one specialization course (SC) -(i.e. it is the 8th elective SC).

Students have the option to carry out an internship in order to gain professional experience. The internship lasts two months and can be carried out during the summer holidays between the 3rd and 4th year of studies, or after the 4th year of studies but before graduation. The internship has 5 ECTS and replaces the 4th elective specialization course (SC) of the minor specialization of the student.

European Credit Transfer System (ECTS): The Department of Business Administration applies the European Credit Transfer System. Accordingly, each course carries a number of credit units that are a measure of the workload required to complete the learning activities and achieve the learning outcomes of the course.

Rating System: The grades in all courses is expressed on a numerical scale from zero to ten (0 to 10), with five (5) being the passing grade. The characterization of student performance is defined as follows:

- from 0 - 4.99: "poor"/ "unsuccessful",
- from 5 - 6.49: "good",
- from 6.50 - 8.49: "very good",
- from 8.50 -10: "excellent".

## 5.9 Course Recognition

Transfer students from an identical Department or students admitted after succeeding in qualifying exams can recognize courses they have passed in the Department of their origin or the Department from which they graduated, provided these courses address the requirements and the learning outcomes of the courses of the Department of Business Administration, as they are expressed in the Curriculum. The total number of courses that can be recognized cannot exceed 30% of the total number of courses in the Department of Organization and Business Administration, i.e. 14 courses plus 1 English Language course.

The teacher of each course the recognition of which is requested provides a recommendation and the Assembly of the Department takes the final decision for the course recognition. The Secretariat announces the call for the procedure and provides further details for the recognition of courses by these categories of students.

Erasmus+ students can also recognize the courses they have passed at a partner Institution as a part of their Erasmus+ studies. In this case, the procedure is managed by the International Relations Office (not the Secretariat of the Department). As a part of the procedure of submitting the Learning Agreement for conducting an Erasmus+ study period abroad, the students prepare their study plan in the host Institution, with the support of the Erasmus+ academic coordinator of the Department of Business Administration, who decides for the correspondence / equivalence of the courses they will study abroad with the courses of the Curriculum of the Department of Business Administration. Hence, upon their return, the recognition of the courses takes place directly.

## 5.10 Course Teaching

The educational process includes one or more of the following forms of teaching: Lectures (theoretical or classroom teaching), practical exercises (in the classroom), and laboratory exercises (in computer or other type of labs). In the context of the educational process, alternative forms of teaching may be organized, such as competitions, educational visits, etc. All forms of teaching seek the development of particular qualifications and the achievement of particular learning outcomes based on the qualifications recognized for students of the level 6 (first cycle of studies) of the European Qualifications Framework. The outline of each course describes in detail the expected qualifications and learning outcomes as a result of succeeding in this course.

## 5.11 Course Exams

Students' performance evaluation (i.e. exams) in courses can be carried out in the following ways: a) written exam at the end of the semester, b) oral exam at the end of the semester, c) evaluation of written assignments prepared during the semester, d) evaluation seminar or laboratory work prepared during the semester, e) evaluation of written or oral or another type of midterm test during the semester, f) evaluation of participation in theoretical, seminar or laboratory courses, g) combination of two or and more than the above methods.

The teacher has the responsibility to decide for the form of evaluation of student performance in the course he/she is teaching. The exam topics must be understandable, relevant to the taught material, with diverse difficulty degree between the topics and with a variety of topics (e.g. essay development, expression of opinion based on critical judgment, multiple choice

questions, matching questions, etc.). Written exams last usually 2 hours, however the teacher can decide a different duration.

A student who copies from books or notes or from a fellow student's writing, or colludes with another student or students, inside or outside the room, or obstructs the smooth conduct of the exams or behaves inappropriately, will be cleared, after his writing has been marked by the supervisor who made this observation. During the examination process, the use of mobile or other electronic devices, books, notes, etc. is not permitted, except in cases where some of them are necessary, after the permission of the teacher being in charge of the exams of the course.

The student can be informed about his exam paper and receive explanations and clarifications about the grade he received from the teacher in charge within 2 months after the examination of the course.

Students who have failed the course examination three (3) times may request with their application to the Dean's Office a review of their exam paper by a committee of teachers of the same or a related subject, without the participation of the teacher of the course.

In the case of oral exams, the responsibility of organizing and conducting the procedure rests with the decision of the teacher of the course. In oral exams, students are examined in groups of at least two people.

### **5.12 Bachelor's Diploma Thesis**

In the 8th semester, students can choose the development of a thesis, which has 5 ECTS and corresponds to a specialization course (SC) of the major specialization of the student (i.e. it is the 8th elective SC). The thesis should have a topic related to their major specialization and is supervised by an academic member (Supervising Professor) who has expert knowledge in the related field. The Supervising Professor monitors the progress of the student, guides the students in taking the right decisions and takes care of providing the necessary facilities, if required. Plagiarism is a disciplinary offense for which the penalty and the procedure for its enforcement are clearly defined.

The Department of Business Administration has developed a Guide for the Preparation of Bachelor Theses, which describes in detail the instructions for developing and drafting the thesis and the procedures for its submission and evaluation.

### **5.13 Work placement (internship)**

Students have the option to do an internship in order to gain professional experience. The purpose of the internship is the assimilation and expansion of knowledge, but also the cultivation of students' capacities and skills, so that they can successfully cope with the professional role assigned to them.

The internship lasts two months and can be carried out during the summer holidays between the 3rd and 4th year of studies, or after the 4th year of studies but before graduation. The internship has 5 ECTS and replaces the 4th elective specialization course (SC) of the minor specialization of the student.

After the completion of the internship, students are required to prepare a paper in which they analyze various factors of the external (e.g. macro environment, industry/market) and internal



environment (e.g. resources and capabilities) of the organization in which they worked. In addition, they are asked to describe the knowledge they acquired and the skills/abilities they cultivated through the internship, and also to make suggestions for the improvement of the organization in which they worked.

More information for the internship can be found in the Internship Regulation of the Department of Business Administration.

#### 5.14 Degree Grade - Declaration of Graduation

The degree grade is calculated to 2 decimal points and derives from the formula:

$$B = \delta_1\beta_1 + \delta_2\beta_2 + \dots + \delta_v\beta_v ,$$

where  $\beta_1, \beta_2, \beta_v$  are the grades of all courses and  $\delta_1, \delta_2, \delta_v$  are the corresponding ECTS, according to the Curriculum of the Department of Business Administration.

The student is declared "Graduate of the Department of Business Administration of the School of Economics and Business Administration of the International Hellenic University", as long as all the required conditions defined by the Law, as well as by the Rules and Regulations of the University are met.

#### 5.15 Graduate Certificate - Transcript of Records –Diploma Supplement

The graduates of the Department are granted the following titles: a) Graduation Certificate, b) Bachelor Degree, c) Transcript of Records, and Diploma Supplement, in Greek and English language. The Graduation Certificate serves as copy of Bachelor Degree.

The Diploma Supplement is an explanatory document of the studies that is "attached" to the degree and does not replace the degree or the transcript of records. It provides further information on the studies that improves the international "transparency" and the fair academic and professional recognition of qualifications.

#### 5.16 Diploma Supplement

Graduates of the Department are granted a Diploma Supplement, which is an explanatory official document of the student's studies and does not replace the degree or the transcript of records. The Diploma Supplement is "attached" to the degree in order to provide sufficient information that improves "transparency" of the studies and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). In particular, it describes the nature, level, background, content and status of the studies performed. The Diploma Supplement is issued free of charge in both Greek and English.

## 6. STAFF OF THE DEPARTMENT

### 6.1 The Staff of the Department

The staff of the Department of Business Administration belongs to the categories of Teaching and Research Staff, Special Technical Scientific Staff, Laboratory Teaching Staff and Administrative Staff.

The Department of Business Administration is staffed with 16 members of Teaching and Research Staff, 2 members of Special Technical Scientific Staff, 1 member of Laboratory Teaching Staff and 2 members of Administrative Staff.

The members of Teaching and Research Staff belong to four levels: Professors, Associate Professors, Assistant Professors and Lecturers. The academic activities of the Department are supported by the members of Special Technical Scientific Staff, Laboratory Teaching Staff. At the same time, the academic activities of the Department are also supported by temporary educational staff (Academic Associates).

A/A	FULL NAME	TITLE	SUBJECT AREA/ SPECIALTY
1.	Athanasenas Athanasios	Professor	Business Research and Economic Development
2.	Vrana Vasiliki	Professor	Information Technology and the Internet in the Promotion of Services
3.	Giovanis Nikolaos	Professor	Business Administration with focus on Labor Relations and Occupational Health and Safety
4.	Dimitriadis Sotirios	Professor	Industrial Management with focus on Administrative Decision support systems
5.	Kehris Evangelos	Professor	Applied Informatics of Economic Direction
6.	Mouza Lazaridou Anna Maria	Professor	Management of Organizations with focus on the application of Quantitative Methods to Public Human Resources
7.	Pantelidis Panagiotis	Professor	Financial Management and Costing
8.	Paschaloudis Dimitrios	Professor	Behavioral Sciences in Business
9.	Karakitsiu Athanasia	Associate Professor	Quantitative Evaluation and Optimization Methods in Supply Chain Positioning and Coordination

10.	Kotzaivazoglou Iordanis	Associate Professor	Communication and Public Relations
11.	Tsourela Maria	Associate Professor	Consumer Behavior using Information Technologies
12.	Fragidis Garyfalos	Associate Professor	Customer-Centric Approaches to Business Analysis and Design of Service Information Systems
13.	Hapsa Xanthippi	Associate Professor	Applied Econometric Analysis in Development and Convergence Economics
14.	Karagiorgos Alcibiades	Assistant Professor	Administrative Accounting and Cost Accounting
15.	Konstantinidis Christos	Assistant Professor	Competitive Strategies in Manufacturing Enterprises
16.	Economou Charalambos	Lecturer	Sports Management

**TABLE of the Special Technical Laboratory Staff (E.TE.P.), Special Teaching Laboratory Staff (E.D.I.P.)**

A/A	FULL NAME	CATEGORY	SUBJECT AREA/ SPECIALTY
1.	Vakalos Alexandros	Special Teaching Laboratory Staff	
2.	Kasmeridis Nikolaos	Special Teaching Laboratory Staff	
3.	Koutlas Antonios	Special Technical Laboratory Staff	

**TABLE of the ADMINISTRATIVE STAFF**

A/A	FULL NAME	
1)	Gavezou Fani	Head of the Secretariat
2)	Seferidou Ioanna	Secretary
3)	Ioannidis Lazaros	Secretary

## POSTAL ADDRESS:

Department of Business Administration  
Address: Terma Magnesias  
Serres Campus - IHU  
62124 – Serres, Greece

Tel.: +30 2321049–135/–165  
FAX : ---  
e-mail : [info@ba.ihu.gr](mailto:info@ba.ihu.gr)  
URL: <http://ba.ihu.gr>

### 6.2 Administration/Secretariat Office: Duties and working hours



Building in Serres Campus.

The Department Secretariat is responsible for student and administrative matters.

Student services are provided on all working days, and during the hours of 11.00 am to 13.00 pm, at the offices of the Department Secretariat, located in the ground floor of the Administration

The online system named “Electronic Secretariat” is available at <https://egram.cm.ihu.gr/>. From this system students can be informed about the courses of the curriculum, submit course declarations every semester, be informed about their grades and receive certificates.

### 6.3 Academic Advisor (Tutor)

The Department of Business Administration assigns an Academic Advisor (Tutor) to each new entrant student. The academic advisor informs students about his/her role and invites them to an introductory meeting. Students are required and encouraged to communicate regularly with their Academic Advisor, discuss educational issues and utilize his/her knowledge and experience throughout all the years of their studies.

### 6.4 Evaluation and Quality Assurance

The Department of Business Administration evaluates the quality and effectiveness of the academic activities and procedures regularly. The evaluation procedure includes the students’ evaluation for the academic activities and procedures and the teaching staff. For this, the participation of students in the evaluation of the academic activities and procedures is very important.

The evaluation process is directed by the Quality Assurance Office of the International Hellenic University. The evaluation is carried out between the 9th and the 11th week of each semester through an online process (<https://modip.ihu.edu.gr/>).

## 7. FACILITIES

### 7.1 Classrooms and Learning Facilities

In the Department of Business Administration there are 5 classrooms with a capacity of 50-60 students each, 1 classroom with a capacity of 85 students, 1 auditorium with a capacity of 140 students, 1 auditorium with a capacity of 80 students, 1 auditorium with a capacity of 80 students (it is in shared use with the Department of Economics), 1 a lecture hall with a capacity of 40 students (it is used by the Master in Business Administration) and 1 lecture hall with a capacity of 50 students (it is used by the students of the Master in Hospitality and Tourism Management program).

All classrooms are equipped with PCs and a projection system, permanently installed, while 1 auditorium also has an interactive whiteboard.



### 7.2 Teaching Labs

Education and practical training in the Department of Business Administration takes place in 4 computer labs with a capacity of 24 to 29 students each, while another laboratory with a capacity of 30 students serves the three postgraduate study programs of the Department. All the labs are equipped with a projection system permanently installed and connected to a PC, as well as a projection screen.

In laboratory courses, students are trained using various types of software programs, such as processing and office automation software, database management systems, business software such as ERP and SCM, other special scientific software, such as MATLAB, etc.

### 7.3 E-Learning

The E-learning system supports the educational activities that are provided by the undergraduate and the postgraduate programs of the Department of Business Administration. It can be accessed at the URL address <https://elearning.cm.ihu.gr/> and students log in with their institutional account. The Department operates additionally a special online system for conducting online exams and for submitting assignments online, which can be found at the URL address <https://exams.ba.ihu.gr>.

The courses of each study program, both undergraduate and postgraduate, are organized in a relevant sub-section (e.g. "Bachelor Program in Business Administration"). Within each online course, students can find educational material (notes, slides, other educational and informative material) and educational resources (assignments, exercises, self-assessment quizzes, etc.). Also, various online tools are provided for communication between teachers and students, such as for example announcements by teachers about course management issues, interaction and discussion with students and between students (discussion forum), etc.

#### 7.4 Research Laboratories

The Department operates three research laboratories for conducting research activities in the respective thematic areas:

- Laboratory of Information Systems and Administrative Decision Support.
- Laboratory of Electronic Services.
- Laboratory of Applied Economic Research.

The Laboratory of Information Systems and Administrative Decision Support is hosted in room 14, which has been properly configured and equipped with the appropriate furniture, computers and other computing resources (ups, etc). It has 7 working stations that run the the following software: SIMUL8 Professional, Rational System Architect, Rational Application Developer, ILOG CPLEX Optimization Studio and various other open source software.

The Electronic Services Laboratory operates in an area of 60 sq.m. approximately on the 2nd floor of the Multipurpose Building. The space is properly designed and includes 8 working stations and a meeting/collaboration area. It is equipped with the appropriate furniture, computers and other computing resources (ups, etc.). The following software is available in the lab: QualiWare Lifecycle Manager, Casewise Corporate Modeler Suite, Microsoft Visual Studio 2010 Professional, PowerDesigner 15 Studio and Sybase, PowerBuilder 12 Enterprise, Remark Web Survey, Remark Office OMR, SPSS, Visual-Paradigm Agilian 2.2 Simulation, Visual-Paradigm Visual Architect 3.2. Simulation, Active Endpoints ActiveVOS.

The Laboratory of Applied Economic Research operates within Laboratory 16, in a detached area of approximately 20 sq.m. It has 4 working stations equipped with computers and other computing resources (ups, etc). It has financial analysis and statistical processing software programs.

#### 7.5 Wi-Fi

All outdoor spaces in the Serres Campus are supported by a wireless wi-fi network. Students have two options in order to access the wi-fi network: a) the "teiser wifi network", and b) the "eduroam network". In both cases, the connection to the network is achieved by using the personal institutional account of the members of the academic community.

Students who connect to the eduroam network need to download and install the necessary drivers. Further information and instructions are provided when students log in to the eduroam network for the first time.

## 8. THE UNDERGRADUATE STUDY PROGRAM

The Department of Business Administration provides a modern Undergraduate/ Bachelor's Studies Program that adopts the latest trends in education and research in Business Administration. It aims to educate young scientists who will be able to use the qualifications, knowledge and skills they will acquire during their studies in order to cope with the complex issues of the modern, dynamic and rapidly changing business environment.

The Undergraduate Study Program adopts the principles and applies the requirements for undergraduate studies in the field of business administration. It introduces the possibility of double specialization of studies (major and minor), which is a novelty for the Greek educational system. In particular, in the third year of studies (5th semester), students are required to choose their major specialization from the following options:

- a) Economic and Financial Management.
- b) Management and Marketing.
- c) Information Systems and Operations Research.

