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AUDITING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_307	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
										x
COURSE TITLE	AUDITING									

INDEPENDENTTEACHINGACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:the students should possess knowledge on Financial Accounting I & II
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course provides students with the whole framework as regards the following scientific areas:

1. **Audit context and regulatory mechanisms**
2. **Planning and risk evaluation**
3. **Internal control: audit procedures and methodology**
4. **Final audit evaluation and reporting**

More specifically:

1.Audit context and regulatory mechanisms

The course describes the general concept of audit framework. In particular, it presents the internal control systems, the externl audit process, corporate governance issues, and several professional ethics in the new business environment.

2. Planning and risk evaluation

The course also introduces the students to all the important tools of assessing several audit risks. From this point of view, a main aim of the course is to present the entity and its internal enviroment. Further, the contents of audit strategy and planning are investigated and discussed.

3. **Internal control: audit procedures and methodology**

In this section, the elements and the characteristics of internal control are presented related to the sales, inventory, cash, and non-current assets system.

4.Final audit evaluation and reporting

The specific section describes the procedures that auditors should follow to condact an overall review of financial statements along with the basic elements contained in the independent auditor's report.

At the end of the course the student will have further developed *inter alia* the following **skills/competences**:

- Auditing of financial statements
- Recognition of risks and frauds,
- Internal control mechanisms,
- Final reporting.

At the end of this course **the student should be able to**:

1. understand the auditing enviroment,

2. explain the content of the independent auditors' report,

3. assess audit risks,

4. formulate final audit reports.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of accounting data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	x
Project planning and management	x
Respect for difference and multiculturalism	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

- Introduction
- Framework of auditing,
- Evaluation of internal business risks,
- Understanding the firm and its environment,
- Audit planning and documentation,
- International standards of auditing (ISAs)
- Evaluation of corporate governance deficiencies
- Recognition of audit risks in the financial statements of national and international firms,
- Elements and mecanisms of internal control,
- Control activities in relation to the sales, purchases, inventory, and cash system
- Financial statement assertions and audit evidence
- Final reporting

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Workload of semester***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	31
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	55
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/ report		
	Problem solving	x	
	Multiple choice questionnaires	x	
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Καραμάνης Κ. (2008). Σύγχρονη ελεγκτική, Εκδόσεις Οικονομικό Πανεπιστήμιο Αθηνών, Αθήνα.

Louwers T., Blay A., Sinason D., Strawser J., and Thibodeau J. (2018), Auditing and assurance services, seven edition McGraw-Hill.
Knapp M. (2017). Contemporary auditing, eleven edition, South-Western College.
Ittelson T.R. (2009), "FINANCIAL STATEMENTS: A step-by-step guide to understanding and creating financial reports", CAREER PRESS, Franklin Lakes NJ.
Bernstein L.A., and Wild J.J. (2000), "Analysis of financial statements", fifth edition, McGraw-Hill.

CASE STUDIES IN TOURISM

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BMA	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		
COURSE TITLE	CASE STUDIES IN TOURISM									

INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures and case studies	3	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		

COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science
PREREQUISITE COURSES:	It is desirable – but not necessary – that students have previously completed the courses "Introduction to Marketing", "Introduction to Tourism" and "Hotel Management".
TEACHING AND ASSESSMENT LANGUAGE:	English

THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Learning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

The course aims at better understanding the key challenges being faced by both hotel companies and destination marketing organizations (DMOs) and the managerial solutions they employ to thrive within the current market conditions.

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

1. determine and analyze the operational and entrepreneurial characteristic of a hotel,
2. handle key aspects of business planning for a hotel,
3. understand the importance and the way tourism organizations operate,
4. comprehend the role of DMOs in tourism planning and in promoting tourism development in a destination,
5. know key principles of managing such organizations.

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. understanding of the economic impact of the hotel sector,
2. ability of analyzing key hotel business data,
3. managerial skills applicable at hotels,
4. key principles of tourism planning from a DMO's perspective,
5. ability of evaluating a tourism campaign.

Generally, by the end of this course the student will, furthermore, have develop the following general abilities (from the list above):

- *Searching, analysis and synthesis of facts and information, as well as using the necessary technologies*
- *Adaptation to new situations*
- *Decision making*

- *Respect for difference and multiculturalism*
- *Exercise of criticism and self-criticism*
- *Promotion of free, creative and inductive thinking*

2. COURSE CONTENT

Part I: Destination marketing and DMO management

5. About DMOs (destination marketing organisations)
6. The destination marketing task
7. Strategic marketing planning
8. Destination branding
9. Producing high-quality content
10. Online marketing
11. DMO case studies:
    - Wonderful Copenhagen
12. Destination marketing case studies:
    - Palau
    - The Faroe Islands
    - Naxos

Part II: Hotel management

13. About Hotels
14. Hotel Distribution and Direct Bookings
15. Hotel Branding
16. Hotel Design
17. Case studies:
    - Hilton (direct bookings)
    - Paradise Island Villas (gaining independence from tour operators)
    - Liostasi Ios Hotel & Spa (boutique hotel)
    - Tru by Hilton (design)

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	Case Studies
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές*	• Use of PowerPoint projections • Support of the teaching process through the electronic e-class platform	

TEACHING ORGANIZATION

Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.
Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό

Activity	*Workload of semester*
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	

Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ. *Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή δραστηριότητα καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS*	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others: Conducting research for the needs of the written assignment	46
	Others: Preparation and public presentation of the written assignment	40
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSMENT *Περιγραφή της διαδικασίας αξιολόγησης* *Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες* *Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;*	Written work, essay/ report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		

	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others : The preparation and public presentation of a written assignment is compulsory.Greek grading scale: 1 to 10. Minimum passing grade: 5

