

## COURSE OUTLINE: COURSES FOR ERASMUS STUDENTS

	<b>COURSE</b>	<b>Semester</b>	<b>Teaching per week</b>	<b>ECTS</b>
203	Database Management	Spring	3	5
203	European Union Policies	Spring	3	5
301	Macroeconomics	Autumn	3	5
303	Business Information Systems	Autumn	3	5
405	Consumer Behaviour	Spring	3	5
502	Business Planning & Entrepreneurship	Autumn & Spring	3	5
602	E-commerce	Autumn & Spring	3	5
603	Corporate Social Responsibility	Spring	3	5
801	Business Strategy	Autumn	3	5
702	Business Modelling	Autumn	3	5
703	Digital Marketing	Autumn & Spring	3	5
B07	Tourist Marketing	Autumn	3	5
G09	Innovation & Technology Management	Autumn & Spring	3	5
G03	Service Design	Spring	3	5
K01	Research Project	Autumn & Spring	3	5
D01	Undergraduate thesis	Autumn & Spring	-	10
	Greek Language and Culture	Autumn & Spring	2	--

<b>DATABASES</b>			
<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>			
<b>CONTENT:</b>			

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)
<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>• 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>

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>			
<b>CONTENT:</b> 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			
<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>• 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>			

MACROECONOMICS			
<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>
<b>LEARNING OUTCOMES:</b> The objectives of this lesson are: <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</li> </ul>			

<p>Greek, European and International economy. 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>

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></p> <p>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></p> <p>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 on;ine 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. Υψηλάντης «Πληροφοριακά Συστήματα Διοίκησης Επιχειρήσεων», εκδόσεις Πατάκη.</li> <li>• Δ. Γιαννακόπουλος, Ι. Παπουτσής «Διοικητικά Πληροφοριακά Συστήματα», εκδόσεις ΣΥΓΧΡΟΝΗ ΕΚΔΟΤΙΚΗ</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>
<p><b>LEARNING OUTCOMES:</b></p> <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>			
<p><b>CONTENT:</b></p> <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.</p> <p>Writing the bibliography</p> <p>Oral Presentation</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>• 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>			

<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>
<p><b>LEARNING OUTCOMES:</b></p> <p>The course is a basic course in the concept of consumer behavior. The course material aims to introduce and expose students to the strategic implications of the psychological and social influences that the consumer receives during the decision-making process. It includes topics related to decision making, information processing, perceptions, product brand attachment, product involvement, measuring and changing attitudes, interpersonal influences on consumer behavior, models of consumer behavior, and applications to market segmentation, positioning, and product placement. Finally, the aim of the course is to create a theoretical outline of consumer behavior and to understand the consumer through applications of the theoretical background that governs it.</p> <p>Upon successful completion of this module, the student will be able:</p>			

<ul style="list-style-type: none"> <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>
<p><b>CONTENT:</b></p> <p>Basic concepts of consumer behavior  Consumer perception and learning  Consumer attitudes  Cultural, social, demographic factors and consumer behavior  Personality, values, self-image and lifestyle  Purchase decision making process  Linking consumer behavior to marketing.  Theory and methods of consumer market segmentation  Discrete choice analysis in consumer behavior  Post-purchase behavior  Innovation and consumer behavior  Consumer satisfaction indicators  Consumer protection.  Psychology and consumer behavior  Case studies</p>
<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>• Solomon M., Συμπεριφορά Καταναλωτή, Εκδόσεις Tziola, 2018</li> <li>• Μπάλτας Γ., Παπασταθοπούλου Π., Συμπεριφορά Καταναλωτή: Αρχές- Στρατηγικές-Εφαρμογές, Rosili, Αθήνα,2013.</li> <li>• Σιώμκος Γ., Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα, 2011</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></p> <p>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></p> <p>Introduction to entrepreneurship  The stages of the entrepreneurial process.  Business establishment procedures.  The business plan: objectives, organization and structure  The business plan: business environment analysis  The business plan: market research and competitive advantage determination  The business plan: marketing, pricing, promotion, sales  The business plan: cost analysis, financial ratios, cash flow, taxes  Financial tools and alternative sources of financing  Female entrepreneurship  Social entrepreneurship  Entrepreneurship development: Clusters, techno-cities, industrial areas</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**