The major specialization is achieved by attending 8 elective courses that belong to the specific field of study. In order to acquire a minor specialization, student are required to attend another 4 elective courses from a single field of study from the remaining two they have not chosen for their major specialization. Otherwise, they can freely choose the 4 elective courses from both fields of study, however in this case they do not take the minor specialization.

In sum, the Department of Business Administration implements a student-centered learning model that provides the possibility of multiple specializations and flexible adaptation of studies to the needs and preferences of the students.



8.1 Table I. An Overview of the Undergraduate Study Program

Semester								ECTS	ECTS
1st	2nd	3rd	4th	5th	6th	7th	8th		
Principles of Business Administration	Microeconomics	Macroeconomics	Quantitative Methods for Decision Making I	Quantitative Methods for Decision Making II	Operations Management	Quality Management	Business Strategy	5	30
Introduction to Accounting	Statistics II	Human Resources Management	Financial Management	Entrepreneurship and Business Planning	E-Commerce	Business Modelling	Labour Relations	5	
Statistics I	Databases	Management Information Systems	Logistics	E-Business	Corporate Social Responsibility and Ethics	Digital Marketing	Managerial Accounting	5	
Mathematics for Business Administration	Financial Mathematics	Financial Statement Analysis	Sales Management	Elective Course – Major (1st)	Elective Course – Major (3rd)	Elective Course – Major (5th)	Elective Course – Major (7th)	5	
Introduction to Information Systems and the Digital World	Financial Accounting	Marketing	Consumer Behaviour	Elective Course – Major (2nd)	Elective Course – Major (4th)	Elective Course – Major (6th)	Elective Course – Major (8th) OR Bachelor Thesis*	5	
Business Communication	European Economic Integration	Research Methodology	Public Relations	Elective Course – Minor (1st)	Elective Course – Minor (2nd)	Elective Course – Minor (3rd)	Elective Course – Minor (4o) OR Placement **	5	
Business English I	Business English II								

<i>Mandatory Courses</i>	<i>Elective Courses</i>	<i>Total Courses</i>
38	12	50

<i>General background core courses</i>
<i>Special background core courses</i>
<i>Major Specialisation coursea</i>
<i>Minor Specialization courses</i>

8.2 Table II. Elective Courses



Semester	Economic and Financial Management	Management and Marketing	Information Systems and Operations Research
AUTUMN	Managerial Economics	Service Marketing	Topics in Databases
	Financial Analysis	Integrated Marketing Communications	Investment Project Analysis
	Principles of Economic Thought	Social Media Communication	Website Design
	Game Theory for Business	Organizational Behaviour	Introduction to Programming
	Costing and Pricing	International Management and Marketing	Procurement Management
	Topics in Modern Greek Economy	Topics in Digital Marketing	Supply Chain Optimization and Design
	Investment Project Analysis	Tourist Marketing	Service Systems Design
	Topics in Business	Topics in Business	Business Process Analysis and Design
			Topics in Business
SPRING	Company Accounting	Management of SMEs	E-Government
	Regional Economic Development	Leadership and Change Management	Innovation and Technology Management
	Topics in Accounting	Management of Organizations	Project Management
	Controlling	Consumer Behaviour and Social Media	Web Applications Development
	Topics in Applied Statistics	Topics in Communication and Public Relations	Business Intelligence and Analytics
	Principles of Business Law	Sports Management and Marketing	Topics in Operations Research
	Topics in Business	Topics in Business	Topics in Business

### 8.3 Undergraduate Study Program per Semester

#### 1st Semester

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
101	Principles of Business Administration	GB/MC	3			3	5
102	Introduction to Accounting	GB/MC	2	1		3	5
103	Statistics I	GB/MC	3	1		4	5
104	Mathematics for Business Administration	GB/MC	3	2		5	5
105	Introduction to Information Systems and the Digital World	GB/MC	2	1		3	5
106	Business Communication	GB/MC	3			3	5
107	Business English I	GB/MC	3			3	-

#### 2nd Semester

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
201	Microeconomics	GB/MC	3	2		5	5
202	Statistics II	GB/MC	3	1		4	5
203	Databases	GB/MC	2	1	1	4	5
204	Financial Mathematics	GB/MC	3			3	5
205	Financial Accounting	GB/MC	2	1		3	5
206	European Economic Integration	GB/MC	3			3	5
207	Business English II	GB/MC	3			3	-

#### 3rd Semester

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
301	Macroeconomics	SB/MC	3			3	5
302	Human Resources Management	SB/MC	2	1		3	5
303	Management Information Systems	SB/MC	3	1		4	5
304	Financial Statement Analysis	SB/MC	2	1		3	5
305	Marketing	SB/MC	3	2		5	5
306	Research Methodology	SB/MC	3	1		4	5

#### 4th Semester

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
401	Quantitative Methods for Decision Making I	SB/MC	3	2		5	5
402	Financial Management	SB/MC	3	1		4	5
403	Logistics	SB/MC	2	1		3	5
404	Sales Management	SB/MC	3			3	5
405	Consumer Behaviour	SB/MC	3			3	5
406	Public Relations	SB/MC	3			3	5

#### 5th Semester

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
501	Quantitative Methods for Decision Making II	SB/MC	3	2		5	5
502	Entrepreneurship and Business Planning	SB/MC	3	1		4	5
503	E-Business	SB/MC	3	1		4	5
	Elective Course – Major (1st)	SP/EC					
	Elective Course – Major (2nd)	SP/EC					
	Elective Course – Minor (1st)	SP/EC					

**6th Semester**

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
601	Operations Management	SB/MC	3	2		5	5
602	E-Commerce	SB/MC	3	1		4	5
603	Corporate Social Responsibility and Ethics	SB/MC	3			3	5
	Elective Course – Major (3rd)	SP/EC					
	Elective Course – Major (4th)	SP/EC					
	Elective Course – Minor (2nd)	SP/EC					

**7th Semester**

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
701	Quality Management	SB/MC	3			3	5
702	Business Modelling	SB/MC	2	1		3	5
703	Digital Marketing	SB/MC	3	1		4	5
	Elective Course – Major (5th)	SP/EC					
	Elective Course – Major (6th)	SP/EC					
	Elective Course – Minor (3rd)	SP/EC					

**8th Semester**

No	COURSE	TYPE	TH	PR	LAB	HRS	ECTS
801	Business Strategy	SB/MC	3			3	5
802	Labour Relations	SB/MC	3			3	5
803	Managerial Accounting	SB/MC	2	1		3	5
	Elective Course – Major (7th)	SP/EC					
	Elective Course – Major (8th) OR Bachelor Thesis*	SP/EC					
	Elective Course – Minor (4o) OR Placement **	SP/EC					

**Elective Courses – Specialization Economic and Financial Management**

	Μάθημα	SEM	TYPE	TH	PR	LAB	HR	ECTS
A01	Managerial Economics	Autumn	SP/EC	3			3	5
A02	Financial Analysis	Autumn	SP/EC	2	1		3	5
A03	Principles of Economic Thought	Autumn	SP/EC	2			3	5
A04	Game Theory for Business	Autumn	SP/EC	3			3	5
A05	Costing and Pricing	Autumn	SP/EC	3			3	5
A06	Topics in Modern Greek Economy	Autumn	SP/EC	3			3	5
A07	Investment Project Analysis	Autumn	SP/EC	3			3	5
A08	Company Accounting	Spring	SP/EC	3			3	5
A09	Regional Economic Development	Spring	SP/EC	3			3	5
A10	Topics in Accounting	Spring	SP/EC	3			3	5
A11	Controlling	Spring	SP/EC	3			3	5
A12	Topics in Applied Statistics	Spring	SP/EC	3			3	5
A13	Principles of Business Law	Spring	SP/EC	3			3	5
K01	Topics in Business	Autumn / Spring	SP/EC	3			3	5

### Elective Courses – Specialization Management and Marketing

	Μάθημα	SEM	TYPE	TH	PR	LAB	HR	ECTS
B01	Service Marketing	Autumn	SP/EC	3			3	5
B02	Integrated Marketing Communications	Autumn	SP/EC	3			3	5
B03	Social Media Communication	Autumn	SP/EC	2			3	5
B04	Organizational Behaviour	Autumn	SP/EC	2	1		3	5
B05	International Management and Marketing	Autumn	SP/EC	3			3	5
B06	Topics in Digital Marketing	Autumn	SP/EC	3			3	5
B07	Tourist Marketing	Autumn	SP/EC	3			3	5
B08	Management of SMEs	Spring	SP/EC	3			3	5
B09	Leadership and Change Management	Spring	SP/EC	2	1		3	5
B10	Management of Organizations	Spring	SP/EC	2	1		3	5
B11	Consumer Behaviour and Social Media	Spring	SP/EC	3			3	5
B12	Topics in Communication and Public Relations	Spring	SP/EC	3			3	5
B13	Sports Management and Marketing	Spring	SP/EC	3			3	5
K01	Topics in Business	Autumn/ Spring	SP/EC	3			3	5

### Elective Courses – Specialization Information Systems and Operations Research

	Μάθημα	SEM	TYPE	TH	PR	LAB	HR	ECTS
Γ01	Topics in Databases	Autumn	SP/EC	3			3	5
A07	Investment Project Analysis	Autumn	SP/EC	3			3	5
Γ02	Website Design	Autumn	SP/EC	2			3	5
Γ03	Introduction to Programming	Autumn	SP/EC	3			3	5
Γ04	Procurement Management	Autumn	SP/EC	3			3	5
Γ05	Supply Chain Optimization and Design	Autumn	SP/EC	3			3	5
Γ06	Service Systems Design	Autumn	SP/EC	3			3	5
Γ07	Business Process Analysis and Design	Autumn	SP/EC	2	1		3	5
Γ08	E-Government	Spring	SP/EC	2	1		3	5
Γ09	Innovation and Technology Management	Spring	SP/EC	3			3	5
Γ10	Project Management	Spring	SP/EC	3			3	5
Γ11	Web Applications Development	Spring	SP/EC	3			3	5
Γ12	Business Intelligence and Analytics	Spring	SP/EC	3			3	5
Γ13	Topics in Operations Research	Spring	SP/EC	3			3	5
K01	Topics in Business	Autumn/ Spring	SP/EC	3			3	5

#### NOTES

GB: *general background*

SB: *special background*

SP: *specialised general knowledge, skills development*

MC: *Mandatory Courses*

EC: *Elective Courses*

OC: *Optional Courses*



## 9. POSTGRADUATE STUDY PROGRAMS IN THE DEPARTMENT

The Department of Business Administration provides three postgraduate study programs.

### 9.1 Postgraduate Study program in Business Administration

The Master in Business Administration was launched in autumn 2010. Today it is offered as a full-time or a part-time program that lasts three or five semesters, respectively. It is provided only online, starting from the next academic year 2023-2024.

More information is available on the following website: <http://mba-serres.ihu.gr/welcome-to-mba/>.

#### 9.1.1 Goals and Objectives of the Postgraduate Study Program

The goal of the Master in Business Administration Program is to train executives that will have the necessary knowledge and skills in order to manage business organizations, plan business operations and address the various business challenges that arise in the dynamic business environment.

The philosophy and the key characteristics of the Master in Business Administration refers to the following:

- A rigorous curriculum that enables students to develop the necessary knowledge and skills that are necessary for the business managers today.
- Small number of class that helps students to achieve their educational, professional and personal goals.
- Modern teaching methods, adapted to the needs and personality characteristics of our students, such as case studies, study-work groups, lectures by distinguished speakers, etc.
- Educational staff from our Department and from other Universities or companies with recognized research capacity and administrative experience.
- Quality assurance procedures for the assessment of the quality and the improvement of the study program.

#### 9.1.2 The postgraduate degree awarded

The program awards a Master's degree in Business Administration that is specified, according to the specialization of each student in the third semester, as such:

- Master in Business Administration,
- Master in Business Administration with specialization in Digital Business.
- Master in Business Administration with specialization in Costing and Auditing.

#### 9.1.3 Admissions

Prospect students must hold a University level degree (first cycle of studies) in administrative, economic and technological fields of studies, without excluding graduates from other fields (e.g. humanities). Final year undergraduate students who have not completed their studies and have not obtained their degree yet are also eligible for admission, provided they will have received their degree or have completed their studies before the beginning of classes. Good knowledge of English language, certified by official bodies, is necessary for all applicants.

#### 9.1.4 Duration

The full-time program lasts three semesters and classes take place in the first two semesters, while the last semester is devoted to the preparation of the master thesis. The part-time program lasts five semesters and the classes take place in the first four semesters, while the last semester is devoted to the preparation of the master thesis. In both cases, the preparation of the thesis is supported by five (5) three-hour lectures on "Research Methodology".

#### 9.1.5 Courses

The Curriculum of the full-time program is described as such::

- *Core courses:* They form the background knowledge in business administration. The Curriculum includes 9 core courses.
- *Elective courses:* Students who choose the specialization in Digital Business or in Costing and Auditing must attend all the three courses of this specialization. Students who do not wish to take a specialization can freely choose any combination of elective courses from the two specializations.
- *Master Thesis.*

#### 1st Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
101	Managenial Economics	GM/MC	3			3	6
102	Optimization Methods for Decision Making	GM/MC	3			3	6
103	Marketing and Sales Management	GM/MC	3			3	6
104	Management Information Systems	GM/MC	3			3	6
105	Accounting	GM/MC	3			3	6

#### 2nd Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
201	Operations and Service Systems Management	GM/MC	3			3	6
202	Human Resource Management and Organizational Behavior	GM/MC	3			3	6

#### 2nd Semester – Specialization in Digital Business

	Course title	TH	PR	LAB	HR	ECTS	TH
211	Data Management and Business Intelligence	SP/EC	3			3	6
212	Social Media and Communication	SP/EC	3			3	6
213	Electronic Business	SP/EC	3			3	6

#### 2nd Semester – Specialization in Costing and Auditing

	Course title	TH	PR	LAB	HR	ECT	TH
--	--------------	----	----	-----	----	-----	----

						<b>S</b>	
221	Financial and investment Management	SP/EC	3			3	6
222	Auditing	SP/EC	3			3	6
223	Applied Costing	SP/EC	3			3	6

### 3rd Semester

	Course title	TH	PR	LAB	HR	ECTS	TH
301	Master Thesis	GM/MC					30

## 9.2 Postgraduate study program in Public Administration

The management of Public Administration today is more complex and demanding and the managers and executives of public agencies must have specialized knowledge in a variety of issues in administration in order to be able to address the challenges and meet their goals. The Master in Public Administration aspires to provide the necessary knowledge and skills for a successful career in the field.

Under the auspices of the Department of Business Administration of the International Hellenic University, the Master in Public Administration runs three classes, in Serres, Katerini (in collaboration with the Department of Supply Chain Management) and in Thessaloniki (in collaboration with the Department of Organizational Management, Marketing and Tourism).

The Master in Public Administration Program is provided only online, starting from the next academic year 2023-2024. More information is given on the website of the program: <http://mpa.teicm.gr>.

### 9.2.1 Goals and Objectives

The goal of the Master in Public Administration Program is the development of knowledge, methods and tools in the scientific field of Public Administration. The objectives of the program are:

- The development of knowledge in the field of Public Administration, especially for the management of public sector organizations.
- The development of executives and experts in the management of public sector organizations.

### 9.2.2 The postgraduate degree awarded

The program awards a Master's degree in Public Administration.

### 9.2.3 Admissions

Prospect students must hold a University level degree (first cycle of studies). Final year undergraduate students who have not completed their studies and have not obtained their degree yet are also eligible for admission, provided they will have received their degree or have completed their studies before the beginning of classes.

### 9.2.4 Courses

#### 1st Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
--	--------------	------	----	----	-----	----	------



101	Principles of Management and Strategy in Public Administration	GM/MC	3			3	6
102	Human Resource Management in Public Sector Organizations	GM/MC	3			3	6
103	Service Marketing	GM/MC	3			3	6
104	Managerial Accounting for Public Sector Organizations	GM/MC	3			3	6
105	Application of New Technologies in Public Administration	GM/MC	3			3	6

### 2nd Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
201	Research in Public Administration	GM/MC	3			3	6
202	Communication – Crisis Management	SP/EC	3			3	6
203	Information Systems and E-Government	SP/EC	3			3	6
204	E-services	SP/EC	3			3	6
205	Project Management	SP/EC	3			3	6
206	Topics in Public Administration	SP/EC	3			3	6

### 3rd Semester

	Course title	TH	PR	LAB	HR	ECTS	TH
301	Master Thesis	GM/MC					30

### 9.3 Postgraduate study program in Hospitality and Tourism Management

The tourism sector is one of the most important, largest and most dynamic sectors of the world economy. In particular for Greece, which is a leading tourist destination worldwide, the contribution of tourism to the economy and development, investment and employment is enormous. Tourism is today considered to be the most important sector of the Greek economy and has the potential to be the main driver of growth, providing ample business opportunities as well as opportunities for employment and successful careers.