4. RECOMMENDED LITERATURE

1. Reid, Robert and Bojanic, David (2006). Hospitality Marketing Management. 4th edition. Hoboken, NJ: Wiley
2. O'Fallon, Michael J. and Rutherford, Denney G. (2010). Hotel Management and Operations. 5th edition. Hoboken, NJ: Wiley
3. Tranter, Kimberly, Stuart-Hill, Trevor and Parker, Juston (2013). Introduction to Revenue Management for the Hospitality Industry. Pearson
4. Bardi, James A. (2010). Hotel Front Office Management. 5th Edition. Hoboken, NJ: Wiley
5. Williams, Alistair (2002). Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann
6. Sloan, Philip, Legrand, Willy and Chen, Joseph (2009). Sustainability in the Hospitality Industry. Oxford: Butterworth-Heinemann
7. Pike, Steven (2008). Destination Marketing: An integrated marketing communication approach. Oxford: Butterworth-Heinemann
8. Agarwal, Sheela and Shaw, Gareth (eds.) (2007). Managing Coastal Tourism Resorts: A Global Perspective. Clevedon, England: Channel View Publications
9. Horner, Susan and Swarbrooke, John (2004). International Cases in Tourism Management. Oxford: Elsevier Butterworth-Heinemann
10. Maitland, Robert and Ritchie, Brent (eds.) (2009). City Tourism: National Capital Perspectives. Wallingford, England: CABI
11. World Tourism Organisation (2003). NTO Marketing Activities. Madrid: WTO

ERASMUS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_ERA	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x	x	x	x
COURSE TITLE	ERASMUS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	

18. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This elective course is used as a course to which courses that ERASMUS+ students of our department attend abroad are mapped. This course aims at enriching the knowledge of the students in fields related to Business Administration. The leading outcomes for the course are different for each of the courses offered at Universities abroad.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

19. COURSE CONTENT

The course's content depends on the elective course at the University abroad.

20. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*		
	Face to face	
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	The teaching method depends on the elective course at the University abroad

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	
	Virtual (simulated) laboratory training	
	Others	Depends on the elective course at the University abroad.

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	Depends on the elective course at the University abroad.
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*			
	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		

	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others : Depends on the elective course at the University abroad and the additional project assignment, if required.

21. RECOMMENDED LITERATURE

Ανάλογα με το μάθημα επιλογής στο πρόγραμμα σπουδών του Πανεπιστημίου υποδοχής.

INTERNATIONAL MONEY AND CAPITAL MARKETS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_157 & BA_157A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	INTERNATIONAL MONEY AND CAPITAL MARKETS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess basic knowledge of mathematics and statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA526/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The lesson is the main introductory lesson in the operation of money and capital markets.

The aim of the course is to present the main features of the money and capital markets, with references to the financial system, their differentiated but complementary role in economic development, the theory of financial markets

regulation and the systems that exist in the foreign exchange market and their use in the financing of international enterprises. It will analyze the risks that are incorporated in the products of these markets, their pricing and returns.

By the end of this course the student will be able to:

• Understand the construction and operation of money and capital markets.

• Understand the regulatory framework for money and capital markets.

• Understand the risks embedded in money and capital markets.

• Understand the contribution of money and capital markets to the economic development of a country.

• Understand monetary policy and central banking decisions.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
1. Calculate equivalence conditions, exchange rate depreciation / appreciation and impact on international markets and investments.

2. Assess the risk of markets and the banking system.
3. Analyze how the model of time consumption affects investment in international enterprises.
4. Evaluate monetary policy decisions.

2. COURSE CONTENT

1. Introductory concepts, distinction of financial markets, intermediaries, capital markets and economic development.
2. The economic theory of regulation of Money and Capital Markets. Banking and Financial Intermediation.
3. Information asymmetry and structures of financial institutions.
4. Banking behavior models, Basel I, II, III, Value at Risk (VaR).
5. Perfect and efficient markets.
6. Parities in the Foreign Exchange Market.
7. Time structure of interest rates and theories.
8. Central Banks and Monetary Policy.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires	x	
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions	x	Περιλαμβάνει: Επίλυση προβλημάτων με χρήση ποσοτικών δεδομένων. Συγκριτική αξιολόγηση στοιχείων θεωρίας.
Public presentation		
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

Others :

4. RECOMMENDED LITERATURE

-1. Συριόπουλος, Κ., Παπαδάμου, Σ. (2014). «Εισαγωγή στην Τραπεζική Οικονομική και τις Κεφαλαιαγορές» Εκδόσεις Utopia.
2. Συριόπουλος, Κ. (1999). «Διεθνείς Κεφαλαιαγορές, Τόμος Α.» Εκδόσεις Ανίκουλα.
3. Θωμαδάκης Σ., Ξανθάκης, Μ. (2006). «Αγορές Χρήματος και Κεφαλαίου» Εκδόσεις Σταμούλη.

SPORTS MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_214	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	SPORTS MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA515/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This is an introductory course to the sports industry for undergraduate students. It explores the different settings for sports as well as the size and characteristics of the local and international industry related to professional and amateur sports. It also differentiates the types of sport programs offered in the private, public and nonprofit sector, including sports tourism. The aim of this course is that students have the opportunity (1) to apply already developed management and marketing knowledge and tools in sports organizations and businesses (2) to understand in more depth the consumer behavior pertinent to sports services, programs and spectator sports and (3) to develop critical thinking skills

to solve problem in sport organizations. Given the power of sport as a social institution, sport managers of the future need to be agents of change, at the local or national level.

At the end of this course the student should be able to:

- Explain the unique aspects of sport and sports management and identify the different types of settings in which sporting activities are delivered.

- Differentiate between types of sport behavior and understand the process of decision making in sport.

- Identify the unique facets of professional sport including its governance and sources of revenues.

- Apply management and marketing knowledge and theories in different type of sports organizations.

- Demonstrate an understanding of the principles and procedures in planning and staging sport events and facilities.

- Understand the interaction between sport and tourism and the socio-economic implications of sport tourism.

At the end of the course the student will have further developed the following skills/competences:

- To address managerial problems and challenges in sports organizations.

- To design and put in place sports related services, programs and events.

- To design and implement marketing and sponsorship programs in the sport sector.