- Επιχειρηματικότητα και Διοίκηση Μικρών Επιχειρήσεων, Mariotti Steve - Glackin Caroline, Θερίου Γιώργος (επιμ.), Εκδόσεις Τζιόλα, 2η Έκδοση, 2016. Κωδικός Βιβλίου στον Εύδοξο: 59382671
- Επιχειρηματικότητα για μικρές και μεσαίες επιχειρήσεις, Storey David, Greene Francis, Χασσίδ Ιωσήφ, Φαφαλιού Ειρήνη, Εκδόσεις Κριτική, 2012. Κωδικός Βιβλίου στον Εύδοξο: 12508181

**E-COMMERCE**

<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>
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**LEARNING OUTCOMES:**

The objectives of this lesson are:

- To introduce students to the concepts, trends, opportunities and critical success factors in the field of e-commerce.
- To familiarize students with the ways of developing commercial activities on the internet.
- To develop basic knowledge and skills in the development of e-commerce activities.
- To consolidate in the consciousness of students e-commerce as an area in which they can develop a career and business activity.

Upon completion of the course students should be able to:

- Know the critical issues for the successful development of business activity in the field of e-commerce.
- Know basic e-commerce concepts such as retail and wholesale e-commerce models and their characteristics.
- Recognize the current trends in the field of e-commerce, especially in relation to mobile e-commerce, social e-commerce ),
- Understand the opportunities and risks involved in the digital world and develop strategies for developing e-commerce activities.
- Understand the key business objectives and technology requirements of developing an e-commerce presence.
- Plan business activities and alternative ways of presence in electronic commerce.
- Recognize security risks and threats in e-commerce and know ways to protect businesses and consumers.
- Understand the importance of personal data, the principles and more specific regulations of the General Data Protection Regulation.

**CONTENT:**

1. Introduction to e-commerce
2. Characteristics and trends of e-commerce.
3. Forms and models of e-commerce
4. E-retail models: e-retail, community provider, content provider, portal, transaction intermediary, market maker, service provider.
5. Wholesale e-commerce models: e-distributors, e-suppliers, exchanges, industry consortium, private industry networks
6. Online store development methodology: definition of goals and requirements, selection of hardware and software, system construction procedures.
7. Software Platforms and Online Store Tools
8. Mobile Online Store Development
9. Payment systems in electronic commerce
- 10 Security issues in e-commerce (risks and threats, security policy and system)
- 11, Customer privacy issues
12. Career opportunities in e-commerce

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

**BIBLIOGRAPHY**

- Electronic Commerce, Laudon Kenneth, Traver Carol Guercio, Papasotiriou, 14th Edition, 2018 (Eudoxus Book Code: 77112547)
- E-Commerce: Social Network Management and Leverage Tool, Turban Efraim, Outland Jon, King David, ISBN: 9789925576524, 1st edition, 2020, Broken Hill Publishers Ltd.
- Digital Business and E-Commerce: Strategy, Implementation and Implementation, Dave Chaffey, 1st edition 2016, KLEIDARITHMOS Publications.

**CORPORATE SOCIAL RESPONSIBILITY**

<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>
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**LEARNING OUTCOMES:**

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.

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

- Recognize the concepts and distinguish the trends in the issues of business ethics and social responsibility of companies.
- Recognize the forms of corporate social responsibility of businesses and to identify, describe and plan business actions that respond

to them.

- Recognize the forms of ethical business behavior and to identify, describe and plan business actions that respond to them.
- Develop and synthesize arguments for (or against) corporate social responsibility and ethics.
- Recognize, explain and manage ethical dilemmas that arise in business, using ethical theories and other models of ethical decision-making.
- Manage and resolve problems that arise in the company's relationships with stakeholders.

**CONTENT:**

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.

**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**

- Debbie Haski - Leventhal, Strategic Corporate Social Responsibility, Publisher: Giola, 2018
- Maria Vaxevanidou, Corporate Social Responsibility, Publisher: Stamouli SA, 2011

**BUSINESS MODELLING**

<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>
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**LEARNING OUTCOMES:**

The purpose of the course is:

- To introduce students to the business model concept and business modeling processes.
  - To present a methodology that covers all stages of business modeling, from the design of the value proposition to the evaluation and transformation of the business model.
  - To familiarize students with the process of business modeling.
- Upon completion of the course students will be able to:
- Know the concept of the business model as a basic tool for planning business action and strategy.
  - Understand the concept of value proposition and the importance of business modeling for the successful planning of business actions.
  - Know standard business models as guides for business action, analyze them into their components and evaluate their dynamics.
  - Develop simple business models.
  - Analyze and transform business models.
  - Innovate in terms of the business model.