Success in the field of tourism, however, is not an easy task, as it has to do with the high quality of the services, the development of experiences for the customers and the complete satisfaction of them

In recent years, the field of tourism is constantly facing new challenges posed by the changing attitudes of tourists, the growing customer needs, new technologies and the Internet, and a number of emerging trends related to social, cultural and economic issues, such as the development of thematic tourism, global strategic alliances, etc.

Carrying out specialized studies in tourism is a first class opportunity for those who wish to take advantage of the opportunities offered by the tourism sector in both our country and internationally. The MSc in Hospitality and Tourism Management promises to familiarize students with the current trends and challenges in the field of tourism, help them develop specialized knowledge and the required skills for a successful career in the field of tourism. More information is given on the website of the MSc in Hospitality and Tourism Management: <http://mbatourism.ihu.gr>.

### 9.3.1 Goals and Objectives of the Postgraduate study program

The goal of the MSc in Hospitality and Tourism Management is the development of knowledge, methods and tools in the scientific field of tourism and hospitality management. The objectives of the program are:

- The development of knowledge and skills in the scientific field of tourism and hospitality management.
- The development of executives and experts in tourism and hospitality management who can address the current challenges in the domain of tourism and manage tourism and hospitality businesses.

### 9.3.2 The postgraduate degree awarded

The program awards a Master's degree in Hospitality and Tourism Management.

### 9.3.3 Admissions

Prospect student must hold a University level degree (first cycle of studies). Final year undergraduate students who have not completed their studies and have not obtained their degree yet are also eligible for admission, provided they will have received their degree or have completed their studies before the beginning of the classes. Good knowledge of English language, certified by official bodies, is necessary for all applicants.

### 9.3.4 Courses

#### 1st Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
101	Human resource Management	GM/MC	3			3	6
102	Research Methods	GM/MC	3			3	6
103	Business Management	GM/MC	3			3	6
104	Financial Management	GM/MC	3			3	6
105	Marketing	GM/MC	3			3	6

#### 2nd Semester

	Course title	TYPE	TH	PR	LAB	HR	ECTS
201	Customer Service in Tourism	GM/MC	3			3	6
202	Special Tourism	SP/EC	3			3	6
203	Labour Relations – Hygiene and safety in Workplace	SP/EC	3			3	6
204	E-services in Tourism	SP/EC	3			3	6
205	Cultural Management	SP/EC	3			3	6
206	Internet and Web 2.0 in Tourism: Tools for Digital Communication and Promotion	SP/EC	3			3	6
207	Tourism Destination Management and Marketing	SP/EC	3			3	6
208	Air Transport – Tourism Development	SP/EC	3			3	6
209	Airlines Management	SP/EC	3			3	6
210	Supply Chain Management for Tourism Companies	SP/EC	3			3	6
211	Management Information Systems in Tourism	SP/EC	3			3	6
212	Brand Management	SP/EC	3			3	6
213	Quantitative methods and Data Analysis in	SP/EC	3			3	6

	Tourism						
214	Service Systems Design	SP/EC	3			3	6

### 3rd Semester

	Course title	TH	PR	LAB	HR	ECTS	TH
301	Master Thesis	GM/MC					30
302	Placement	GM/MC					30

## 10. DOCTORAL STUDIES IN THE DEPARTMENT

The Department of Business Administration offers a Doctoral Studies Program that belongs to the third cycle studies since the acad. year 2020-2021. The purpose of the Doctoral Studies Program is the production of high-level original scientific research, which advances the science in the research fields of Business Administration. The expected learning outcomes lead to qualifications that are based on the indicators of Level 8 (third cycle of studies) of the European Qualifications Framework for Lifelong Learning. The graduates of the Doctoral Study Program are expected to staff universities, research organisations and businesses.

### 10.1 Admissions

The Department announces every semester on its website a call for expression of interest in the development of a doctoral thesis. The call includes the academic topics of doctoral theses that will be accepted. In addition, the call mentions the terms and conditions, the deadlines and the procedure for submitting nominations. The applicants must submit a draft of a doctoral thesis proposal in the deadline mentioned in the call. More information can be found on the website of the Department: <http://ba.ihu.gr>.

### 10.2 Eligibility

The applicants must meet the following conditions:

- a) A bachelor's degree from a university that is recognized by the Greek NARIC Organization.
- b) A Master's degree from a university that is recognized by the Greek NARIC Organization that is related to any of the basic research fields of Business Administration.
- c) Very good knowledge of the English language (C1/C2 level).

Foreign students are eligible as well under the same conditions as long as they submit recognition of their bachelor's and master's degree by Greek NARIC Organization. In addition, they must obtain a Greek language certificate at level B1 within a period of two years after their admission in the doctoral program.

### 10.3 Evaluation Process and Criteria

The Department's Assembly appoints Evaluation Committees for the evaluation of the applications/ proposals submitted in each field. The Committee evaluates first of all the completeness of the application. If the application is complete, then it passes to the second stage of the evaluation procedure in which the candidate is required to present orally his/her proposal in the Department's Assembly. After that, the Committee evaluates the qualifications of the candidate based on the following criteria:

- Bachelor's Degree (weight 10%).
- Master's Degree (weight 15%).
- Ability and perspective of the candidate to carry out research, as it is primarily demonstrated by scientific publications, participation in peer-reviewed conferences, publications in journals or participation in research programs (weight 25%).
- Presentation of the research proposal in the Department's Assembly (weight 50%).

## 11. SERVICES AND STUDENT WELFARE OFFICE

### 11.1 International Relations Office (Erasmus)

The International Relations Office (IRO) supports administratively and financially and coordinates the Erasmus+ Program. In addition, it provides detailed information on the available exchange programs for students, professors and for staff training.

Academic Coordinator of the Department of Business Administration:

- Garyfallos Frigidis, Associate professor, [gary.fragidis@ihu.gr](mailto:gary.fragidis@ihu.gr), tel.: +30 2321049310.

Management and staff of IRO:

- Nikolaos Giovanis, Professor, Coordinator of Erasmus+ in Serres Campus.
- Sofia Tsarouha, Head of IRO in Serres Campus.
- Vasiliki Hounou, staff of IRO in Serres Campus.

Website: <http://erasmusplus.teicm.gr>, <https://www.ihu.gr/monades/intprogrs>

E-mail: [eu@cm.ihu.gr](mailto:eu@cm.ihu.gr)

### 11.2 Library

The Library in Serres Campus is housed in a building with a total area of 2,500 m<sup>2</sup>. The Library serves the academic staff, researchers and students and has the mission to support education and research in the Serres Campus.

The Library offers a Reading Room where students can study. Photocopiers and computers are available for searching for resources and records, searching scholarly content in the Library's online database/content subscriptions, and using the Internet. Students can borrow books, provided they are registered as members of the Library. The staff of the library provides support and information for the use of the library sources, electronic sources and the other services that are offered.

The Library operates from Monday to Friday 08:30-20:00; during holidays (Christmas, Easter & Summer), it operates from 08:30-14:30. More information can be provided by the staff of the library and on the website: [https://cm.ihu.gr/index.php?cat\\_id=48](https://cm.ihu.gr/index.php?cat_id=48).

### 11.3 Student Restaurant

The student restaurant is located in the Serres Campus and provides 3 meals, i.e. breakfast, lunch and dinner, to all the members of the academic community every day, on week days and weekends, except for the periods of academic holidays (Christmas and Easter holidays, summer, etc.).

Students are entitled to free meals if they meet certain financial and educational conditions. More information is available from the Student Welfare Office. Further information is provided by the Student Welfare Office at the beginning of each academic year.

#### 11.4 Student Health Care Service

All students who do not have medical and hospital care from an insurance provider are entitled to full medical and hospital care in the National Health System (HSE). In addition, exchange students under the program Erasmus+ are entitled to receive free of charge the European Health Insurance Card (EHIC).

Further information can be provided by the Nursing and Social Welfare Office of the University that operates in the Serres Campus.

#### 11.5 Gym

The Gym is located in the campus of Serres and is equipped with modern physical training equipment. In particular, it provides:

- Gymnastics facilities
- Table tennis facilities
- Sauna
- Traditional or modern dance learning programs
- Training programs for basketball, soccer, volleyball, table tennis, shooting, aerobics and self-defense.

The Gym operates on weekdays from 11 am. to 9:00 p.m. Further information:

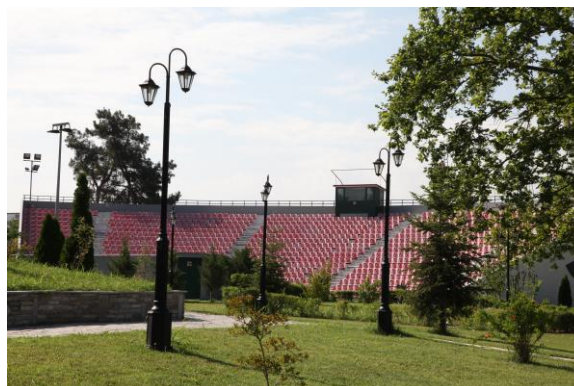
- Tel: +30 23210 49162, Email: [gymnast@teiser.gr](mailto:gymnast@teiser.gr), Site: [gym.teicm.gr](http://gym.teicm.gr)
- Head of Gym: Oikonomou Haralambos, Τηλ: +30 23210 49226, Email: [oikonomou@teiser.gr](mailto:oikonomou@teiser.gr)

#### 11.6 Sport and Cultural Activities

The Physical Education Department and Student Union organize a variety of sports and cultural activities and events. More information is available on the notice boards of the Physical Education Department and the Student Union.

#### 11.7 Network Operation Center (NOC) – Electronic Services

The Network Operation Center (NMO) is in charge of the operation, maintenance and development of the network infrastructure, the computing equipment and the electronic services in the Serres campus.



## 12. INTERNATIONAL DIMENSION AND PARTNERSHIPS

European citizens must have the knowledge, skills and competences required in a rapidly evolving society that is becoming increasingly mobile, multicultural and digital. Staying in another country to study, learn and work should become commonplace, while knowing two languages other than the mother tongue should be the norm.

Erasmus+ is the EU program for the fields of education, training, youth and sport for the period 2021-2027. The program aims to promote the mobility of members of the educational community, as well as cooperation, quality, creativity and innovation in higher education.

### 12.1 Student Mobility

Students in all study cycles (undergraduate, postgraduate, doctoral studies) can move for studies or internships, after having completed the first year of studies, for a total period of 2-12 months in each study cycle (e.g. 12 months during the undergraduate studies, 12 months during their postgraduate studies and 12 months during their PhD).

*Study mobility:* It concerns one period of study abroad at a partner university. The period of study abroad should be part of the student's degree program. The period of study abroad may include an internship period. This combination creates synergies between academic and professional experience abroad. Study mobility lasts from 2 to 12 months.

*Internship mobility:* It concerns a period of internship (for acquiring work experience) abroad in a company, research institution, laboratory, organization or any other related workplace. Internships abroad are supported during studies and for recent graduates. Student mobility for internships may last also from 2 to 12 months.

#### **Application process**

At the beginning of each academic semester the International Relations Office announces a call for the expressions of interest from students who wish to move during the next semester. Applications are submitted one semester in advance, i.e. for the winter semester applications are submitted on March and for the spring semester they are submitted on October of the previous year to the International Relations Office.

Students must find out at the beginning the academic partners of the Department of Business Administration and review their facilities and study programs in order to find out the availability of similar/ equivalent courses and decide for the University they will apply. Once they have decided for the host university, they must visit the Departmental Coordinator of the Erasmus+ program, Mr. G. Frigidis (Office 308, 2nd floor, tel: 2321049310, e-mail: [gary.fragidis@ihu.gr](mailto:gary.fragidis@ihu.gr)) in order to arrange the educational issues regarding the courses they will attend at the host university and their recognition.

For further information students should contact the International Relations Office (e-mail: [eu@cm.ihu.gr](mailto:eu@cm.ihu.gr), tel.: 2321049115) or visit the webpage for Erasmus+ of IHU: <https://www.ihu.gr/en/academic-units/intprogsen> and the website for Erasmus+ of Serres Campus: <http://erasmusplus.teicm.gr/incoming-students/>.

### 12.2 Staff Mobility

Erasmus+ supports the participation of academic and administrative staff of higher education institutions in professional development activities abroad. These activities may include periods of teaching as well as training (such as job shadowing, observation periods, training seminars).

*Teaching mobility:* Refers to a period of 2 days to 2 months for teaching abroad at a partner university. Teaching mobility must include at least 8 hours of teaching per week (or per any shorter period of stay). If the mobility lasts more than one week, the minimum number of teaching hours for an incomplete week should be proportional to the length of that week.

*Training mobility:* It refers to a period of 2 days to 2 months for training abroad at a partner university, company or other related workplace. The training period abroad enables the academic staff to participate in training activities abroad related to their day-to-day work at the home University. It can take the form of participating of training events or watching the work of others. The staff mobility period abroad may combine teaching and training activities.

More information can be found at the Serres Campus International Relations Office.

### 12.3 Academic Partners

The Department of Business Administration has partnerships in the program Erasmus+ with the following Universities:

- South-Eastern Finland University of Applied Sciences (Xamk) (Finland),
- Politécnico do Porto (Portugal),
- Instituto Politécnico do Cávado e do Ave (Portugal),
- ISG-Instituto Superior De Gestao (Portugal),
- Technical University of Lodz (Poland),
- University of Bielsko-Biala (Poland),
- University of Economics in Katowice (Poland),
- Università Degli Studi della Calabria (Italy),
- Università Degli studi de Bologna (Italy),
- Università Degli studi di Bari (Italy),
- Jade University of Applied Sciences (Wilhelmshaven, Germany),
- Wismar University of Applied Sciences (Germany),
- Zittau Görlitz University of Applied Sciences (Germany),
- Mittelhessen University of Applied Sciences (Giessen, Germany)
- Mannheim University of Applied Sciences (Germany)
- IUT/ Université de Marne la Valle (France),
- Mondragon University (Spain),
- International Business Academy (Denmark),
- VIVES University of Applied Sciences (Belgium),



- University of Plovdiv (Bulgaria),
- American University of Bulgaria (Bulgaria),
- South-West University “Neofit Rilski” (Bulgaria),
- University of Agribusiness and Rural Development (Bulgaria),
- Liepaja University (Latvia),
- Ventspils University College (Latvia),
- Vilnius Gediminas Technical University (Vilnius, Lithuania),
- University of Utena (Lithuania),
- Mucolas Romeris University (Vilnius, Lithuania),
- TTK University of Applied Sciences (Tallin, Estonia).
- University "Ștefan Cel Mare" SUCEAVA (Romania).