- To evaluate sport services and identify sports-related needs in the broad area of sports.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	x
Decision-making	X
Working independently	x
Team work	x
Working in an international environment	X
Working in an interdisciplinary environment	
Production of new research ideas	X

Project planning and management	x
Respect for difference and multiculturalism	X
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	X
Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

1. Introduction to sport services and products, understanding of the sport behavior and the process of decision making in relation to sport consumption.
2. Sport management, education, research, networks, roles and responsibilities, career options.
3. Sport organizations and businesses, principles in managing amateur sport clubs.
4. Sport policy and strategy in sport, exercise and leisure. Different sport development models.
5. Leadership and human resource management in the sport industry.
6. Managing volunteers in sport, creating a plan which assess needs and motivates volunteers to offer their time.
7. Structuring sport organizations in the profit and nonprofit sector.
8. Designing and managing sport and leisure programs.
9. Evaluating sport programs and organizations, measures related to effectiveness, efficiency and satisfaction.
10. Introduction to sport marketing, branding, sponsorship and sport licensed products.
11. International sport industry, the Olympic Movement, the soccer industry, key trends and challenges.
12. Sport and tourism, the role of mega events and sport projects in the development of local economies.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	30
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	43
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	30% (optional)
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	70%
	Public presentation		
	Mid-term exam (formative)		

	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Παπαδημητρίου Δ. (2005). Διοίκηση Αθλητικών Οργανισμών και Επιχειρήσεων, Αθήνα: Εκδόσεις Κλειδάριθμος.

Αλεξανδρής, Κ. (2006). Αρχές μάνατζμεντ και μάρκετινγκ οργανισμών και επιχειρήσεων αθλητισμού, Εκδόσεις Χριστοδουλίδου.

Συμπληρωματικές πηγές

Bridges, F. J., & Roquemore, L. L. (1998). Management for Atheltic/Sport Administration. ESM books.

Chelladurai, P. (1999). Human Resource Management in Sport and Recreation. USA: Human Kinetics.

Grantham, C. W., Patton, W. R., York, D. T., & Winick, L. M. (1998). Health Fitness Management: A comprehensive Resource for Managing and Operating Programs and Facilities. USA: Human Kinetics.

Masteralexis, L. P., Barr, C. A. & M. A. Hums (1998), Principles and Practice in Sport Management. USA: An Aspen Publication.

Mull, F. R., Bayless, G. K., Ross, M. C., Jamieson, M. L. (1997). Recreational Sport Management. USA: Human Kinetics.

REORGANIZATION OF ENTERPRISES

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_140	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	REORGANIZATION OF ENTERPRISES								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Essentially, the students should possess knowledge on management and organization.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA459/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to present inter alia the strategies and the processes of business restructuring.

In this framework, the lifecycle of industries and companies, the consolidation strategies of non-profitable firms, the business strategies under crisis conditions, the mergers & acquisitions, and the firm adjustment to external and internal conditions will be discussed.

At the end of the course the student will have further developed the following skills/competences:

1. Change management,

2. Crisis management,

3. Human resource management in turbulent environments,

4. Management of mergers & acquisitions,

5. Consolidation of firm groups.

At the end of this course the student should be able to:

1. understand the need for change,

2. effectively manage the human factor in the dynamic context,

3. apply the tool of mergers & acquisitions.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	

Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. Basic concepts and definitions
2. Strategic divestment
3. Corporate lifecycle: Entry, growth, mortality,
4. The innovator's dilemma
5. The "death valley" of change
6. Strategic and operational reorganization
7. Stages of reorganization,
8. Reorganization at geographic level (Pan-European companies, "national champions" etc.),
9. Business turnaround-strategies,
10. Mergers & acquisitions

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	86
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	Γραπτή εργασία (100%) που περιλαμβάνει: θεωρητική ανάλυση Εμπειρική ανάλυση επιχειρήσεων της ελληνικής και της διεθνούς οικονομίας Επίλυση προβλημάτων Παρουσίαση αποτελεσμάτων Η εργασία είχ ατομική και πρέπει να έχει τουλάχιστον 12.000 λέξεις. Οι οδηγίες εκπόνησης της εργασίας και τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class.
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		

	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Γεωργόπουλος Α. (2016),"Αναδιοργάνωση και Μάνατζμεντ Αλλαγών σε Επιχειρήσεις», Ηλεκτρονική Έκδοση, Κάλλιπος, Αθήνα, http://repository.kallipos.gr/handle/11419/1647

2. Γεωργόπουλος Α. (2004), «Αναδιοργάνωση Επιχειρήσεων», Εκδόσεις Παπαζήση, Αθήνα.

3. Παπούλιας Δ.Β. (2002), «Στρατηγική διοίκηση επιχειρήσεων και αλλαγών», εκδόσεις Καστανιώτη, Αθήνα.

4. Heller R. (2001), «Πως να Ελέγχετε τις Αλλαγές», Σύμβουλος Μάνατζερ, Ελληνικά Γράμματα, Αθήνα.

5. Adizes I. (1988), «Corporate Lifecycles– How and Why Corporations Grow and Die and What to Do About It», Prentice Hall, Paramus.

6. Baldwin J.R. (1998), «The Dynamics of Industrial Competition, A North American Perspective», Cambridge University Press.

7. Haspelagh P., Jemison D.B., (1991), "Managing Acquisitions-Creating Value through Corporate Renewal", New York: Free Press.

8. Schumpeter J. A. (1993), "Kapitalismus, Sozialismus und Demokratie", UTB für Wissenschaft, Francke Verlag Tübingen und Basel, 7. erweiterte Auflage.

FINANCIAL STATEMENT ANALYSIS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_119	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	FINANCIAL STATEMENT ANALYSIS								

INDEPENDENTTEACHINGACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:the students should possess knowledge on Financial Accounting I
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course provides students with the whole framework as regards the following scientific areas:

5. **The conceptual and regulatory framework for the preparation of financial statements**
6. **The analysis, the evaluation, and the interpretation of financial statements**

More specifically:

1. The conceptual and regulatory framework for the preparation of financial statements

The course describes the general concept of the preparation of financial statements. Moreover, it illustrates the characteristics of accounting information related to the recognition and measurement of diverse accounts of assets, liabilities, income, and expenses. Also, the computation of amounts concerning the above accounting variables through the historical cost and fair value measures are analyzed and interpreted.

In addition, a comparative analysis of IFRS and the New Greek Accounting Standards (valid from the beginning of 2015) takes place revealing their advantages and disadvantages.

Finally, the analysis is undertaken at two levels:

- first, at the level of single entity, and
- second, at the level of business groups.

2.The analysis, the evaluation, and the interpretation of financial statements

The course also introduces the students to all the important tools and methods of analyzing and evaluating the accounting statements.