**CONTENT:**

Introduction to Business Modeling  
 The concept of business model  
 The components of the business model  
 Presentation and analysis of standard business models  
 Business model development methodology  
 Business environment analysis and requirements determination  
 Value proposition design  
 Creating a business model  
 Business model evaluation - standardization and verification  
 Business model transformation  
 Business model innovation  
 Business modeling and strategy

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

**BIBLIOGRAPHY**

- Development of Business Models Osterwalder Alexander, Pigneur Yves, BROKEN HILL Publications, 1st edition, 2017. Book Code in Eudoxos: 68373077.

- Business Model Innovations, Valvi Theodora, Vliamos Spyros, Karagiannis Ilias, DISIGMA Publications, 2018. Book Code in Evdoxos: 77118721.

<b>DIGITAL MARKETING</b>			
<b>NUMBER:</b> 703	<b>SEMESTER:</b> 7th	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 3 / 1 / 0 / 5</b>
<b>LEARNING OUTCOMES:</b>			
<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>			
<b>CONTENT:</b>			
<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>			
<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>• E-Marketing - Μάρκετινγκ Στο Διαδίκτυο, Σιώμκος, 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>			

<b>BUSINESS STRATEGY</b>			
<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>
<b>LEARNING OUTCOMES:</b>			
<p>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> </ul>			



<ul style="list-style-type: none"> <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></p> <p>Definition and key concepts of business strategy: corporate mission, vision, strategic goals, strategies.</p> <p>The importance of business strategy.</p> <p>Strategic analysis of the external environment</p> <p>Strategic industry analysis.</p> <p>Strategic analysis of the internal environment: Resource-capability theory</p> <p>Evaluation tools of the company's strategic position.</p> <p>Gaining competitive advantage: The business value chain.</p> <p>Types of business strategies: growth, retention, retreat strategies.</p> <p>Types of competitive advantage acquisition strategies: cost leadership, differentiation, focus strategy.</p> <p>Cooperation to achieve strategic goals: strategic alliances.</p> <p>Acquisitions and mergers</p> <p>Business strategy implementation</p> <p>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>

TOPICS IN MODERN GREEK ECONOMY			
NUMBER: A06	SEMESTER: Autumn	TYPE: GENERAL BACKGROUND/ CORE COURSE	LECTURES/EXERC/ LAB /ECTS: 3 / 0 / 0 / 5
<p><b>LEARNING OUTCOMES:</b></p> <p>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.</p> <p>Upon successful completion of the course, the student should be able:</p> <ul style="list-style-type: none"> <li>• to understand the special characteristics of the Greek economy in relation to those of other European countries,</li> <li>• to study and analyze through alternative interpretations the causes and effects of the most important structural problems of the Greek economy,</li> <li>• to acquire the ability to critically read the issues that have arisen from the current economic crisis,</li> <li>• to be able to assess the effects of the crisis on the basic parameters of the Greek economy,</li> <li>• collect, analyze and synthesize data and information, using appropriate technologies;</li> <li>• 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.</li> </ul>			
<p><b>CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Evolution of the Greek economy in the context of the European Economic and Monetary Integration.</li> <li>• Industrialization and deindustrialization of the Greek economy. The main developmental lags of the Greek economy.</li> <li>• Evolution of the macroeconomic dimensions of the Greek economy: income inequality and poverty, unemployment, inflation, budget deficits and debt.</li> <li>• Labor devaluation and deregulation of the labor market as a consequence of the crisis.</li> <li>• The role of the state and the quality of the institutions, in the development and growth of the country.</li> <li>• Bureaucracy, corruption, shadow economy and immigration.</li> <li>• For a national development policy. The convergence of the Greek economy, challenges and prospects</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>• Βαϊτσος, Κ. και Β. Μισός (2018). «ΠΡΑΓΜΑΤΙΚΗ ΟΙΚΟΝΟΜΙΑ. Εμπειρίες Ανάπτυξης, Κρίσης και Φτωχοποίησης στην Ελλάδα». Αθήνα: Εκδόσεις Κριτική.</li> <li>• Κατσίκας, Δ., Φιλίνης, Κ. και Μ. Αναστασάτου (2017). «Κατανοώντας την ελληνική κρίση». Αθήνα: Εκδόσεις Παπαζήση.</li> <li>• Κόλλιας, Χ., Ναζάκης, Χ. και Μ. Χλέτσος (2005). «Σύγχρονες Προσεγγίσεις της Ελληνικής Οικονομίας». Συλλογικό Έργο. Αθήνα: Εκδόσεις Πατάκη.</li> <li>• Μαραβέγιας, Ν. (2015). «Η υπόσχεση της ανάπτυξης. 100 κείμενα προβληματισμού». Αθήνα: Εκδόσεις Παπαζήση.</li> <li>• Παπαηλιάς, Θ. (2014). «ΟΙΚΟΝΟΜΙΑ ΚΑΙ ΚΟΙΝΩΝΙΑ. Οι εξελίξεις στην ελληνική οικονομία μεταπολεμικά». Αθήνα: Εκδόσεις Κριτική.</li> </ul>			