### **13. REFERENCE TO THE DEPARTMENT AND UNIVERSITY REGULATIONS**

On the website of the Department you can find the following guides and regulations:

- Regulation of the International University of Greece.
- Internal Regulation of the Department of Organization and Business Administration.
- Regulation of the Undergraduate Studies Program.
- Department's Quality Policy.
- Internship Regulation.
- Thesis Guide.
- Erasmus+ Program Guide.
- Regulations on the Master in Business Administration Program
- Regulations on the Master in Public Administration Program
- Regulations on the Master in Tourism and Hospitality Management Program
- Regulations on the Doctoral Studies Program

## 14. APPENDIX: DETAILED COURSES OUTLINE

### 14.1 1<sup>st</sup> Semester Courses

PRINCIPLES OF MANAGEMENT			
<b>NUMBER:</b> 101	<b>SEMESTER:</b> 1st	<b>TYPE:</b> General Background / Core Course	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To demonstrate the role, mission and necessity of Management Science in business organizations.</li> <li>• To describe the concept, entity and role of business organizations..</li> <li>• To present the Principles of Management, its content and theoretical framework.</li> <li>• To develop the ability of administrative thinking and synthesis of management principles.</li> <li>• To examine the course of action with which businesses achieve their goals.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• To know and understand the basic management principles.</li> <li>• To recognize the importance, necessity and objectives of the planning function.</li> <li>• To understand the decision-making process and the role of executives in dealing with problems in organizations.</li> <li>• To recognize the correct way of organizing a sustainable business that realizes its goals.</li> <li>• Recognize the main characteristics of the motivation process and the role of executives in it.</li> <li>• To understand the importance of management and leadership and role of executives in it.</li> <li>• To recognize the importance of control and the main control procedures.</li> </ul>			
<p><b>CONTENT:</b> 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.</p>			
<p><b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)</p>			
<p><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Γιοβάνης Ν., Πάσχος Γ. Σύγχρονη Διοίκηση Επιχειρήσεων, Γ έκδοση, ΕΧΕΔΩΡΟΣ, 2019, ΘΕΣ/ΝΙΚΗ</li> <li>• Μαντζάρης Ι. Σύγχρονη Οργάνωση και Διοίκηση Επιχειρήσεων, Β. ΓΚΙΟΥΡΔΑ, 2003, ΑΘΗΝΑ</li> <li>• Παπαδάκης Β., Επίκαιρα Θέματα Στρατηγικής Επιχειρήσεων, εκδόσεις Μπένου, 2018, Αθήνα</li> <li>• Μπουραντάς, Δ., Επιτυχημένος Ηγέτης και Μάνατζερ, Εκδόσεις Ψυχογιός, 2018, Αθήνα</li> <li>• Hester, A., Τα 10 Κλειδιά Επιτυχίας του Μάνατζερ, Εκδόσεις Ψυχογιός, 2018, Αθήνα</li> </ul>			

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

<ul style="list-style-type: none"> <li>• Acquire the skill of settling accounts at the end of the year.</li> <li>• Be able to prepare the financial statements of the companies according to the Greek Accounting Standards.</li> </ul>
<b>CONTENT:</b> 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
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Εισαγωγή στην Χρηματοοικονομική Λογιστική 3η έκδοση Συγγραφείς: Τσιτσάκης Χ. Έτος Τρέχ. Έκδοσης 2018.</li> <li>• ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΗ ΛΟΓΙΣΤΙΚΗ, ΤΟΜΟΣ Β' Συγγραφείς: ΓΕΩΡΓΙΟΣ ΑΛΗΦΑΝΤΗΣ Έτος Τρέχ. Έκδοσης 2015.</li> <li>• Αρχές χρηματοοικονομικής λογιστικής Συγγραφείς: Μιχάλης Μπεκιάρης, Χρήστος Τζόβας ΕΚΔΟΣΗ 2017.</li> </ul>

<b>STATISTICS I</b>			
<b>NUMBER:</b> 103	<b>SEMESTER:</b> 1st	<b>TYPE:</b> General Background / Core Course	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 1 / 0 / 5
<b>LEARNING OUTCOMES:</b> 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"> <li>• understand basic statistical concepts</li> <li>• be able to apply descriptive statistics methods</li> <li>• to collect and analyze a set of quantitative or qualitative data,</li> <li>• to construct and understand basic data description graphs and to assess any relationship that exists between these data,</li> <li>• to solve problems using the laws of probability</li> <li>• to manage data to investigate and solve economic, demographic, business problems</li> <li>• to use Excel and the SPSS statistical package for data analysis</li> </ul>			
<b>CONTENT:</b> 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.			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Ταμπάκης Ν. και Ξ. Χαψά (2013). «Εφαρμοσμένη Στατιστική - Εργαστηριακές Ασκήσεις». Θεσσαλονίκη: Εκδόσεις ΖΥΓΟΣ.</li> <li>• Ζαφειρόπουλος, Κ. (2017). «Εισαγωγή στη στατιστική και τις πιθανότητες». 2η Έκδοση. Αθήνα: Εκδόσεις Κριτική.</li> <li>• Ζαχαροπούλου, Ζ. (2018). «ΣΤΑΤΙΣΤΙΚΗ. Μέθοδοι – Εφαρμογές». 7η Έκδοση. Θεσσαλονίκη: Εκδόσεις Σοφία.</li> </ul>			

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

and Macro-Economics.

- 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.

Upon completion of the course students should be able to:

- 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:**

- 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**

<b>NUMBER:</b> 105	<b>SEMESTER:</b> 1st	<b>TYPE:</b> General Background / Core Course	<b>LECTURES/EXERC/ LAB /ECTS:</b> 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:

- 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**

- 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**

<b>NUMBER:</b> 106	<b>SEMESTER:</b> 1st	<b>TYPE:</b> General Background / Core Course	<b>LECTURES/EXERC/ LAB /ECTS:</b> 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:

- 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:**

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**

- Κοτζαϊβάζογλου, 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**

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

## 14.2 2nd Semester Courses

MICROECONOMICS			
<b>NUMBER:</b> 201	<b>SEMESTER:</b> 2nd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To analyze the Behavior of the Consumer and the Competitive Business.</li> <li>• 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.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Introduction: Economics and MicroEconomics, Competitive Use and Scarcity of Economic Resources, International Principles &amp; Data: 1 Lecture</li> <li>• Consumer Demand, Business Supply and Competitive Market: 2 Lectures</li> <li>• Theory of Consumer Choices: 2 Lectures</li> <li>• Positive Microeconomics &amp; Elasticities: 2 Lectures</li> <li>• Organization and Behavior of Businesses, International Business Theories: 2 Lectures</li> <li>• Perfect Business Competition: 1 Lecture</li> <li>• Boundary Cases of Market Structures, Monopolistic Firms: 1 Lecture</li> <li>• Oligopolistic Competition – Imperfect Markets – International Business Structures of Competition,</li> <li>• Government Policies - European Structures - &amp; International Data and Principles of Business Competition Control</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• A. Athanasainas, D. Paschaloudis, "Microeconomic Analysis: Theory &amp; Applications" (K.E.: 68369686), Giola Publications, 1st Edition, 2017, ISBN: 978-960-418-705-8.</li> </ul> <p><b>ADDITIONAL SUGGESTED BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• G. N. Mankiw, M. P. Taylor, "Microeconomics", (K.E.: 59382803), Giola Publications, 3rd Edition, 2016, ISBN: 978-960-418-631-0.</li> <li>• P. Krugman, R. Wells, "Microeconomics", Epikentro Publications, 2nd Edition, 2011, ISBN: 978-960-458-254-9.</li> </ul>			

STATISTICS II			
<b>NUMBER:</b> 202	<b>SEMESTER:</b> 2nd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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"> <li>• select a scientific sample,</li> <li>• conclusions about the properties of a population using samples;</li> <li>• draw conclusions about the properties of two populations using samples;</li> <li>• test the existence of a correlation between two characteristics of a population,</li> </ul>			



<ul style="list-style-type: none"> <li>• use the SPSS statistical package for data analysis to draw conclusions and make scientifically based decisions.</li> </ul>
<p><b>CONTENT:</b></p> <p>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.</p> <p>ii. Non-Parametric Procedures: Goodness of fit test for Normal distribution, Binomial distribution, Poisson distribution.</p> <p>iii. Relevance test with the X2 criterion, homogeneity test, computer applications.</p> <p>iv. Correlation: Pearson's and Spearman's correlation coefficients, hypothesis tests for association in a statistical population.</p> <p>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.</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Ploumidis, K. (2014). "BUSINESS STATISTICS, Descriptive &amp; Inductive". 2nd Edition. Thessaloniki: Ekhedoros Publications.</li> <li>• Sariannidis, N. and G. Kondeos (2016). "Introduction to Statistics". Kozani: Publisher Georgios Kondeos.</li> <li>• Halikias, I. (2010). "STATISTICS - Methods of Analysis for Business Decisions". 4th edition. Athens: Rosili Publications.</li> <li>• Field, A. (2016). "Exploring Statistics Using IBM's SPSS". 1st Greek edition from the 4th English. Athens: Propompos Publications.</li> </ul>

DATABASES			
<b>NUMBER:</b> 203	<b>SEMESTER:</b> Γ	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 1 / 5
<p>The objectives of of the course are:</p> <ul style="list-style-type: none"> <li>• To demonstrate the importance of valid and timely data both in the daily operation of the business and in making business decisions</li> <li>• To present the basic concepts of database technology that makes access to data and information possible</li> <li>• To present and analyze the basic principles of relational databases</li> <li>• Describe and analyze the stages of developing a database, the human resources necessary and tools available for this undertaking</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Develop Entity-Relationship Diagrams based on descriptions and/or business documents</li> <li>• Recognize the advantages and limitations of design decisions underlying an Entity Relationship Diagram</li> <li>• know the basic principles of relational databases</li> <li>• Convert Entity-Relationship Models into well-designed relational databases</li> <li>• Implement the relational databases they have designed in a DBMS using the SQL language</li> </ul>			
<p><b>CONTENT:</b></p> <p>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)</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• E. Kechris "Relational Databases", CRITICISM, 2021</li> <li>• Elmasri R., Navathe S. B., Fundamentals of Database Systems, Edition: 6th Edition, DIAVLOS, 2012</li> <li>• Ramakrishnan R., Gehrke J., Database Management Systems, 3rd Edition, Ed. Giola, 2012.</li> <li>• Begg Carolyn, Connolly Thomas, A Practical Approach to Designing, Implementing and Managing Database Systems, Gourdas, 2008</li> </ul>			

FINANCIAL MATHEMATICS			
<b>NUMBER:</b> 204	<b>SEMESTER:</b> 2nd	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b></p> <p>The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To present the basic concepts of Financial Mathematics and Financial Analysis.</li> <li>• 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.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Know the principles of Financial Mathematics.</li> <li>• Use fluently Economic Mathematics and Financial Analysis to analyze and solve relevant business problems.</li> <li>• Use the basic tools of Applied Mathematical Science as a foundation for further specialization in the study of financial mathematics</li> </ul>			

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

FINANCIAL ACCOUNTING			
<b>NUMBER:</b> 205	<b>SEMESTER:</b> 2nd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• Proceed to making up Inventories and valuations</li> <li>• Proceed to making up Balance Sheets</li> <li>• Carry out Depreciation</li> <li>• Plan the entries and make correcting entries of the end of the year.</li> <li>• Prepare the financial statements in accordance with the H.A.P.</li> </ul>			
<b>CONTENT:</b> 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			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Χρηματοοικονομική λογιστική Σύμφωνα με τα ελληνικά λογιστικά πρότυπα Έτος Τρέχ. Έκδοσης 2018</li> <li>• Χρηματοοικονομική λογιστική με βάση τα ελληνικά και διεθνή πρότυπα Συγγραφείς: Στεφάνου Κωνσταντίνος Έτος Τρέχ. Έκδοσης 2017</li> <li>• Χρηματοοικονομική-Λογιστική Συγγραφείς: Harrison W., Horngren C., Thomas W. Έτος Τρέχ. Έκδοσης 2015</li> </ul>			

EUROPEAN ECONOMIC INTEGRATION			
<b>NUMBER:</b> 206	<b>SEMESTER:</b> 2nd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• Identify the most important historical moments in the course of development of the EU.</li> <li>• Know the architecture of the European Union and the institutions and procedures of institutional formation and legislative process in the European Union.</li> <li>• Analyze the main components of European integration/unification theories.</li> <li>• Understand and interpret the economic issues of European integration in relation to the various phases of integration.</li> <li>• To know and be able to make use of European policies in relation to various issues (economy, business, education).</li> <li>• To know and evaluate the prospects of EU enlargement.</li> </ul>
<p><b>CONTENT:</b></p> <p>European unification in the first post-war decade - The first efforts to unify Europe  The creation of the EEC and the enlargements of the EEC and the EU.  Theories of European integration and integration  The architecture of the European Union and its evolution  The institutional structure and the legislative process in the European Union  The organization of the European Union  The economics of European integration: from customs union to single market  The economics of European integration: from single market to monetary union  The European Banking Union  European policies: The common foreign and security policy – the European defense policy  European policies: The common commercial policy, the European competition policy, the common agricultural policy.  European policies: European social policy, European cohesion policy, European knowledge policies: Education, training, research and innovation  The prospect of EU enlargement</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Μαραβέγιας Ν. (επιμ.) (2016) Ευρωπαϊκή Ένωση. Δημιουργία, εξέλιξη προοπτικές. Αθήνα: Κριτική.</li> <li>• Ευρωπαϊκή Ένωση, Μούσης Ν. ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ, 16η ενημερωμένη, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77118094.</li> <li>• Οικονομική της Νομισματικής Ένωσης, De Grauwe P., ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ, 3η Ελληνική έκδ., 2018. Κωδικός Βιβλίου στον Εύδοξο: 77114206</li> </ul>

<b>BUSINESS ENGLISH II</b>			
<b>NUMBER:</b> 207	<b>SEMESTER:</b> 2nd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b></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"> <li>• Understand and process realistic texts with vocabulary relevant to business language</li> <li>• To use the learned terminology to communicate in writing and orally in the context of specific tasks.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Greetings and Goodbyes Etiquette. Introduction Etiquette. Small talk. Ending Conversations.</li> <li>• Ordering Numbers. Figures. Dates.</li> <li>• Time and Expressions. Vacation Time.</li> <li>• Prices. Pay and Benefits. Job compatibility.</li> <li>• Types of work. Getting to Work. Skills and Qualifications.</li> <li>• Product details. Selling Products. Product Problems. Customer service.</li> <li>• Telephoning. Emails. Letters.</li> <li>• Types of meetings. Meeting Etiquette. Making a presentation at a meeting. Negotiations</li> <li>• Time Management. Making travel arrangements. Travel necessities.</li> <li>• Company Culture. Business in different cultures.</li> <li>• Management Styles. Team Building. Production.</li> <li>• Marketing. Finance. Sales.</li> <li>• Quality standards. Achieving perfection. Competition</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <p>Taylor, J. &amp; Zeter, J. (2011). Career Paths? Business English. Express Publishing.</p>			

### 14.3 3rd Semester Courses

<b>MACROECONOMICS</b>			
<b>NUMBER:</b> 301	<b>SEMESTER:</b> 3rd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• The projection of the modern overall image of the economy (national and international) and its relationship with the business environment,</li> <li>• 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.</li> <li>• 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.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Distinguish with relative clarity the fundamental macroeconomic sectors, in a national and international environment,</li> <li>• Understand the operating modes of the overall economy,</li> <li>• 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.</li> <li>• Get familiar to the scientific literature and develop skills in researching the sources.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Second Thematic Unit: Main problems of the Greek and International Economy.</li> <li>• Third thematic Unit: Macroeconomic Policies, European Union and International Economic Relations.</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Mankiw N. Gregory, Taylor P. Mark, "Economics (Macroeconomics)" (K.E.: 59382753), Publications A. Giola &amp; Sons SA, 3rd Edition, 2016, ISBN: 978-960-418- 632-7.</li> <li>• Acemoglu D, Laibson D, List J, "Macroeconomics" (K.E.: 50659270), Kritiki Publications SA, 1st Edition, 2015, ISBN: 978-960-586-041-7.</li> <li>• Kiochos P, Papanikolaou G, Kiochos A, "Macroeconomic Analysis" (K.E. : 12260011), Eleni Kiochos Publications, 1st Edition, 2011, ISBN: 978-960-98678-3-2.</li> </ul>			

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

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

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

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

<p>information. It aims at valuing the true value of businesses, analyzing their asset structure and assessing their operational efficiency and financial position.</p> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Know that the main source of information about the economic value of businesses is their financial statements.</li> <li>• Know the general principles and tools of financial analysis and studies them in a comparative way, over time and across layers.</li> <li>• Decide for the degree of viability of businesses with the use of financial indicators.</li> <li>• Calculate the true value of businesses.</li> </ul>
<p><b>CONTENT:</b></p> <p>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.</p> <p>Appraisal of business value.</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Ανάλυση χρηματοοικονομικών καταστάσεων Συγγραφείς: Subramanyan K.R, Wild John ΕΚΔΟΣΗ 2016</li> <li>• ΑΝΑΛΥΣΗ ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΩΝ ΚΑΤΑΣΤΑΣΕΩΝ, Συγγραφείς: ΓΕΩΡΓΟΠΟΥΛΟΣ ΑΝΤΩΝΗΣ ΕΚΔΟΣΗ 2014</li> </ul>