In this context, the central aim of the course is to present the analysis of financial statements based on financial ratios. In particular, students will be introduced into the methodology and the different groups of financial ratios such as liquidity ratios, activity ratios, profitability ratios, financial structure ratios, and investment ratios. In addition, issues such as vertical analysis, horizontal analysis, working capital, and cash flows are discussed. In this way, the main financial strengths and weaknesses of businesses can be detected thus effectively addressing users and stakeholders' needs.

Furthermore, many case studies stemmed from different industries and sectors are discused and evaluated. More precisely, the analysis covers several firms of different business size (micro, small, medium, large), diverse product categories (agriculture, manufacturing, services), and different strategic orientation (private, public, non profit organizations, mixed-ownership entity).

At the end of the course the student will have further developed *inter alia* the following **skills/competences**:

- Initial measurement and later recognition of amounts of assets
- Calculation of financial ratios,
- Evaluation of their results,
- Formulation of proposals to solve financial problems of the enterprise and its industry.

At the end of this course **the student should be able to**:

1. understand the usefulness of financial statements of single entities and business groups,

2. analyze their financial statements, especially the statement of financial position, the statement of profit or loss, the statement of changes in equity, and the statement of cash flows,

3. identify the financial advantages and disadvantages of firms of diverse business size stemmed from different economic sectors, industries, and product categories, with a divergent strategic philosophy reflected in a differentiated vision and mission (Corporate Social Responsibily, Corporate Covernance, Sustainable Development, Agency Theory, stakeholder Approach)

4. evaluates and compares with accounting and financial criteria different frims, and production sectors within a national economy.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of accounting data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	x
Project planning and management	x
Respect for difference and multiculturalism	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

- Introduction
- Framework of financial reporting: IFRS, New Greek Accounting Standards, historical evolution of Accounting Standards in the local economy,
- Basic concepts and general perspective of accounting analysis: recognition and measurement notions, structure of the main financial statements,
- Concepts and principles of groups of interest: stakeholder groups such as investors, shareholders, suppliers, clients, banks, government bodies, local society,
- Initial measurement and recognition of specific assets: tangible non-current assets, intangible non-current assets, impairment of assets, inventory, financial instruments, provisions, leasing, recognition of revenues and expenses
- Preparation of financial statements of single entities and business groups: the statement of financial position, the statement of profit or loss, the statement of changes in equity, and the statement of cash flows using the indirect method
- Methods of analysis: horizontal analysis and vertical analysis, static and dynamic analysis, single industry and multi-sector analysis
- Accounting ratios: liquidity ratios, activity ratios, profitability ratios, financial structure ratios, investment ratios (e.g., earnings per share, p/e)
- Working capital
- Break even point analysis

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHINGMETHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USEOFINFORMATIONANDCOMMUNICATIONTECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Workload of semester***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	30
	Seminars	
	Exersices	31
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	

directed study according to the principles of the ECTS	Educational visits		
	Artistic creativity		
	Private study	25	
	Others:		
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***	
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/ report	x	
	Problem solving	x	
	Multiple choice questionnaires	x	
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		

	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Γεωργόπουλος Α. (2014), "Ανάλυση Χρηματοοικονομικών Καταστάσεων», Εκδόσεις Μπένου, Αθήνα.

Γκίκας, Δ. (2002), «Η ανάλυση και οι χρήσεις των λογιστικών καταστάσεων», Εκδόσεις Μπένου, Αθήνα.

Νιάρχος Ν. (2004), «Χρηματοοικονομική ανάλυση λογιστικών καταστάσεων», Εκδόσεις Σταμούλη.

Νιάρχος Ν., Ηρειώτης Ν., Αλεξάκης Χ. (2004), «ΑΣΚΗΣΕΙΣ χρηματοοικονομικής λογιστικής και ανάλυσης λογιστικών καταστάσεων», Εκδόσεις Κριτική, Αθήνα.

Walsh C. (2000), "Αριθμοδείκτες και management", Εκδόσεις Πατάκη.

Ittelson T.R. (2009), "FINANCIAL STATEMENTS: A step-by-step guide to understanding and creating financial reports", CAREER PRESS, Franklin Lakes NJ.

Bernstein L.A., and Wild J.J. (2000), "Analysis of financial statements", fifth edition, McGraw-Hill.

Gibson C.H. (1995), "Financial statement analysis", 6th edition, Cincinnati, Ohio: South-Western Publishing Co.

DATABASES

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_121	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	DATABASES									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Office Automation.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA576/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Nowadays, Databases, either in a standalone setting or as an essential part of MIS, are invaluable assets of modern world class enterprises. The course presents, from both a theoretical and a practical viewpoint, the methodology for designing, implementing and optimizing Databases.

At the end of this course the student should be able to:

1. Describe the relational model in detail, as well as present other ones like network, hierarchical and object oriented models.

2. Use the Entity-Relation Diagram

3. Access data (Relational Algebra, SQL, queries, etc.).

4. Describe Functional Dependencies and Normalization.

5. Describe modern RDBMs (distributed, multimedia, etc.).

6. Describe Database Security (privileges, security levels)

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

6. COURSE CONTENT

Introduction to Databases
Basic Concepts
History
Database Schemes
Conceptual Design
E-R Diagrams
Basic Symbols
Case Studies
Logical Design
Table/Relationship Development
Case studies
Database Optimization
Functional Dependencies
Normal Forms
Case studies
Database queries
Relational Algebra
SQL
Case Studies

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Laboratory training

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	
Laboratory practice	13
Essay writing	
Seminars	
Exersices	13
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	73
Others:	

	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : laboratory exam		

8. RECOMMENDED LITERATURE

«Θεμελιώδεις Αρχές Συστημάτων Βάσεων Δεδομένων», Τόμος Α', Elmarsi R. &S.B Navathie», Εκδόσεις Δίαυλος, 2007, Αθήνα.

«Εισαγωγή στις Βάσεις Δεδομένων», Ταμπακάς Βασίλειος, Εκδόσεις GOTSIS, 2015, Αθήνα.

«Συστήματα Βάσεων Δεδομένων-SQL», Γιαννακουδάκης Ε., Εκδόσεις Μπένου Ευγενία, Β' Έκδοση, 2009, Αθήνα.

«Συστήματα Βάσεων Δεδομένων-Η Πλήρης Θεωρία των Βάσεων Δεδομένων», Silbrerschatz-Korth-Sudarshan, Εκδόσεις Γκιούρδα, 2004, Αθήνα.