• Πετράκης, Π. (2011). «Η Ελληνική Οικονομία και η Κρίση: Προκλήσεις και Προοπτικές». Αθήνα: Εκδόσεις Quaestor.

SERVICE DESIGN			
<b>NUMBER:</b> C06	<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 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>			

INNOVATION AND TECHNOLOGY MANAGEMENT			
<b>NUMBER:</b> C09	<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 objectives of this lesson are: <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> Upon completion of the course students should be able to: <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>			
<b>CONTENT:</b> 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.			

<p>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. Κωδικός Βιβλίου στον Εύδοξο: 11600</li> <li>• Στρατηγική Διοίκηση Καινοτομίας, Tidd Joe, Bessant John, Εκδόσεις Broken, 2017.</li> <li>• Καινοτομία και Επιχειρηματικότητα, Bessant J. -Tidd J., Κουλουριώτης Δημήτρης (επιμ.), Εκδόσεις ΤΖΙΟΛΑ, έκδοση 3η, 2016. Κωδικός Βιβλίου στον Εύδοξο: 59382654</li> </ul>

<b>BUSINESS STUDY</b>			
<b>NUMBER:</b> K01	<b>SEMESTER:</b> Autumn & Spring	<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 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></p> <ul style="list-style-type: none"> <li>• J. David Creswell, John W. Creswell, Σχεδιασμός Έρευνας, Προσεγγίσεις Ποιοτικών, Ποσοτικών και Μικτών Μεθόδων, 1η Ελληνική από 5η Αμερικάνικη έκδοση, Προπομπός, 2019</li> </ul>			

<b>UNDERGRADUATE THESIS</b>			
<b>NUMBER:</b> K02	<b>SEMESTER:</b> Autumn	<b>TYPE: GENERAL BACKGROUND/ CORE COURSE</b>	<b>LECTURES/EXERC/ LAB /ECTS: 0 / 0 / 0 / 5</b>
<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>			

- Understand the concept, basic methods and basic processes of scientific research.
  - Know how to plan and carry out research activities.
  - Learn to utilize the bibliographic sources, developing critical thinking, in order to acquire the latest knowledge on the subject under study, as it emerges through the bibliography.
  - Learn how to approach and reflect on phenomena that are often encountered in the broader subject of Business Administration, gaining specialized knowledge and experience.
- Upon completion of the thesis course, students should be able to:
- Identify and select current and important research issues, which will be the subject of their research study.
  - Set the research objectives of their research study.
  - Plan the methodology of the scientific research they will follow.
  - Carry out research activities that suit their chosen topic and methodology.
  - Come to research conclusions.
  - Write the research study (thesis).
  - Present the research study (thesis).

**CONTENT:**

The student discusses with the supervising professor the prospect of preparing a thesis and chooses its topic. In collaboration with the supervising professor and with his guidance, he/she decides the research questions that the thesis will answer and designs the research methodology.

Depending on the topic and the specific requirements of the research methodology, he prepares the various research activities and writes the thesis.

The thesis is presented to a committee of teachers with relevant scientific expertise.

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

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- 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.