<b>MARKETING</b>			
<b>NUMBER:</b> 305	<b>SEMESTER:</b> 3rd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b></p> <p>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.</p> <p>Upon successful completion of this module, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Define the role of Marketing and to be a trigger for further involvement in this area.</li> <li>• Demonstrate analytical and creative skills in the field of marketing.</li> <li>• Understand theoretical concepts.</li> <li>• Develop communication skills.</li> <li>• Evaluate the marketing environment</li> <li>• Discern the appropriate strategic approach.</li> <li>• Synthesize personal skills related to marketing</li> <li>• Build and leverage core competencies to develop competitive advantages</li> <li>• Create the ways in which it will be able to achieve a sustainable competitive advantage in the market</li> <li>• Create a business that is flexible and able to adapt to changes</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Understanding the role of Marketing in organizations and society</li> <li>• The Marketing offer package</li> <li>• Philosophy of Marketing</li> <li>• Marketing Research, Marketing Communication</li> <li>• Strategic Planning of Company and Marketing</li> <li>• Consumer behavior</li> <li>• Personal Selling</li> <li>• Direct Marketing</li> <li>• Market segmentation and target market</li> <li>• Differentiation &amp; Positioning in Marketing</li> <li>• Production of new products</li> <li>• Product range, brand and packaging</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Δ. Πασχαλούδης «Μάρκετινγκ. Όσα πρέπει να γνωρίζετε και δεν έχετε ρωτήσει», εκδόσεις Κριτική</li> <li>• Τζωρτζάκης Κώστας , Τζωρτζάκη Αλεξία Μαίρη, Αρχές Μάρκετινγκ, Εκδόσεις Rosili, 2008</li> </ul>			

<b>RESEARCH METHODS</b>
-------------------------

<b>NUMBER:</b> 306	<b>SEMESTER:</b> 3rd	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b>			
<p>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.</p> <p>The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To provide directions and tools for conducting a scientific investigation</li> <li>• 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</li> <li>• 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</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify a research topic and know where to turn for help and guidance</li> <li>• Search and use appropriate literature (use of new library technologies, scientific journals and other Internet sources, use of secondary data sources)</li> <li>• 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</li> <li>• Know alternative research techniques, so that they have the possibility of choosing the most suitable methods</li> <li>• Select, construct and use research tools</li> <li>• Implement research in all its stages, choosing methods, constructing questionnaires, constructing samples, analyzing data</li> <li>• Know basic principles of sampling</li> <li>• Interpret results obtained from data analysis</li> <li>• Know the basic principles of writing scientific papers</li> </ul>			
<b>CONTENT:</b>			
<p>Introduction to scientific work. What is research methodology and research methods</p> <p>The bibliographic research</p> <p>Secondary data</p> <p>Scales</p> <p>Doing quantitative research with a structured questionnaire - Questionnaire construction</p> <p>Testing credibility and validity</p> <p>Sampling</p> <p>Qualitative research methods</p> <p>The introduction in writing a research paper</p> <p>The literature review</p> <p>Hypothesis formulation and research methodology</p> <p>Presentation of work results. Closing the job.</p> <p>Writing the bibliography</p> <p>Oral Presentation</p>			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b>			
<ul style="list-style-type: none"> <li>• Πως γίνεται μια επιστημονική εργασία, Ζαφειρόπουλος, Κ</li> <li>• Μέθοδοι έρευνας στις επιχειρήσεις και την οικονομία, Saunders, M Lewis, P Thornhill, A</li> <li>• Η ερευνητική μεθοδολογία στον πραγματικό κόσμο, Grey, D</li> <li>• Εισαγωγή στην κοινωνική έρευνα, Babbie, E</li> <li>• Κοινωνική έρευνα. Μια ξενάγηση στις μεθόδους και τις τεχνικές, Adler, E Clark, R</li> </ul>			

## 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
<b>LEARNING OUTCOMES:</b>			
<p>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.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the main categories of models used in business decision-making, the capabilities and limitations they offer and the categories of decisions they face.</li> <li>• 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.</li> <li>• 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.</li> <li>• Interpret the solution results, recognize their sensitivity in relation to the initial assumptions and use them to make effective management decisions in practice.</li> </ul>			
<b>CONTENT:</b>			
<p>Introduction. Linear Programming. The problem of transportation. The Assignment Problem. Integer Linear Programming.</p> <p>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.</p>			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b>			
<ul style="list-style-type: none"> <li>• Γ. Οικονόμου και Α. Γεωργίου, 2016, 'Επιχειρησιακή Έρευνα για τη Λήψη Διοικητικών Αποφάσεων', Β' Έκδοση, Εκδόσεις Μπένου.</li> <li>• Π. Υψηλάντης, 2015, 'Επιχειρησιακή Έρευνα, Μέθοδοι και τεχνικές λήψης αποφάσεων', 5η έκδοση, Εκδόσεις Προπομπός.</li> <li>• Anderson David R., Sweeney Dennis J., Williams Thomas A., Martin Kipp, 2014, 'Διοικητική επιστήμη', Εκδόσεις Κριτική.</li> <li>• Κολέτσος Ι., Στογιάννης Δ., 2021, 'Επιχειρησιακή έρευνα', Εκδόσεις Συμεών Καλαμαρά Έλλη.</li> </ul>			
FINANCIAL MANAGEMENT			
NUMBER: 402	SEMESTER: 4th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<b>LEARNING OUTCOMES:</b>			
<p>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.</p> <p>Upon completion of the course, students should:</p> <ul style="list-style-type: none"> <li>• Know the concepts of interest, compounding, terminal value and net present value.</li> <li>• Apply methods of evaluating investment proposals.</li> <li>• Prepare capital investment budgets.</li> <li>• Understand the capital structure of businesses.</li> <li>• Make decisions regarding the management of working capital</li> </ul>			
<b>CONTENT:</b>			
<p>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</p>			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b>			
<ul style="list-style-type: none"> <li>• Χρηματοοικονομική Διοίκηση 2η Έκδοση, Θεωρία και Πρακτική Συγγραφείς: Δ. Βασιλείου, Ν. Ηρειώτης, Έκδοση: 2/2018</li> <li>• Χρηματοδότηση Επιχειρήσεων Συγγραφείς: Θάνος Γ. Έτος Τρέχ. Έκδοσης 2017</li> <li>• Εφαρμοσμένη Χρηματοοικονομική για Επιχειρήσεις Συγγραφείς: Damodaran A. Έτος Τρέχ. Έκδοσης 2013</li> </ul>			



<b>LOGISTICS</b>			
<b>NUMBER:</b> 403	<b>SEMESTER:</b> 4th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• Understand how the effective organization and management of a company's distribution channels can significantly contribute to increasing customer satisfaction.</li> <li>• Understand how the effective organization and management of a company's supply chain can significantly contribute to improving its competitiveness</li> <li>• Be equipped with the knowledge that will allow them to choose the optimal distribution and supply strategy.</li> <li>• Be able to design an effective distribution channel.</li> <li>• Applications and mathematical modeling of problems arising during logistics management.</li> </ul>			
<b>CONTENT:</b> 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,			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b>			
<ul style="list-style-type: none"> <li>• Alan Harrison, Remko van Hoek Logistics Μάνατζμεντ και Στρατηγική, 2η Έκδοση, εκδόσεις Rosilli</li> <li>• Chopra Sunil Διοίκηση Εφοδιαστικής Αλυσίδας, 7η Έκδοση, Κωνσταντίνος Ανδρουτσόπουλος, Μιχάλης Μαντάς (Επιστ. επιμέλεια) εκδόσεις Τζιόλα</li> <li>• Μαρινάκης Ι. - Μύγαλας Α Σχεδιασμός Και Βελτιστοποίηση Της Εφοδιαστικής Αλυσίδας, εκδόσεις Σοφία.</li> </ul>			

<b>SALES MANAGEMENT</b>			
<b>NUMBER:</b> 404	<b>SEMESTER:</b> 4th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• They plan the sales of a business selling products or providing services.</li> <li>• Distinguish the categories of potential buyers and apply the corresponding model for the successful sales process.</li> <li>• Predict the amount of sales of a business.</li> <li>• Organize the geographical sales areas, as well as to identify and allocate the sales "accounts" (accounts) to sellers.</li> <li>• Recruit, train, motivate, monitor and evaluate salespeople.</li> <li>• Prepare a budget to finance the sales function.</li> <li>• Evaluate costs in relation to the performance of the sales function.</li> </ul>			
<b>CONTENT:</b> 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			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine			

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

<b>CONSUMER BEHAVIOR</b>			
<b>NUMBER:</b> 405	<b>SEMESTER:</b> 4th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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. Upon successful completion of this module, the student will be able: <ul style="list-style-type: none"> <li>• To recognize both the general subject and the methods surrounding consumer behavior.</li> <li>• To identify the theoretical concepts related to the psychology of the consumer.</li> <li>• To determine the market segmentation criteria.</li> <li>• To explain and analyze the process of consumer perception and learning.</li> <li>• To measure the effects of searching and evaluating available options on preference formation.</li> <li>• To examine decision-making patterns and recognize differences in the purchasing process based on different consumer patterns.</li> <li>• Understand the ways in which marketing strategies influence consumer behavior.</li> </ul>			
<b>CONTENT:</b> 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			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Solomon M., Συμπεριφορά Καταναλωτή, Εκδόσεις Tziola, 2018</li> <li>• Μπάλας Γ., Παπασταθοπούλου Π., Συμπεριφορά Καταναλωτή: Αρχές- Στρατηγικές-Εφαρμογές, Rosili, Αθήνα, 2013.</li> <li>• Σιώμος Γ., Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα, 2011</li> </ul>			

<b>PUBLIC RELATIONS</b>			
<b>NUMBER:</b> 406	<b>SEMESTER:</b> 4th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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. Upon completion of the course, students should:			

- 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

**CONTENT:**

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

**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**

- Seitel, F. (2018). Δημόσιες Σχέσεις: Θεωρία και Εφαρμογές. Αθήνα: Broken Hill.
- Πιπερόπουλος Γ. (2011) Επικοινωνώ άρα υπάρχω. Ηγεσία, επικοινωνία, δημόσιες σχέσεις. Θεσσαλονίκη: Ζυγός

## 14.5 5<sup>th</sup> Semester Courses

<b>QUANTITATIVE METHODS IN DECISION MAKING II</b>			
<b>NUMBER:</b> 501	<b>SEMESTER:</b> 5th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• Understand what a game is, give examples of using games to represent problems of competitive interdependence and solve a game using the appropriate methodology.</li> </ul>			
<p><b>CONTENT:</b> Project Scheduling, Dynamic Programming, Queuing Theory, Game Theory</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Γ. Οικονόμου και Α. Γεωργίου, 2016, 'Επιχειρησιακή Έρευνα για τη Λήψη Διοικητικών Αποφάσεων', Β' Έκδοση, Εκδόσεις Μπένου.</li> <li>• Π. Υψηλάντης, 2015, 'Επιχειρησιακή Έρευνα, Μέθοδοι και τεχνικές λήψης αποφάσεων', 5η έκδοση, Εκδόσεις Προπομπός.</li> <li>• Anderson David R., Sweeney Dennis J., Williams Thomas A., Martin Kirp, 2014, 'Διοικητική επιστήμη', Εκδόσεις Κριτική.</li> <li>• Κολέτσος Ι., Στογιάννης Δ., 2021, 'Επιχειρησιακή έρευνα', Εκδόσεις Συμewών Καλαμαρά Έλλη.</li> </ul>			

<b>ENTREPRENEURSHIP AND ENTERPRISE PLANNING</b>			
<b>NUMBER:</b> 502	<b>SEMESTER:</b> 5th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of the course are:</p> <ul style="list-style-type: none"> <li>• To introduce the students to the basic theoretical framework of creation and development of entrepreneurship.</li> <li>• To familiarize students with the conceptual framework of entrepreneurship, the content of entrepreneurship and the entrepreneurial.</li> <li>• To introduce students to the basic aspects of business development and the process of establishing and growing a business.</li> <li>• To present an integrated methodology of business plan development.</li> </ul> <p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>• Know the procedures for establishing new businesses.</li> <li>• Know modern concepts and trends of entrepreneurship.</li> <li>• Decide on the development of new business actions taking into account various data (competition, finance, market, etc.).</li> <li>• Manage the financing and financial viability of new business ventures.</li> <li>• Develop an integrated business plan that documents the development of a new business activity.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			

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

ΗΛΕΚΤΡΟΝΙΚΑ ΣΥΣΤΗΜΑΤΑ			
<b>NUMBER:</b> 503	<b>SEMESTER:</b> 5th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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. Upon completion of the course, students should be able to:			
<ul style="list-style-type: none"> <li>• Understand the concepts of e-business and e-commerce</li> <li>• Recognize and describe e-business and e-commerce technologies and analyze their business significance</li> <li>• 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</li> <li>• Plan the operation and development strategy of an electronic business that will lead it to success</li> <li>• 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</li> <li>• Describe the technologies and techniques used in modern customer relationship management (CRM)</li> <li>• Be aware of security technologies and services to protect privacy and electronic transaction processing services.</li> </ul>			
<b>CONTENT:</b>			
<ul style="list-style-type: none"> <li>• Lesson 1: Introduction of E-BusinessQ Introductory concepts and definitions</li> <li>• Lesson 2: Typical examples that changed the world (Amazon, ebay, Facebook, etc.). The unique features of e-business.</li> <li>• Lesson 3: Technological Environment. Basic Internet Technologies and Services</li> <li>• Lesson 4: Domains of e-Business</li> <li>• Lesson 5: E-Business Business Models (Architecture, Business Players, Benefits, Revenue). Classic E-Business Business Models.</li> <li>• Lesson 6: E-Business Strategies (Porter, Cost Leadership, Differentiation, Focus). Strategy Evaluation</li> <li>• Lesson 7: Electronic Marketing. Market segmentation.</li> <li>• Lesson 8: Pricing. Price difference. Personalization</li> <li>• Lesson 9: Electronic Advertising Methods. Online Advertising Strategies. Effectiveness.</li> <li>• Lesson 10: Electronic Customer Relationship Management (CRM)</li> <li>• Lesson 11: E-business on social media and mobile devices.</li> <li>• Lesson 12: Electronic transaction processing and security issues</li> <li>• Lesson 13: Legal and ethical issues in e-business.</li> </ul>			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Ψηφιακές Επιχειρήσεις και ηλεκτρονικό εμπόριο, Chaffey D.</li> <li>• Ηλεκτρονικό Εμπόριο. Επιχειρήσεις, Τεχνολογία, Κοινωνία, Laudon, C.K. Guercio-Traver, C</li> <li>• Ηλεκτρονική επιχειρησιακή δράση, Βαλασαμίδης, Σ</li> <li>• Ηλεκτρονικό επιχειρείν και μάρκετινγκ: καινοτόμα μοντέλα σε ψηφιακό περιβάλλον, Βλαχοπούλου Μ. Δημητριάδης, Σ.</li> </ul>			

## 14.6 6th Semester Courses

<b>OPERATIONS MANAGEMENT</b>			
<b>NUMBER:</b> 601	<b>SEMESTER:</b> 6th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 2 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• 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.</li> <li>• Use quantitative and qualitative criteria to select the optimal location of a production system.</li> <li>• 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.</li> <li>• Use demand-forecasting methods.</li> <li>• Analyze problems related to inventory management.</li> <li>• Understand the methodology and parameters of production scheduling.</li> </ul>			
<b>CONTENT:</b> Product Planning, Capacity Planning, Work Study, Site Selection, Spatial Planning, Forecasting Methods, Inventory Planning and Control, Production Planning.			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and online communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b>			
<ul style="list-style-type: none"> <li>• Σ. Γ. Δημητριάδης, Α. Μηχιώτης, 'Διοίκηση Συστημάτων Παραγωγής, εκδόσεις ΚΡΙΤΙΚΗ, 2007.</li> <li>• Jae K. Shim, Joel G. Siegel, 'Διοίκηση Εκμετάλλευσης', Εκδόσεις Κλειδάριθμος, Αθήνα 2002.</li> </ul>			

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

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

CORPORATE SOCIAL RESPONSIBILITY AND ETHICS			
<b>NUMBER:</b> 603	<b>SEMESTER:</b> 6th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> <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"> <li>• Recognize the concepts and distinguish the trends in the issues of business ethics and social responsibility of companies.</li> <li>• Recognize the forms of corporate social responsibility of businesses and to identify, describe and plan business actions that respond to them.</li> <li>• Recognize the forms of ethical business behavior and to identify, describe and plan business actions that respond to them.</li> <li>• Develop and synthesize arguments for (or against) corporate social responsibility and ethics.</li> <li>• Recognize, explain and manage ethical dilemmas that arise in business, using ethical theories and other models of ethical decision-making.</li> <li>• Manage and resolve problems that arise in the company's relationships with stakeholders.</li> </ul>			
<b>CONTENT:</b> <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>			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Debbie Haski - Leventhal, Strategic Corporate Social Responsibility, Publisher: Giola, 2018</li> <li>• Maria Vaxevanidou, Corporate Social Responsibility, Publisher: Stamouli SA, 2011</li> </ul>			