INDUSTRIAL MARKETING AND SALEFORCE MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_220	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	INDEPENDENT MARKETING AND SALEFORCE MANAGEMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA636/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course aims to analyze the industrial marketing process, as well as to present the role of sales, within the broader context of industrial marketing.

In particular, by the end of this course students are expected to have knowledge and understanding of:

1. Industrial markets

2. The organizational buying decision process

3. The development of industrial marketing strategy

4. The particular characteristics and importance of industrial marketing mix variables (distribution, communications, products and pricing)

5. The current trends in industrial marketing (e.g. technological developments, ethical dimension and systemic approach)

6. The purchase and decision criteria of large / important customers (i.e. key accounts)

7. The role and contribution of the sales function to the company, in the context of marketing activities

8. The predominant sales management strategies and tactics

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	
Decision-making	X
Working independently	X
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	X
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	X
Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

1. Definition and characteristics of industrial markets

2. Organizational buying decision process

3. Industrial marketing strategy

4. Industrial marketing mix (distribution, communications, products and pricing)

5. Current trends in industrial marketing (e.g. technological developments, ethical dimensions and systemic approach)

6. Purchase and decision criteria of large / important customers (i.e. key accounts)

7. The role and contribution of the sales function to the company

8. Sales management strategies and tactics

9. Organization of the salesforce (e.g. size and types of salespeople, organization by regions, customer segmentation and product types)

10. Salesforce training

11. Salesforce incentives, remuneration systems and performance appraisal

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Work-load***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSMENT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*			
	Written work, essay/report	x	Optional: Up to 2 marks bonus added to the final exam mark.
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others:		

4. RECOMMENDED LITERATURE

Σιώμκος Γεώργιος, Τσιάμης Ιωάννης και Φωτιάδης Θωμάς (2019) High-Tech και Βιομηχανικό Μάρκετινγκ. Εκδόσεις Broken Hill.
Γούναρης Σπύρος και Σταθακόπουλος Βλάσης (2017) Διοίκηση στρατηγικών σχέσεων, Μάρκετινγκ και πωλήσεις για πελάτες στρατηγικής σημασίας. Εκδόσεις Unibooks ΙΚΕ.

PUBLIC ECONOMICS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_197	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		
COURSE TITLE	PUBLIC ECONOMICS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	TEACHING HOURS PER WEEK	ECTS CREDITS
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no prerequisite courses: sufficient background knowledge on Microeconomics and Macroeconomics is required.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA443/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The theoretical approaches to the state's economic functions in modern capitalist formations differ: The first generation of Neoclassical economists (1870-1920) argued that the private enterprise driven by the price mechanism in a competitive market can maximize society's economic prosperity, provided that the state does not interfere in the functioning of the market. The revised position of the Neoclassical School, which was delivered later (1930 onwards), argued that, in order for economic welfare maximization to be achieved, the combined economic activity of both private enterprise and the state is needed. Marxists believe that economic and ideological functions of the state aim at the cohesion and unity of the capitalist social formation, so that the reproduction of relations of exploitation can be ensured. The assumptions and the analysis of the above theories regarding the economic functions of the state are the object of the course of Public Economics.

At the end of the course students will be able to know be aware of conflicting theoretical approaches regarding questions such as:

1. The goals of state economic activity.

2. The tools of state economic intervention.

3. The criteria and the process of state economic action.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:Basic scientific research

6. COURSE CONTENT

1. The basic economic problems according to the Neoclassical theory.
2. The economic and political organization according to the Neoclassical theory.
3. Perfect competition.
4. Pareto optimality .
5. Market imperfections.
6. The economic functions of the state according to the Neoclassical theory.
7. Public goods.
8. Externalities.
9. Monopolistic situations.
10. Income distribution in market economies.
11. Optimum or socially desirable redistribution.
12. Policy for economic stability.
13. Policy for economic development .
14. The state in exploitative modes of production, according to the Marxist point of view.

15. Marxist approaches to the forms and functions of the capitalist state.

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

8. RECOMMENDED LITERATURE

1. Καράγιωργας, Δ. Π. (χωρίς χρονολογία έκδοσης), Δημόσια Οικονομική: Οι οικονομικές λειτουργίες του κράτους, Αθήνα: Παπαζήσης.

2. Stiglitz, J. (1992), Οικονομική του Δημόσιου Τομέα, Αθήνα: Κριτική

3. Γεωργακόπουλος, Θ. (2012), Εισαγωγή στη Δημόσια Οικονομική, Αθήνα: Ευγενία Σωτ. Μπένου.

HUMAN RESOURCES MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_143 & BA_143A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
										x
COURSE TITLE	HUMAN RESOURCES MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA577/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The main objective of the course is to provide students with the knowledge, insight and skills necessary to manage, lead and develop people effectively within an organizational context. The course identifies the factors and forces that managers confront and helps students develop an understanding of the nature of decision-making involved in Human Resources Management. Emphasis will be given to HRM practices in organizations, planning human resources, recruitment and selection, talent management, training and development, the scope and structure of compensation systems and performance appraisal.

Upon successful completion of this course students should be able to:

- Critically analyze the strategic importance of human resource management and the role of today's human resource manager by the use of theoretical models and case study analysis.

- Explain key techniques in the application of human resource management.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others: Upon successful completion of this course students should be able to:
Carry out job analysis and prepare of job descriptions and job specifications.
Critically evaluate recruitment and selection methods by the use of theoretical models and case study analysis.
Evaluate training and development as a strategic tool.
Analyze issues of performance management.

2. COURSE CONTENT

1. Introduction to Human Resource Management
2. Strategic Human Resource Management
3. Human Resources Planning and Job Analysis

4. Recruitment
5. Selection
6. Training and Development
7. Compensation systems
8. Performance Appraisal

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others: videos	x

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	42
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	57
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	40%
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	60%
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Torrington D., Hall L., Taylor S. και Atkinson C. (2011). Διοίκηση Ανθρωπίνων Πόρων, Εκδόσεις BROKEN HILL.
Χυτήρης Λ. (2013). Διοίκηση Ανθρωπίνων Πόρων, Εκδόσεις ΦΑΙΔΙΜΟΣ.