## 14.7 7<sup>th</sup> Semester Courses

<b>QUALITY MANAGEMENT</b>			
<b>NUMBER:</b> 701	<b>SEMESTER:</b> 7th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To develop the concept and principles of Quality and in particular Quality in the practice of Management.</li> <li>• 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.</li> <li>• To provide knowledge about the Certification of Quality Assurance Systems according to ISO, HACCP standards, etc.</li> <li>• 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).</li> <li>• To train students in the techniques and methods of prevention, monitoring and quality control</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the dimension of Quality in business management.</li> <li>• Detect non-quality situations in business processes and use tools to record and analyze low-quality processes.</li> <li>• Calculate the cost of the management of quality.</li> <li>• Apply quality procedures in the organizations' activities/ Quality Function Deployment -QFD</li> <li>• Carry out statistical quality control applications to control the quality of services (public services, banks, telecommunications organizations).</li> <li>• 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.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Γ. Πάσχος και Γ. Πλουμίδης «Διοίκηση Ολικής Ποιότητας», Β Έκδοση, Εκδ. ΕΧΕΔΩΡΟΣ, 2008, Θεσσαλονίκη.</li> <li>• Κέφης, Β. «Διοίκηση Ολικής Ποιότητας», εκδόσεις ΚΡΙΤΙΚΗ, 2014, Αθήνα</li> <li>• Δερβιτσιώτης, Κ. «Διοίκηση Ολικής Ποιότητας», Νομική Βιβλιοθήκη, 2η έκδ. Αθήνα, 2005, ISBN: 978-960-272-311-1</li> <li>• Μ. Ζαβλανός Η ποιότητα στις παρεχόμενες υπηρεσίες και τα προϊόντα, , Εκδόσεις Σταμούλη Α.Ε., Αθήνα 2006, ISBN: 960-351-659-7</li> </ul>			
<b>BUSINESS MODELLING</b>			
<b>NUMBER:</b> 702	<b>SEMESTER:</b> 7th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The purpose of the course is:</p> <ul style="list-style-type: none"> <li>• To introduce students to the business model concept and business modeling processes.</li> <li>• 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.</li> <li>• To familiarize students with the process of business modeling.</li> </ul> <p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>• Know the concept of the business model as a basic tool for planning business action and strategy.</li> <li>• Understand the concept of value proposition and the importance of business modeling for the successful planning of business actions.</li> <li>• Know standard business models as guides for business action, analyze them into their components and evaluate their dynamics.</li> <li>• Develop simple business models.</li> <li>• Analyze and transform business models.</li> <li>• Innovate in terms of the business model.</li> </ul>			
<p><b>CONTENT:</b> Introduction to Business Modeling The concept of business model The components of the business model</p>			



<p>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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Development of Business Models Osterwalder Alexander, Pigneur Yves, BROKEN HILL Publications, 1st edition, 2017. Book Code in Eudoxos: 68373077.</li> <li>• Business Model Innovations, Valvi Theodora, Vliamos Spyros, Karagiannis Ilias, DISIGMA Publications, 2018. Book Code in Eudoxos: 77118721.</li> </ul>

DIGITAL MARKETING			
NUMBER: 703	SEMESTER: 7th	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5
<p><b>LEARNING OUTCOMES:</b></p> <p>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.</p> <p>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.</p> <p>Upon successful completion of this module, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the current and major practices of Digital Marketing and Social Media Marketing.</li> <li>• Analyze, plan, execute and evaluate a digital marketing strategy</li> <li>• Distinguish and support the processes of communication channels used when engaging in digital communities.</li> <li>• Identify the basic tools used in Digital Marketing and Social Media Marketing</li> <li>• Distinguish between different types of media</li> <li>• Identify virtual and augmented reality technologies</li> <li>• Distinguish consumer personas, define marketing objectives and conduct a situational analysis as part of digital marketing planning.</li> <li>• Develop digital marketing strategies based on online value propositions and market/product development.</li> <li>• Consider digital media to create an online presence.</li> <li>• Recognize the value of interactive marketing communication, marketing through search engines</li> </ul>			
<p><b>CONTENT:</b></p> <p>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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• E-Marketing - Μάρκετινγκ Στο Διαδίκτυο, Σιώμοκος, Γεώργιος Ι. , Τσιάμης, Ιωάννης, Εκδόσεις: Λιβάνης - Νέα Σύνορα, 2017</li> <li>• Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Βλαχοπούλου Μάρω , Δημητριάδης Σέργιος, Εκδόσεις Rosili, 2014</li> <li>• Οδηγός Social Media Marketing, Μαναριώτη Αγάπη, Εκδόσεις Rosili, 2019</li> <li>• Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016</li> </ul>			

## 14.8 8<sup>th</sup> Semester Courses

BUSINESS STRATEGY			
<b>NUMBER:</b> 801	<b>SEMESTER:</b> 8th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of the course are:</p> <ul style="list-style-type: none"> <li>• To present the concepts and theories of strategy and strategic management.</li> <li>• To present strategic management models, techniques and tools</li> <li>• To highlight the importance of strategic management and cultivate strategic thinking in students.</li> </ul> <p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>• To know the basic concepts of strategy and the modern theories of business strategy.</li> <li>• To apply methods, techniques and tools of strategic analysis of the internal, sectoral and external environment of businesses.</li> <li>• Identify and evaluate the general strategic choices of businesses.</li> <li>• Interpret the competitive position of businesses and choose strategies to achieve a competitive advantage.</li> <li>• Develop strategic thinking and plan and implement strategic actions.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Johnson, G., Scholes, K., and Whittington, Βασικές Αρχές Στρατηγικής των Επιχειρήσεων. Εκδόσεις Κριτική, 2η έκδοση, 2016. .</li> <li>• Στρατηγική Σκεψη και Πρακτική στον Κοσμο των Επιχειρησεων, Βασιλης Παπαδακης Εκδόσεις Ψυχογιός, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77119604</li> <li>• Στρατηγικο Μανατζμεντ , Frank t. Rothaermel Εκδόσεις Rossili, 2017. Κωδικός Βιβλίου στον Εύδοξο: 68382389</li> </ul>			
LABOUR RELATIONS			
<b>NUMBER:</b> 802	<b>SEMESTER:</b> 8th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To convey to students the exact concept and content of labor relations</li> <li>• To demonstrate the role of trade unions in collective agreements and strikes</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the factors that influence labor relations as well as the role of these factors in the successful operation of organizations.</li> <li>• Determine the degree of relevance of labor relations with other similar forms of relations that develop within organizations</li> <li>• Identify the effects of work on the psychological and physical condition of individuals</li> <li>• Evaluate the factors of globalization and their effects on employment</li> <li>• Know the role of work in shaping people's social status</li> <li>• Indicate the appropriate measures to deal with the adverse effects of work on workers' health</li> <li>• To be able to propose measures to adapt work to the requirements of technological and economic developments.</li> </ul>			

<ul style="list-style-type: none"> <li>• To identify the advantages and disadvantages of various forms of organization as well as their contribution to the development of labor relations</li> <li>• To know the conditions of recruitment, employment and remuneration of the staff within the framework of the established labor relations.</li> </ul>
<p><b>CONTENT:</b> 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.</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Ντάνος Α. «Εργασιακές Σχέσεις και Θεσμοί», Σύγχρονη Εκδοτική, Αθήνα , 2011</li> <li>• Καρακιουλάφη, Χ., « Εργασιακές Σχέσεις. Θεωρητικές προσεγγίσεις και Εμπειρικά Ζητήματα», Εκδόσεις παπαζήση , Αθήνα 2012.</li> <li>• Π. Φαναριώτης. « Εργασιακές Σχέσεις, Β' έκδοση», Εκδόσεις Σταμούλη, Αθήνα 2004.</li> <li>• Θ. Κατσανέβας. «Οικονομική της εργασίας και Εργασιακές Σχέσεις, Γ' έκδοση», εκδόσεις Σταμούλης, Αθήνα 2007.</li> </ul>

MANAGERIAL ACCOUNTING			
<b>NUMBER:</b> 803	<b>SEMESTER:</b> 8th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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:</p> <ul style="list-style-type: none"> <li>• Know the framework and rules of Administrative Accounting, the basic cost distinctions and cost estimation methods.</li> <li>• Analyze the cost-volume of activity and profit relationship.</li> <li>• Determine standard costs and analyze cost variances.</li> <li>• Know the concept of equivalent units and calculate their cost per cost period.</li> <li>• Apply budgeting procedures and calculate economic added value.</li> </ul>			
<p><b>CONTENT:</b> 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.</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Διοικητική Λογιστική, Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ,ΚΟΥΣΕΝΙΔΗΣ ΔΗΜΗΤΡΙΟΣ, Έτος Τρέχ. Έκδοσης 2014</li> <li>• Διοικητική Λογιστική, Συγγραφείς: Needles Belverd, Powers Marian, Crosson Susan , Έτος Τρέχ. Έκδοσης 2017</li> <li>• Διοικητική Λογιστική, Δημητράς Α. Μπάλλας Α., Εκδόσεις Γ. Δαρδάνος- Κ. Δαρδάνος ΟΕ, 2009.</li> <li>• Διοικητική Λογιστική, Garrison R.H και Noreen E., Κλειδάριθμος, 2006.</li> </ul>			

## 14.9 Elective Courses – Specialization in Economic and Financial Management

MANAGERIAL ECONOMICS				
NUMBER: A01	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5	
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To analyze the behavior of the consumer and the competitive business in the business environment of the internationalized markets.</li> <li>• 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 &amp; Policy of firms, in the basis of international goods markets and services.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To know and understand the complex economic-technical-financial and operational content of the Administrative Economics of modern companies.</li> <li>• To be able to apply basic and applied mathematical principles and methods in solving business problems, in the scientific field of Administrative Microeconomic Analysis.</li> </ul>				
<p><b>CONTENT:</b> Introduction: Managerial Economics &amp; 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 &amp; Business Production Costs Competitive Market Structure – Imperfect Competition &amp; Pricing International Business Competitiveness Strategies Operational Pricing Strategies Strategic Business Risk &amp; Investment Analysis</p>				
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b> 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 &amp; Εφαρμογές», Αθανάσινας Α., Πασχαλούδης Δ., Κωδικός Βιβλίου στον Εύδοξο: 68369686, Έκδοση: 1η, 2017, ISBN: 978-960-418-705-8, ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ &amp; ΥΙΟΙ Α.Ε.</p>				
FINANCIAL ANALYSIS				
NUMBER: A02	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5	
<p><b>LEARNING OUTCOMES:</b> Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Know the legal forms of businesses</li> <li>• Regognize the financial markets and financial products</li> <li>• Study the expected return and risk of financial factors</li> <li>• Calculate asset valuation models</li> </ul>				
<p><b>CONTENT:</b> • 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.</p>				
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b> • 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 NIKBAKHΤ Έτος Τρέχ. Έκδοσης 2012</p>				

<b>PRINCIPLES OF ECONOMIC THOUGHT</b>			
<b>NUMBER:</b> A03	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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.</p> <p>Upon successful completion of this module, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the way of genesis and development of the economic theory.</li> <li>• 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</li> <li>• Distinguish the historical character of economic theories and the way in which real socio-economic phenomena shape the evolution of economic theory.</li> <li>• 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.</li> <li>• 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.).</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• The Economic Revolution</li> <li>• Adam Smith's Wonderful World</li> <li>• The Bad Forebodings Of Thomas Malthus And David Ricardo</li> <li>• The Dreams Of Utopian Socialists</li> <li>• The Relentless System Of Karl Marx</li> <li>• The Victorian World And The Underworld Of Finance</li> <li>• The Primitive Society of Thorstein Veblen</li> <li>• The Heretical Views Of John Maynard Keynes</li> <li>• The Contradictions Of Joseph Schupeter</li> <li>• The End Of The Philosophy Of The Economic World</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• ΧΑΙΛΜΠΡΟΝΕΡ ΡΟΜΠΕΡΤ, ΟΙ ΦΙΛΟΣΟΦΟΙ ΤΟΥ ΟΙΚΟΝΟΜΙΚΟΥ ΚΟΣΜΟΥ, Η ΖΩΗ, ΟΙ ΚΑΙΡΟΙ ΚΑΙ ΟΙ ΙΔΕΕΣ ΤΩΝ ΜΕΓΑΛΩΝ ΟΙΚΟΝΟΜΟΛΟΓΩΝ, Εκδόσεις Κριτική, 2000</li> <li>• Ταξίδι στον κόσμο της οικονομίας, Galbraith, εκδόσεις Κάκτος 2000</li> <li>• Οικονομικές θεωρίες και κρίσεις, Νίκος Χριστοδουλάκης, εκδόσεις Κριτική, 2015</li> </ul>			

<b>GAME THEORY FOR BUSINESS</b>			
<b>NUMBER:</b> A04	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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.</p> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the role and importance of game theory in making strategic decisions in a competitive environment.</li> <li>• Distinguish the basic categories and corresponding forms of models used in game theory.</li> <li>• formulate game theory models that describe real decision situations by identifying the basic elements of the game: players, strategies, payoffs.</li> <li>• Apply the basic solving techniques in a game and interpret the resulting solution in operational terms.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• ΠΑΙΓΝΙΑ ΚΑΙ ΛΗΨΗ ΑΠΟΦΑΣΕΩΝ, Χ.Δ. ΑΛΙΠΡΑΝΤΗΣ, S.K. CHAKRABARTI</li> </ul>			

• ΕΙΣΑΓΩΓΗ ΣΤΗ ΘΕΩΡΙΑ ΠΑΙΓΝΙΩΝ, MARTIN J. OSBORNE

### COSTING AND PRICING

<b>NUMBER:</b> A05	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	----------------------------	--	---

#### 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)

#### BIBLIOGRAPHY

- 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

<b>NUMBER:</b> A06	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	----------------------------	--	---

#### 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)

#### BIBLIOGRAPHY

- Βαΐτσος, Κ. και Β. Μισός (2018). «ΠΡΑΓΜΑΤΙΚΗ ΟΙΚΟΝΟΜΙΑ. Εμπειρίες Ανάπτυξης, Κρίσης και Φτωχοποίησης στην Ελλάδα». Αθήνα: Εκδόσεις Κριτική.
- Κατσίκας, Δ., Φιλίνης, Κ. και Μ. Αναστασάτου (2017). «Κατανοώντας την ελληνική κρίση». Αθήνα: Εκδόσεις Παπαζήση.
- Κόλλιας, Χ., Ναξάκης, 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

<b>NUMBER:</b> A07	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	----------------------------	--	---

#### LEARNING OUTCOMES:

The objectives of this lesson are:

- 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:

- 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

- 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

<b>NUMBER:</b> A08	<b>SEMESTER:</b> Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	-------------------------	--	---

#### 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:

- 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
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Εφαρμοσμένη Λογιστική Εταιριών Σύμφωνα με τα ελληνικά λογιστικά πρότυπα Έτος Τρέχ. Έκδοσης 2018</li> <li>• ΛΟΓΙΣΤΙΚΗ ΕΤΑΙΡΙΩΝ ΣΥΜΦΩΝΑ ΜΕ ΤΑ ΕΛΛΗΝΙΚΑ ΚΑΙ ΔΙΕΘΝΗ ΛΟΓΙΣΤΙΚΑ ΠΡΟΤΥΠΑ Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ Έτος Τρέχ. Έκδοσης 2015</li> </ul>

REGIONAL ECONOMIC DEVELOPMENT			
NUMBER: A09	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<b>LEARNING OUTCOMES:</b> The objectives of this lesson are: <ul style="list-style-type: none"> <li>• To demonstrate the various economic-mathematical patterns of Regional Economic Growth and Development, in a Greek, European and International context.</li> <li>• To analyze the scientific background of Economic Growth.</li> <li>• 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 .</li> </ul> Upon completion of the course students should be able to: <ul style="list-style-type: none"> <li>• To understand the scientific weaknesses of the existence of a single and universal theory of Economic Growth.</li> <li>• To know the wide and complex scope of the scientific subject and the existence of its multidimensional and interdisciplinary approach.</li> <li>• 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.</li> <li>• To understand the need to use and systematically apply advanced mathematical and statistical methods for investment decisions.</li> </ul>			
<b>CONTENT:</b> 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.			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Σ. Πολύζος, «Περιφερειακή Ανάπτυξη» (Κ.Ε.: 7648530), Εκδόσεις Κριτική Α.Ε., 1η Έκδοση, Αθήνα 2011, ISBN: 978-960-218-730-2. ΠΡΟΣΘΕΤΗ ΠΡΟΤΕΙΝΟΜΕΝΗ ΒΙΒΛΙΟΓΡΑΦΙΑ</li> <li>• P. McCANN, «Αστική &amp; Περιφερειακή Οικονομική» (Κ.Ε.: 59367874), Εκδόσεις Κριτική Α.Ε., 2η Έκδοση, Αθήνα 2016, ISBN: 978-960-586-141-4.</li> <li>• Λ. Λαμπριανίδης, «Οικονομική Γεωγραφία» (Κ.Ε.: 22767841), Εκδόσεις Πατάκη, 2η Έκδοση, Αθήνα 2012, ISBN: 978-960-16-4618-3.</li> </ul>			

TOPICS IN ACCOUNTING			
NUMBER: A10	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<b>LEARNING OUTCOMES:</b> 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			



<p>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.</p>
<p><b>CONTENT:</b> 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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b> 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.</p>

AUDITING			
<b>NUMBER:</b> A11	<b>SEMESTER:</b> Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The purpose of the course is for students to understand:</p> <ul style="list-style-type: none"> <li>• The distinction between internal and external auditing, as well as the organizational function of auditing</li> <li>• The possible causes of discrepancies between planned and executed activities.</li> <li>• The verification methodology.</li> <li>• The functional organization of the internal audit function.</li> <li>• The inclusion of internal auditing in the organization of a business.</li> <li>• How to prepare audit methods for all levels of the organizational operation of businesses</li> </ul> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Plan the operation of the internal audit.</li> <li>• Design the operating rules of internal audit in various categories of companies, in various management systems and in various economic sectors.</li> <li>• Perform individual audit activities and verifications.</li> <li>• Effectively use deviation identification tools.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b> • ΕΛΕΓΚΤΙΚΗ ΕΣΩΤΕΡΙΚΟΣ ΕΛΕΓΧΟΣ - ΘΕΩΡΙΑ ΚΑΙ ΕΦΑΡΜΟΓΕΣ Συγγραφείς: ΝΕΓΚΑΚΗΣ ΧΡΗΣΤΟΣ,ΤΑΧΥΝΑΚΗΣ ΠΑΝΑΓΙΩΤΗΣ Έτος Τρέχ. Έκδοσης 2017 • ΕΛΕΓΚΤΙΚΗ Συγγραφείς: ΓΕΩΡΓΙΟΣ ΑΛΗΦΑΝΤΗΣ Έτος Τρέχ. Έκδοσης 2018</p>			

• 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
<p><b>LEARNING OUTCOMES:</b> 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:</p> <ul style="list-style-type: none"> <li>• estimate models with more than one independent variable,</li> <li>• collect and analyze a set of quantitative or qualitative data,</li> <li>• perform qualitative and quantitative analysis of primary or secondary data using statistical packages;</li> <li>• estimate with the use of real statistical data any relationship that exists between these data,</li> <li>• manage a large amount of data to investigate and solve economic, demographic, business problems,</li> <li>• 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.</li> </ul>			
<p><b>CONTENT:</b></p> <p>i. 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. <math>R^2</math>, F test. Applications using statistical packages.</p> <p>ii. 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.</p> <p>iii. 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.</p> <p>iv. 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).</p> <p>v. 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.</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Γναρδέλης, Χ. (2019). «Εφαρμοσμένη Στατιστική», Αθήνα: Εκδόσεις Παπαζήση.</li> <li>• Δημητριάδης, Ε. (2017). «ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΜΕ ΕΦΑΡΜΟΓΕΣ ΣΕ SPSS ΚΑΙ LISREL». Αθήνα: Εκδόσεις Κριτική.</li> <li>• Τζωρτζόπουλος, Π. και Α. Λειβαδά (2012). «ΑΡΙΘΜΟΔΕΙΚΤΕΣ ΚΑΙ ΕΠΙΣΗΜΕΣ ΣΤΑΤΙΣΤΙΚΕΣ». Αθήνα: Εκδόσεις Οικονομικό Πανεπιστήμιο Αθηνών.</li> <li>• Aczel, A. και J. Sounderprandian (2013). «Στατιστική σκέψη στον κόσμο των επιχειρήσεων». Λευκωσία: Εκδόσεις για την ελληνική γλώσσα Broken Hill Publishers LTD.</li> <li>• Field, A. (2016). «Η Διερεύνηση της Στατιστικής με τη Χρήση του SPSS της IBM». 1η Ελληνική έκδοση από την 4η Αγγλική. Αθήνα: Εκδόσεις Προπομπός.</li> <li>• Keller, G. (2010). «Στατιστική για Οικονομία &amp; Διοίκηση Επιχειρήσεων». 8η Έκδοση. Θεσσαλονίκη: Εκδόσεις Επίκεντρο.</li> </ul>			

PRINCIPLES OF BUSINESS LAW			
NUMBER: A13	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b> 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:</p> <ul style="list-style-type: none"> <li>• To know the rules of law that regulate private legal relationships.</li> <li>• 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.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Law</li> <li>• Collective Business Activity of persons.</li> <li>• Collective Business Activity of funds: LLC.</li> </ul>			

- 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

<b>SERVICE MARKETING</b>			
<b>NUMBER:</b> B01	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b></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"> <li>• Distinguish between products, services, consumers and markets</li> <li>• Manage customer interaction</li> <li>• Develop customer relations</li> <li>• Improve the quality and productivity of services</li> <li>• Segment service markets</li> <li>• Organize the distribution of services through physical and electronic channels</li> <li>• Manage service pricing and revenue management</li> <li>• Organize integrated service marketing communications</li> <li>• Evaluate service delivery environments</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Concept &amp; definition of services.</li> <li>• Creating value in the service economy</li> <li>• Understanding service consumers</li> <li>• Positioning services in competitive markets</li> <li>• Service classification systems</li> <li>• Quality of services</li> <li>• Customer service</li> <li>• Development of services and brands</li> <li>• Service pricing</li> <li>• Marketing communication in the services</li> <li>• Customer relationship management and building customer loyalty</li> <li>• Improving the quality and productivity of services</li> <li>• Case studies</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Μάρκετινγκ Υπηρεσιών", Γούναρης Σ., Καραντινού Κ., Εκδόσεις Rosili, 2015</li> <li>• Μάρκετινγκ Υπηρεσιών, Wirtz Jochen, Lovelock Christopher, επιμέλεια έκδοσης Γιοβάννης Απόστολος, Αθανασοπούλου Πηνελόπη, Εκδόσεις Δισίγμα, 2018</li> </ul>			

<b>INTEGRATED MARKETING COMMUNICATIONS</b>			
<b>NUMBER:</b> B02	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b></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"> <li>• Understand the concept, characteristics and elements of OEMs</li> <li>• Know and understand the differences and similarities of OEMs in relation to traditional promotion</li> <li>• Distinguish and understand the meaning and characteristics of advertising as a means of display and promotion</li> <li>• Understand and know how to develop a successful advertising campaign</li> <li>• Understand and know the concept, characteristics and forms of sales promotion as a promotional tool</li> <li>• Know and understand the concept, its characteristics and the sales process.</li> <li>• Know and understand the organization and management of a sales department</li> <li>• Understand and know public relations and the management of publicity as a means of visibility and promotion</li> <li>• Understand and know the characteristics and actions of direct and online marketing</li> </ul>			

<p><b>CONTENT:</b>  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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Belch, G. και Belch, M. (2018). Διαφήμιση και Προώθηση: Ολοκληρωμένη Επικοινωνία Μάρκετινγκ. Θεσσαλονίκη: Τζιόλας.</li> <li>• Arens, W., Arens, C., Schaefer, D. και Weigold, M. (2015). Αποτελεσματική Διαφήμιση: Πώς Σχεδιάζονται και Υλοποιούνται Ολοκληρωμένες Επικοινωνιακές Καμπάνιες. Αθήνα: Rsili.</li> </ul>

SOCIAL MEDIA COMMUNICATION			
<b>NUMBER:</b> B03	<b>SEMESTER:</b> Autumn	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b>  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:</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• To explain and support explains the theories of communication.</li> <li>• To create a communication plan in the information and knowledge society.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Digital communication</li> <li>• Communication models and social media</li> <li>• Communication strategy and social media</li> <li>• Social media identities and communities:</li> <li>• Main social media</li> <li>• Communication on mobile devices</li> <li>• The economics of social media</li> <li>• Case studies</li> </ul>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• ΚΑΒΟΥΡΑ Α (2016) ΕΠΙΚΟΙΝΩΝΙΑ ΚΑΙ ΔΙΑΦΗΜΙΣΗ ΣΤΑ ΜΕΣΑ ΚΟΙΝΩΝΙΚΗΣ ΔΙΚΤΥΩΣΗΣ, ΕΚΔΟΣΕΙΣ ΔΙΟΝΙΚΟΣ</li> <li>• Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016</li> </ul>			

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

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

<b>INTERNATIONAL MANAGEMENT AND MARKETING</b>			
<b>NUMBER:</b> B05	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To present and analyze the effects of cultural values on business operations and to develop contemporary theories and practices of intercultural management</li> <li>• To highlight additional challenges facing international business.</li> <li>• To describe the advantages and disadvantages of the internationalization of the company's activities.</li> </ul> <p>Upon completion of the course students should be able:</p> <ul style="list-style-type: none"> <li>• To understand the concepts of globalization and internationalization,</li> <li>• To know the main factors of the international economic environment, as well as the role and contribution to its operation and configuration.</li> <li>• To understand the need to address the issues arising from national, cultural and linguistic differences and to develop relevant programs of action.</li> <li>• To apply the strategies available to businesses to internationalize their activities.</li> <li>• To develop ideas and arguments about the internationalization of businesses and their operation in international markets.</li> </ul>			
<p><b>CONTENT:</b> The concept of internationalization and globalization of markets The International Environment: Legal, Technological, Accounting and Political Environment The Role of Culture in International Business International trade and international investment International Strategic Management Strategies for analyzing and entering into foreign markets 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
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα, Ricky W. Griffin, M.W. Pustay (Δημήτρης Μανωλόπουλος, Παναγιώτα Σαπουνά - επιμέλεια) Τζιόλας, Έκδοση 8η, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77106780.</li> <li>• Διεθνής Επιχειρηματική Δραστηριότητα, Ball A. Donald, Geringer J. Michael, Minor S. Michael, McNett M. Jeanne, Εκδόσεις Επίκεντρο, 2014. Κωδικός Βιβλίου στον Εύδοξο: 22767619</li> <li>• Η Διεθνοποιημένη Επιχείρηση τον Εικοστό Πρώτο Αιώνα, Μανωλόπουλος Δημήτριος, Μπιτζένης Αριστείδης, Εκδόσεις Interbooks, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77121323</li> <li>• Ιωάννης Χατζηδημητρίου «Διεθνείς Επιχειρηματικές Δραστηριότητες». Εκδόσεις Ανικούλα , Θεσσαλονίκη 2003</li> </ul>

TOPICS IN DIGITAL MARKETING			
<b>NUMBER:</b> B06	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• Recognize the formats and process of creating digital content for different media</li> <li>• Distinguish the particularities of the different channels of communication, sales, customer service</li> <li>• Appreciate the concept of trust and ways of strengthening it in a digital environment</li> <li>• Put together a comprehensive and coordinated strategy and action plan</li> </ul>			
<b>CONTENT:</b> 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			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Βλαχοπούλου Μ. και Δημητριάδης Σ. (2014). Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Εκδόσεις Rosili.</li> <li>• Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016</li> </ul>			

TOURIST MARKETING			
<b>NUMBER:</b> B07	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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"> <li>• understand the way in which marketing is applied in tourism and the particularities of tourism marketing</li> </ul>			

<ul style="list-style-type: none"> <li>• understand the importance of tourism marketing in building relationships between businesses and consumers of the tourism product</li> <li>• Develop a marketing strategy for tourism businesses</li> <li>• Form a tourism product for a business, attractive to consumers</li> <li>• Evaluate the ways and which media can promote a tourist product</li> </ul>
<p><b>CONTENT:</b>  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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Ηγουμενάκης, Ν. (2013). Τουριστικό Μάρκετινγκ στη Θεωρία και την Πράξη. Αθήνα: Φαίδιμος.</li> <li>• Η Διαχείριση και το Μάρκετινγκ των Τουριστικών Προορισμών, ΧΡΗΣΤΟΣ ΒΑΣΙΛΕΙΑΔΗΣ, Εκδόσεις ΑΦΟΙ Θ. ΚΑΡΑΓΙΩΡΓΟΥ. 3η Έκδοση, 2017. Κωδικός Βιβλίου στον Εύδοξο: 68371459</li> </ul>

SMEs MANAGEMENT			
NUMBER: B08	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b>  The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To present the particularities and characteristics of Small and Medium Enterprises.</li> <li>• To demonstrate the role and importance of small and medium business activity for the Economy, healthy Competition, Employment.</li> <li>• To teach students the effective Management of Small and Medium Enterprises and dealing with their problems.</li> <li>• To describe and analyze basic concepts of entrepreneurship and the management of small and medium enterprises.</li> </ul> <p>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> <p>Upon completion of the course students should be able:</p> <ul style="list-style-type: none"> <li>• To understand the particularities of Small and Medium Enterprises.</li> <li>• To be able to adapt the Management Principles to the special needs and characteristics of M.M.E</li> <li>• To apply differentiation strategies from large companies as well as simple management techniques and methods related specifically to organization, planning, financing, Marketing, etc.)</li> <li>• To know the alternative sources of financing of SMEs and their support programs.</li> <li>• To implement media promotion methods on the internet.</li> <li>• To understand the concepts of entrepreneurship as well as creativity and innovation</li> <li>• To develop skills related to effective leadership behavior in the context of the operation of a small and medium-sized enterprise.</li> </ul>			
<p><b>CONTENT:</b>  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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Γ. Πάσχος – Ν. Γιοβάνης. «Διοίκηση Μικρομεσαίων Επιχειρήσεων», Β ΈΚΔΟΣΗ, εκδόσεις ΕΧΕΔΩΡΟΣ, Θεσσαλονίκη 2012.</li> <li>• Scarborough N., «Επιχειρηματικότητα και Διοίκηση Μικρομεσαίων Επιχειρήσεων», εκδόσεις ΙΩΝ, 2016, Αθήνα</li> <li>• Greene, F., Storey, D. «Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις», εκδόσεις Κριτική, 2011, Αθήνα</li> <li>• Π.Κυριαζόπουλος-Κ.Τερζίδης. «Διοίκηση Μικρομεσαίων Επιχειρήσεων στην 3η Βιομηχανική Επανάσταση» Εκδόσεις Σύγχρονη Εκδοτική, Αθήνα 2000</li> </ul>			



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

<b>ORGANISATIONS MANAGEMENT</b>			
<b>NUMBER:</b> B10	<b>SEMESTER:</b> Spring	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• evaluate and conclude which are the practices that promote the efficiency of the public sector.</li> <li>• propose new tactics of development and control for the correct management of the public sector.</li> <li>• recognize the structure, selection, appointment and evaluation procedures of the staff of public organizations.</li> <li>• make students aware of the obligations, limitations, rights, service changes and disciplinary offenses referred to civil servants.</li> <li>• distinguish the administration of the Local Self-Governing Organizations of Grade A and Grade B.</li> <li>• know the way of electing the elected bodies, the responsibilities and obligations of the elected bodies, as well as the members of their Councils.</li> <li>• make students aware of the composition and responsibilities of the main Committees operating in Grade A and Grade B Local Government Areas.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• To recognize the differences that exist between public administration and public organizations, public and private enterprises, as well as public and private administration.</li> <li>• Determine the way of planning by defining the objectives and the policies pursued.</li> <li>• Describe the organization of public organizations and the peculiarities they present.</li> <li>• Know the importance and the procedure, regarding the decision-making in the public sector, to deal with the current problems.</li> <li>• 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.</li> <li>• Determine the importance of evaluating the work of public servants.</li> <li>• Describe the constitution and responsibilities of the Local Self-Governing Organizations of Grade A and B.</li> </ul>			
<p><b>CONTENT:</b> 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</p>			