BANKING RISK MANAGEMENT AND DERIVATIVES MARKETS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_306	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	BANKING RISK MANAGEMENT AND DERIVATIVES MARKETS								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess basic knowledge of mathematics and statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to present in students the banking risks and how they affect the banking system. Particular emphasis will be given to the management of banking risks by using derivatives.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of this course the student should be able to:
Understand the Banking risks.
Manage the banking risks using derivatives.
To apply the methods of management of banking risks using EXCEL and statistical package.

6. COURSE CONTENT

1. Banks and Financial Intermediation
2. The structures of financial institutions and performance measurement
3. The financial risks
4. Quantification and Hedging
5. Credit Risk and Credit Bank
6. Methods of measuring credit risk
7. Management of bank risk using derivatives

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	

	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

8. RECOMMENDED LITERATURE

Συριόπουλος Κ. και Παπαδάμου Σ. «Εισαγωγή στην Τραπεζική Οικονομική και τις Κεφαλαιαγορές» εκδόσεις Utopia 2014.
Συριόπουλος Κ. «Διαχείριση Τραπεζικού Κινδύνου» Ελληνικό Ανοιχτό Πανεπιστήμιο, β΄έκδοση, Πάτρα 2008
Μυλωνάς, Ν. «Αγορές και προϊόντα παραγώγων». Εκδόσεις Γ. Δαρδανός- Κ. Δαρδανός Ο.Ε. 2005.

PORTOFOLIO MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_209	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	PORTOFOLIO MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA413/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of the course is to introduce the student to the concepts of risk and return, risk diversification, and the selection and evaluation of effective portfolios. We will be given the theoretical support of modern portfolio theory

The course combines knowledge gained from the International Money and Capital Markets, Business Statistics, Micro-Economics I and Financial Econometrics.

At the end of the semester the student will be able to:

- Know and calculate retturn and risk (various sizes).
- Build an effective portfolio boundary.
- Evaluate portfolios
- To calculate risk and return on internationally diversified portfolios.
- To comment on the current problems of the globalized money and capital market with its impact on portfolio diversification.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

Utility functions
Rerun and Risk
Effective markets
Market abnormalities
Effective portfolios (Markowitz)
CAMP
APT
Portfolio allocation and evaluation

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exersices	26
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	60
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report		
	Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	50%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Individual exercises with exploratory questions to investigate the level of knowledge acquisition according to a known knowledge taxonomy (50%)		

4. RECOMMENDED LITERATURE

Βιβλίο [13965]: ΣΥΓΧΡΟΝΗ ΘΕΩΡΙΑ ΧΑΡΤΟΦΥΛΑΚΙΟΥ, ΠΑΝΑΓΙΩΤΗΣ ΞΥΔΩΝΑΣ, ΙΩΑΝΝΗΣ ΨΑΡΡΑΣ, ΚΩΝΣΤΑΝΤΙΝΟΣ ΖΟΠΟΥΝΙΔΗΣ
Βιβλίο [50657709]: Σύγχρονη Θεωρία Χαρτοφυλακίου και Ανάλυση Επενδύσεων, Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann
Βιβλίο [31201]: Διαχείριση χαρτοφυλακίου, Παπαδάμου Στέφανος Θ.

INTERNATIONAL MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_102	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	INTERNATIONAL MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: students should possess sound knowledge of Business Administration I & II and Human Resource Management
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA495/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The main objective of this course is to present and analyze the key components of international business in the context of the increasing internationalization of economic activities, as well as the effects of cultural values on administrative functions. Furthermore, through this course an investigation of the contemporary theories and practices of intercultural management and international human resource management occurs.

Additionally, due to the multidimensional and interdisciplinary character of the teaching subject, emphasis was given on the analysis of the main parameters of the management of cultural differences and the range of practical measures required to effectively run a business in an international environment.

At the end of this course students will be able to:

1. Understand and interpret critically the effects of cultural values on administrative functions and practices of international human resource management.

2. Gain the knowledge and skills required for an effective manager in an international business environment.

3. Develop ideas and arguments about contemporary problems of intercultural management and international human resource management.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills/competences:
Ability to apply skills relating to international management practices, such as selection, development and reward of expatriate executives.

Presentation of views and resolve problems relating to the essential functions of intercultural management and international human resource management in a brief report.

2. COURSE CONTENT

1. Conceptual background and the analysis of contemporary theoretical approaches to multi-cultural management and international management of human resource.
2. The international business; Organisation, alternative strategies and environmental limitations related to relocating the production operations abroad.
3. Analysis of the skills and competencies required for effective operation within a rapidly changing global environment.
4. Staffing an international business; recruitment, selection, remuneration policy, international mobility of executives, training, motivation and international career management.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Use of educational documentaries in class

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	30
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	56
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice*	Written work, essay/report		

questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires	x	30%
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation	x	70%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1.Ball A. Donald, Geringer J. Michael, Minor S. Michael, McNett M. Jeanne (2014), Διεθνής Επιχειρηματική Δραστηριότητα, Εκδόσεις Επίκεντρο Α.Ε.
2.Griffin Ricky W., Pustay M.W., Δημήτρης Μανωλόπουλος (2018), Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα, 8η Έκδοση, ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ.

TRANSNATIONAL CORPORATIONS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
DEPARTMENT	BUSINESS ADMINISTRATION		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	BA_149	**SEMESTER OF STUDIES**	7th
COURSE TITLE	Transnational Corporations		

INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures, seminars and laboratory work	3	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		

COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Students should possess sound knowledge of Strategic Management I & II
TEACHING AND ASSESSMENT LANGUAGE:	Greek.
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA516/

5. LEARNING OUTCOMES

Leraning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

The aim of the course is to analyze internationalization strategies and entry modes in foreign markets. It presents a comprehensive view of global expansion for firms, as well as the prerequisites for their success under the light of a dynamic environment and need for constant change.

At the end of this course the student should be able to:

1. Recognize the ownership-specific advantages that guarantee successful entry into foreign markets and company growth.
2. Understand and evaluate the type of foreign direct investment (FDI) of a firm.
3. Explain the reasons - incentives of internationalization.
4. Comprehend the several entry modes and evaluate their advantages and disadvantages.
5. Recognize the different roles of subsidiaries.
6. Understand the positive impact of FDI for home and host countries.

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. To critically face internationalization issues presented through up-to-date case studies from the Greek and global arena.
2. To suggest new internationalization moves and strategies for companies based on analyzing their competencies and the global environment developments.

Generally, by the end of this course the student will, furthermore, have develop the following general abilities (from the list above):

Searching, analysis and synthesis of facts and information, as well as using the necessary technologies
Adaptation to new situations
Decision making
Autonomous (Independent) work
Promotion of free, creative and inductive thinking
Respect to natural environment
Respect to differentiation and multiculturalism
Work in international environment
Social and ethical responsibility in gender issues

6. COURSE CONTENT

1. Internationalization - basic concepts.
2. Global environment.
3. Entry modes in foreign markets.

4. FDI incentives.
5. Greenfield starts, mergers and acquisitions, strategic alliances.
6. Subsidiary roles.
7. FDI impact on home and host countries.

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.*	Lectures
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές*	Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching and support through e-class platform. Use of educational documentaries in class
TEACHING ORGANIZATION *Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.* *Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ.* *Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή Activity καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS*	

Activity	***Semester Workload***
Lectures	39
Individual work in case study	50
Individual study	36
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Περιγραφή της διαδικασίας αξιολόγησης* *Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες* *Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;*	Individual work – case study analysis of 7000 words and presentation (100%)

8. RECOMMENDED LITERATURE

1. Myloni, B. & Georgopoulos, A., Internationalisation and Transnational Companies (e-book), Hellenic Academic Libraries, 2016
2. Manolopoulos, D & Bitzenis, A. The Internationalised Firm in the 21st Century, Unibooks, 2019.
3. Griffin & Pustay, Multinational companies and Entrepreneurship, Tziola, 2011.
4. Ball et all, International Entrepreneurship, Epikendro, 2014
5. Hill, C. W. L. , International Business: Competing in the Global Marketplace, , 8th edition, McGraw Hill, 2011.

6. Papadakis, V., Strategic Management, Benos, 2016

BUSINESS LAW

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_227	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	BUSINESS LAW									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	http://eclass.upatras.gr/courses/BMA535/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Business Law is fundamental in creating reliable standarts for companies to follow. This course provides students with fundamental elements of company law , by focusing on the following topics of SA companies and limited liability companies : basic principles of company law, separate legal personality, formation – registration- articles of association, Board of directors, appointment and removal of members of Board of directors, directors duties and liability, share issues- share capital- shareholders, resolutions and meetings, termination of company. The course also

presents basic regulation on negotiable instruments as payment systems (banking cheques – bills of exchange), and an introduction to competition law and unfair business practices law .

By the end of this course the student will have acquired the skill to apprehend :

1. Statutory distinctions of companies

2. The economic and legal environment of S.A companies

3. The legal specificities of limited liability companies

4. The legal rules of operation of bank cheques and bills of exchange

5.Main issues of competition law and business unfair practices law.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will furthermore be able to understand:
The main types of commercial companies
The regulatory framework of SA company

The regulation of limited liability company
Basic legal rules on cheques and bills of exchange
Principles of competition law and business unfair practices law

2. COURSE CONTENT

1. Introduction to company law
2. Types of companies
3. Sources of company law
4. Regulation of SA companies- principal provisions: formation – registration -articles of association, - share capital – shareholders: general meetings of shareholders, rights of shareholders- Board of directors : appointment - dismissal - general duties of members of the Board of directors . Resolutions and meetings. Accounts and reports- audit - mergers - termination - dissolution of company
5. The regulation of limited liability companies - general provisions- limited liability, formation - registration -articles of association, capital- members- meetings of members, directors: appointment - dismissal. Termination of company.
6. Legal rules on cheques and bills of exchange
7. Introduction to Competition Law and unfair business practices law.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	50
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	25
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1)Γ. Αργυρός, Εμπορικό Δίκαιο , Βασικές έννοιες , Εκδόσεις Μπένου , 1η εκδ.2017
2) Ν. Ρόκας , Εμπορικές Εταιρείες, 7η εκδ. Νομική Βιβλιοθήκη , 2012.

OPERATIONS MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_206 & BA_206A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	OPERATIONS MANAGEMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA427/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

By the end of this course the student will be able to:

1. To define the terms production, production system, productivity, and compute productivity.

2. To describe the stages of product life cycle and distinguish the critical role of technology in the product design process.

3. To apply the basic methods for planning, scheduling and controlling large projects.

4. To define the concept of quality and its importance for productivity improvement.

5. To distinguish the various types of production process in both manufacturing and services industry.

6. To realize the importance of location selection in business, and apply basic well-known techniques for solving location problems.

7. To realize the importance of layout design, and apply basic well-known techniques for solving layout design problems.

8. To define capacity and apply decision-trees methods for solving capacity problems.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	x
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
Apply the methodology of House of Quality methodology for product design.
Apply the basic methods for planning, scheduling, and controlling projects.
Use modern tools and techniques for process analysis.
Estimate forecasting using basic simple techniques.

Solve location problems using simple well-known heuristic methods
Solve layout design problems using simple heuristics.

2. COURSE CONTENT

1. Operations and productivity.
2. Operations Strategy in a Global Environment
3, Project management.
4. Design of goods and services.
5. Managing quality
6. Process analysis
7. Process reengineering.
8. Production technology.
9. Capacity planning.
10. Location strategies
11. Layout design strategies.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	10
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	89
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Νεάρχου Ανδρέας, Χρονικός προγραμματισμός στη βιομηχανία και τις υπηρεσίες, Εκδόσεις Broken-Hill, 2017.
2. Ιωάννου Γιώργος, Διοίκηση Παραγωγής και Υπηρεσιών, Εκδόσεις Αθ. Σταμούλη, 2005.
3. Jacobs F.R, Chase R.B, Διοίκηση Λειτουργιών & Εφοδιαστικής Αλυσίδας, (1η Ελληνική έκδοση) Εκδόσεις Π.Χ. Πασχαλίδης, 2013. Jacobs F.R, Chase R.B, Διοίκηση Λειτουργιών & Εφοδιαστικής Αλυσίδας, (1η Ελληνική έκδοση) Εκδόσεις Π.Χ. Πασχαλίδης, 2013.
4. Heizer J. and Render B., Principles of Operations Management, 9th Edition, Prentice Hall, 2013.
5. Chase, R. B., Jacobs, F. R., & Aquilano, N. J. Operations management for competitive advantage (10th edition). Boston: McGraw-Hill/Irwin, 2004.
6. Russel R. and B. Taylor, Operations Management, Third Edition, Prentice Hall, 2000.
7. Stevenson W.J., Production/Operations Management , Sixth Edition, Irwin/McGraw-Hill, 1999.
8. Σημειώσεις στα ελληνικά.