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.
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Μουζά-Λαζαρίδη Α.Μ. (2020), Διοίκηση Οργανισμών, Εκδόσεις ΜΑΡΚΟΥ ΚΑΙ ΣΙΑ Ε.Ε.</li> <li>• Κτιστάκη Σ. (2020), Εισαγωγή στη δημόσια διοίκηση, Εκδόσεις Α.ΠΑΠΑΖΗΣΗΣ ΜΟΝΟΠΡΟΣΩΠΗ ΙΔΙΩΤΙΚΗ ΚΕΦΑΛΑΙΟΥΧΙΚΗ ΕΤΑΙΡΕΙΑ.</li> <li>• Δικαίος Κ. Καρμπέρης Α. Πολύζος Ν. (2017), Εκδόσεις Γ. ΔΑΡΔΑΝΟΣ - Κ. ΔΑΡΔΑΝΟΣ Ο.Ε.</li> <li>• Μαντζάρης Ι. (2017), Σύγχρονο management Επιχειρήσεων και Οργανισμών, Εκδόσεις ΚΑΠΟΥΡΤΖΟΥΔΗ ΜΑΡΙΑ.</li> <li>• Καταραχιά Α. Πιτόσκα Η. (2020), MANATZMENT, Εκδόσεις ΔΙΣΙΓΜΑ ΙΚΕ.</li> </ul>

<b>CONSUMER BEHAVIOR AND SOCIAL MEDIA</b>			
<b>NUMBER:</b> B11	<b>SEMESTER:</b> Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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: <ul style="list-style-type: none"> <li>• Determine social identity</li> <li>• Support the networked business world</li> <li>• Describe and classify the motivations and opinions that influence social media activities</li> <li>• Compose social media sections</li> <li>• Manage social media for consumer research</li> <li>• Evaluate social media</li> </ul>			
<b>CONTENT:</b> 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			
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)			
<b>BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• Social Media Marketing – Μάρκετινγκ με μέσα κοινωνική Δικτύωσης, Συγγραφέας: Tracy L. Tuten, Michael R. Solomon, Μεταφραστής: Μαρία Κωνσταντοπούλου, Εκδόσεις Δίαυλος, 2016</li> <li>• Solomon M., Συμπεριφορά Καταναλωτή, Εκδόσεις Tziola, 2018</li> </ul>			

<b>TOPICS OF COMMUNICATION AND PUBLIC RELATIONS</b>			
<b>NUMBER:</b> B12	<b>SEMESTER:</b> Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b> 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: <ul style="list-style-type: none"> <li>• Understand the various forms of business communication</li> <li>• Know and understand the characteristics and differences of interpersonal and mass communication</li> <li>• Distinguish and understand the characteristics of direct and indirect communication</li> </ul>			

<ul style="list-style-type: none"> <li>• Know and understand the forms, characteristics and techniques of verbal and non-verbal communication</li> <li>• Understand the ways of preventing and communicating a crisis</li> <li>• Know what forms of negotiation exist and how they can negotiate effectively</li> <li>• Understand the forms and ways of dealing with conflicts and internal confrontations in an organization</li> <li>• Understand what types of events exist and how they can organize them effectively</li> <li>• Know how to write press releases and draft business documents.</li> </ul>
<p><b>CONTENT:</b>  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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b>  • Κοτζαϊβάζογλου, 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.</p>

SPORTS MANAGEMENT AND MARKETING			
NUMBER: B13	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b>  The objectives of the course are:</p> <ul style="list-style-type: none"> <li>• To show the use of sports as a marketing tool for other products.</li> <li>• To present the marketing of sports products.</li> <li>• To present emerging considerations related to both marketing and sports marketing.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Know the marketing tools (eg survey, segmentation) for sports marketing.</li> <li>• know the perspectives of participants and spectators as consumers of sport.</li> <li>• Understand marketing mix options for sports products.</li> </ul>			
<p><b>CONTENT:</b>  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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b>  • 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.</p>			

## 14.11 Elective Courses – Specialization in Information Systems and Operations Research

TOPICS IN DATA BASES			
<b>NUMBER:</b> C01	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of the course are:</p> <ul style="list-style-type: none"> <li>• To present advanced concepts of database technology that have influenced modern approaches to the representation of reality</li> <li>• To analyze the relationship between the representation of data at a conceptual level and their implementation in a database management system</li> <li>• To present the SQL language</li> </ul> <p>By completing the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Develop Extended Entity-Relationship Diagrams based on descriptions and/or business documents</li> <li>• Recognize the advantages and limitations of design decisions underlying an Entity Relationship Diagram</li> <li>• Transform Extended Entity-Relationship Diagrams into well-designed relational databases</li> <li>• Use the SQL language to create a relational database by enforcing appropriate referential integrity constraints</li> </ul>			
<p><b>CONTENT:</b> 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.</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Ε. Κεχρής «Σχεσιακές Βάσεις Δεδομένων», ΚΡΙΤΙΚΗ, 2021</li> <li>• Elmasri R., Navathe S. B., Θεμελιώδεις αρχές συστημάτων βάσεων δεδομένων, έκδοση: 6η Έκδοση, ΔΙΑΥΛΟΣ, 2012</li> <li>• Ramakrishnan R., Gehrke J., Συστήματα Διαχείρισης Βάσεων Δεδομένων, 3η Έκδοση, Εκδ. Τζιόλα, 2012.</li> <li>• Begg Carolyn, Connolly Thomas, Μια Πρακτική Προσέγγιση στο Σχεδιασμό την Υλοποίηση και τη Διαχείριση Συστημάτων Βάσεων Δεδομένων, Γκιούρδας, 2008</li> </ul>			
WEBSITE DESIGN			
<b>NUMBER:</b> C02	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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.</p> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Have a critical understanding of concepts related to the creation of websites</li> <li>• Have a critical understanding of the procedures to be followed for the creation and publication of websites</li> <li>• Compare and evaluate web development tools</li> <li>• Understand the basic principles and best practices of web design</li> <li>• Evaluate the content and usability of websites</li> <li>• Use website evaluation models</li> <li>• Design and create websites</li> <li>• Adapt to the developments of website design and development tools</li> </ul>			
<p><b>CONTENT:</b> 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</p>			
<p><b>TEACHING METHODS:</b> 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>			

**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**

<b>NUMBER:</b> C03	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	----------------------------	--	---

**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**

<b>NUMBER:</b> C04	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
--------------------	----------------------------	--	---

**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				
<b>NUMBER:</b> C05	<b>SEMESTER:</b> Autumn	<b>TYPE:</b> GENERAL BACKGROUND/ <b>COURSE</b>	<b>CORE</b>	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<b>LEARNING OUTCOMES:</b> 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"> <li>• Understand the importance of logistics in a modern business</li> <li>• Know the reasons why logistics is now so important</li> <li>• Recognize the importance of scientific supply chain management.</li> <li>• Outline the Logistics strategy</li> <li>• Recognize Logistics costs</li> <li>• Demand and supply planning in a Supply Chain.</li> <li>• Applications and mathematical modeling of problems arising during logistics management.</li> </ul>				
<b>CONTENT:</b> 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				
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
<b>BIBLIOGRAPHY</b>				
<ul style="list-style-type: none"> <li>• Α. Μυγαλάς και Γ. Μαρινάκης «Σχεδιασμός και Βελτιστοποίηση της Εφοδιαστικής Αλυσίδας». Εκδόσεις Σοφία εκδόσεις Τζιολα.</li> <li>• Chopra S. Meindl P. ΔΙΟΙΚΗΣΗ ΕΦΟΔΙΑΣΤΙΚΗΣ ΑΛΥΣΙΔΑΣ Εκδόσεις Τζιολα</li> </ul>				

SERVICE SYSTEMS DESIGN				
<b>NUMBER:</b> C06	<b>SEMESTER:</b> Autumn	<b>TYPE:</b> GENERAL BACKGROUND/ <b>COURSE</b>	<b>CORE</b>	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<b>LEARNING OUTCOMES:</b> The objectives of this course are:				
<ul style="list-style-type: none"> <li>• To present the concepts and special features of service systems and to highlight the challenges of designing service systems.</li> <li>• To highlight the main methods and modern approaches in the design and management of service systems.</li> </ul> Upon completion of the course students should be able to: <ul style="list-style-type: none"> <li>• Know concepts and trends in the design and management of service systems.</li> <li>• 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.</li> <li>• 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.</li> <li>• Apply alternative tools and techniques for the design of service systems that cover different perspectives and needs.</li> <li>• Identify problems in the design of service systems and seek and propose solutions.</li> <li>• Perceive and evaluate the opportunities offered by information technology in the design of service systems.</li> </ul>				
<b>CONTENT:</b> 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.				
<b>TEACHING METHODS:</b> Lectures, Exercises, Online guidance, Slides Projection in the classroom, Use of E-mail and on;ine communication systems, Use of e-learning system (moodle)				
<b>BIBLIOGRAPHY</b>				
<ul style="list-style-type: none"> <li>• Μάρκετινγκ Υπηρεσιών, Αυλωνίτης Γ., Τσιότσου Ρ., Γούναρης Σ., Εκδόσεις Broken Hill, 2015. Κωδικός Βιβλίου στον Εύδοξο: 50657960</li> <li>• Μάρκετινγκ Υπηρεσιών, Jochen Wirtz, Christopher Lovelock, Εκδόσεις Δίσιγμα, 2018. Κωδικός Βιβλίου στον Εύδοξο: 77118262</li> <li>• This is Service Design Thinking: Basics, Tools, Cases, by Marc Stickdorn and Jakob Schneide, Wiley, 1st ed., 2012.</li> <li>• Service Design: From Insight to Implementation, Andy Polaine, Lavrans Løvlie, Ben Reason, Rosenfeld Media, 1st edition, 2013.</li> </ul>				

<b>BUSINESS PROCESS ANALYSIS AND DESIGN</b>			
<b>NUMBER:</b> C07	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> The objectives of this course are:</p> <ul style="list-style-type: none"> <li>• To present the view of business as a set of processes.</li> <li>• To acquaint students with analysis and design, which are part of the initial phases of systems development and management.</li> <li>• To introduce concepts of business process analysis and design and explain their importance in identifying problems and improving or developing new business processes.</li> <li>• To present modeling methods and techniques for the analysis and design of business processes.</li> <li>• To present the professional employment opportunities in the analysis and design of business processes.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of processes to achieve business goals and the importance of planning and redesigning business processes.</li> <li>• Know basic concepts of analysis and design of business processes and business modeling.</li> <li>• Know requirements analysis, data collection and business process documentation techniques.</li> <li>• Apply modeling techniques for the analysis and design/reengineering of processes.</li> <li>• Assess the effectiveness of business processes, identify problem areas of business operation and propose corrective actions and improvements</li> </ul>			
<p><b>CONTENT:</b> 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 &amp; 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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Διαχείριση Επιχειρησιακών Διαδικασιών, Weske Mathias, μεταφρ. Βλαχοπούλου, Βεργίδης, Εκδόσεις Τζιόλας 2η Έκδοση, 2018 [77106790]</li> <li>• Βασικές Αρχές της Διαχείρισης Επιχειρησιακών Διαδικασιών, Dumas Marlon, La Rosa Marcello, Mendling Jan, Reijers Hajo, BROKEN HILL PUBLISHERS, 1η έκδ. 2017, [68373062]</li> <li>• Παναγιώτου Ν., Ευαγγελόπουλος Ν., Κατημερτζόγλου Π., Γκαγιαλής Σ., “Διαχείριση επιχειρησιακών διαδικασιών”, Κλειδάριθμος, 2013 [22769685]</li> </ul>			

<b>ELECTRONIC GOVERNMENT</b>			
<b>NUMBER:</b> C08	<b>SEMESTER:</b> Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5</b>
<p><b>LEARNING OUTCOMES:</b> 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:</p> <ul style="list-style-type: none"> <li>• Know in what ways the internet has changed the way the government and individual public bodies communicate with citizens</li> <li>• demonstrate the main problems of public administration in the information society,</li> <li>• present the basic functions of public administration and the redesign of administrative processes and how the internet has transformed and enhanced the democratic process</li> </ul>			

<ul style="list-style-type: none"> <li>• Explore e-government models and adapt to e-government developments</li> <li>• Evaluates electronic services and the use of digital media by government organizations and agencies</li> <li>• Know the standards and interoperability of e-government applications.</li> <li>• Explain the importance of: knowledge management and electronic governance, e-democracy, e-participation, e-voting, electronic consultation,</li> <li>• discuss security and privacy issues, social acceptance of electronic processes, legal issues.</li> <li>• Know and use social networking sites, microblogging and other participatory web applications for the benefit of e-government.</li> </ul>
<p><b>CONTENT:</b></p> <p>Lesson 1: Introduction to e-Government: A conceptual framework  Lesson 2: The e-Government Environment.  Lesson 3: Interactions &amp; 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</p>
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Εισαγωγή στην ηλεκτρονική διακυβέρνηση. Πομπόρτσος Α.</li> <li>• Ηλεκτρονική δημόσια διοίκηση. Αποστολάκης, Ι., Λουκής, Ε. και Χάλαρης Ι.</li> </ul>

INNOVATION AND TECHNOLOGY MANAGEMENT			
NUMBER: C09	SEMESTER: Spring	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b></p> <p>The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To introduce the concepts of innovation and technology and highlight their importance in achieving business objectives.</li> <li>• To analyze modern innovation management models and distinguish their characteristics.</li> <li>• To analyze the current technological trends that are redefining the business environment and the characteristics and effects of new technologies.</li> <li>• To provide students with knowledge and tools for the evaluation and selection of new technologies and innovation methods.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• To know basic concepts of innovation and technology management.</li> <li>• Understand the importance of technology and innovation for business success and gaining strategic advantage</li> <li>• Distinguish the characteristics of different methods/models of innovation development and management.</li> <li>• To evaluate the effects that new technologies have on the operation of businesses and the working environment.</li> <li>• Explain the success and failure factors in innovation and technology development efforts by businesses.</li> <li>• Develop arguments for alternative and optimal ways of developing innovation and technology in businesses.</li> </ul>			
<p><b>CONTENT:</b></p> <p>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</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Η στρατηγική διαχείριση της τεχνολογίας και της καινοτομίας, White Margaret A., Bruton Garry D. 1η έκδ. 2010, Εκδόσεις Κριτική.</li> </ul>			



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

<b>NUMBER:</b> C10	<b>SEMESTER:</b> Spring	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 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 calculates 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

<b>NUMBER:</b> C11	<b>SEMESTER:</b> Spring	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 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 MySQL 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

<b>NUMBER:</b> C12	<b>SEMESTER:</b> Spring	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
--------------------	-------------------------	--	---

#### 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

<b>NUMBER:</b> C13	<b>SEMESTER:</b> Autumn	<b>TYPE:</b> GENERAL BACKGROUND/ CORE COURSE	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
--------------------	-------------------------	--	---

#### 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			
<b>NUMBER:</b> K01	<b>SEMESTER:</b> Autumn & Spring	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS:</b> 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b> The objectives of this lesson are:</p> <ul style="list-style-type: none"> <li>• To give students the opportunity to investigate a subject of their preference by conducting an extensive business study on it.</li> <li>• To introduce students to scientific research.</li> <li>• To prepare students for the preparation of studies of scientific or business content.</li> </ul> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Recognize problems or opportunities that need special attention and study.</li> <li>• Ask critical questions for scientific investigation and conduct research to answer them.</li> <li>• Search for information and deduce answers to critical questions.</li> <li>• Propose integrated solutions in relation to the issues being studied.</li> <li>• Articulate the results of their research by writing a business study.</li> <li>• Collaborate with others to gather, analyze and process information and make recommendations.</li> <li>• Communicate the results of their study</li> </ul>			
<p><b>CONTENT:</b> 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.</p>			
<p><b>TEACHING METHODS:</b> 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><b>BIBLIOGRAPHY</b> • J. David Creswell, John W. Creswell, Σχεδιασμός Έρευνας, Προσεγγίσεις Ποιοτικών, Ποσοτικών και Μικτών Μεθόδων, 1η Ελληνική από 5η Αμερικάνικη έκδοση, Προπομπός, 2019</p>			
UNDERGRADUATE THESIS			
<b>NUMBER:</b> K02	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS:</b> 0 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b> 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:</p> <ul style="list-style-type: none"> <li>• Understand the concept, basic methods and basic processes of scientific research.</li> <li>• Know how to plan and carry out research activities.</li> <li>• 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.</li> <li>• Learn how to approach and reflect on phenomena that are often encountered in the broader subject of Business Administration, gaining specialized knowledge and experience.</li> </ul> <p>Upon completion of the thesis course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify and select current and important research issues, which will be the subject of their research study.</li> <li>• Set the research objectives of their research study.</li> <li>• Plan the methodology of the scientific research they will follow.</li> <li>• Carry out research activities that suit their chosen topic and methodology.</li> <li>• Come to research conclusions.</li> <li>• Write the research study (thesis).</li> <li>• Present the research study (thesis).</li> </ul>			
<p><b>CONTENT:</b> 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.</p>			

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 online communication systems, Use of e-learning system (moodle)

**BIBLIOGRAPHY**

- 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.