HOTEL MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_213	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	HOTEL MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA533/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims at a better understanding of the characteristics and the typology of hotels, of the key principles of hotel management and of the impact of the hotel sector on the Greek economy.

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

1. determine and analyze the operational and entrepreneurial characteristic of a hotel,

2. handle key aspects of business planning for a hotel,

3. assess the quality of hotel services.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills/competences:
understanding of the economic impact of the hotel sector,
ability of analyzing key hotel business data,
managerial skills applicable at hotels.

2. COURSE CONTENT

1. The concept and main characteristics of hotels
2. The hotel sector of Greece
3. Typology of hotel businesses
4. Departmental structure of hotels
5. Front Office
6. Housekeeping

7. Food & Beverage Department 8. Other departments 9. Hotel marketing 10. Human resource management at hotels 11. Hotel affiliations

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others :

4. RECOMMENDED LITERATURE

1. Χυτήρης, Λεωνίδας (1996). Το Μάνατζμεντ των Ξενοδοχειακών Επιχειρήσεων, Αθήνα: Εκδ. Interbooks

2. Abbott, Peter και Lewry, Sue (2002). Υποδοχή. Αθήνα: Εκδ. Κριτική

3. Reid, Robert and Bojanic, David (2006). Hospitality Marketing Management. 4th edition. Hoboken, NJ: Wiley

4. O'Fallon, Michael J. and Rutherford, Denney G. (2010). Hotel Management and Operations. 5th edition. Hoboken, NJ: Wiley

5. Tranter, Kimberly, Stuart-Hill, Trevor and Parker, Juston (2013). Introduction to Revenue Management for the Hospitality Industry. Pearson

6. Bardi, James A. (2010). Hotel Front Office Management. 5th Edition. Hoboken, NJ: Wiley

7. Williams, Alistair (2002). Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann

8. Sloan, Philip, Legrand, Willy and Chen, Joseph (2009). Sustainability in the Hospitality Industry. Oxford: Butterworth-Heinemann

PRODUCTION AND SUPPLY CHAIN MANAGEMENT - LOGISTICS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_133	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
									x	
COURSE TITLE	PRODUCTION AND SUPPLY CHAIN MANAGEMENT - LOGISTICS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA422/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

By the end of this course the student will be able to:

1. Explain the strategic importance of the supply chain.

2. Understand the main factors to be considered in the design of a distribution network.

3. Solve facility location and capacity allocation problems using known techniques,

4. Use known methods for solving routing and scheduling delivery problems in transportation networks.

5. Explain and use the basic inventory models for independent demand.

6. Recognize the role of aggregate planning in supply chain and identify optional strategies for aggregate production planning.

7. Understand the role and logic of operation of MRP systems for inventory depended demand.

8. Identify the basic approaches for short-term production scheduling in flow-shop systems.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	x
Respect for difference and multiculturalism	
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
Solve facility location and capacity allocation problems in delivery networks.
Compute shortest and distance shortest routes between depot and destination in delivery networks.

Solve routing and scheduling deliveries for a fleet of vehicles in transportation networks.
Apply basic methods for controlling inventory for both independent and depended demand.
Use priority rules for sequencing customers' orders in flow-shop production systems.

2. COURSE CONTENT

1. Understanding the supply chain (business logistics).
2. Supply chain processes and delivery networks
3. Network design in supply chains.
4. Facility location and capacity allocation decisions in delivery networks.
5. Transportation decisions in supply chains: shortest distance problems, vehicles routing and scheduling problems
6. Inventory decisions in supply chains: inventory models for independent demand.
7. Materials requirement systems (MRP): inventory models for depended demand.
8. Integrated information systems for supply chain management (MRP-II, ERP systems).
9. Aggregate production planning in supply chain.
10. Short-term production scheduling.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	
Laboratory practice	
Essay writing	10
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	89
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires		
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions	x	περιλαμβάνει: - Επίλυση ποσοτικών προβλημάτων σχετικών με τη διαδικασία λήψης αποφάσεων κατά τη διαχείριση της εφοδιαστικής αλυσίδας σε ένα σύστημα παραγωγής.
Public presentation		
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

Others :

4. RECOMMENDED LITERATURE

1. Νεάρχου Ανδρέας, Χρονικός προγραμματισμός στη βιομηχανία και τις υπηρεσίες, εκδ. Broken-Hill publishers, 2017.
2. Jacobs F.R, Chase R.B, Διοίκηση Λειτουργιών & Εφοδιαστικής Αλυσίδας, (1η Ελληνική έκδοση) Εκδόσεις Π.Χ. Πασχαλίδης, 2013.
3. BOWERSOX J. D., CLOSS J. D., COOPER B.M., BOWERSOX C. J., Logistics: Εφοδιαστική και διοίκηση δικτύων διανομής, BROKEN HILL PUBLISHERS LTD, 2016.
4. Ballou R.H., Business Logistics/Supply Chain Management, International edition, Prentice-hall, 2004.
5. Chopra S. and Meindl P., Supply Chain Management: Strategy, Planning, and Operation, 6th Edition, Pearson, 2016.
6. Σημειώσεις στα ελληνικά.

CONFLICT MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_134	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	CONFLICT MANAGEMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least basic knowledge of Organizational Behavior.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA431/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to present organizational conflict and Conflict Management (conflict types, defining factors, management styles). Moreover, Emotional Intelligence dimensions will be analyzed in relation to Conflict Management and Team/Group effectiveness giving emphasis on organizational changes.

At the end of this course the student should be able to:

1. Understand the basic concepts related to Conflict Management.

2. Understand conflict management styles between individuals/groups in organizational context.

3. Comprehend the utility of decreasing conflict intensity for Managerial practices and Transformational Leadership in today's business environment.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will have further developed the following skills/competences:
Handling Conflicts for effective cooperation.
Analyzing organizational weaknesses related to conflict.

2. COURSE CONTENT

1. Organizational Conflict
2. Defining factors of conflict
3. Conflict Management styles
4. Emotional Intelligence and Conflict Management

5. Conflict Management, Transformational Leadership and Organizational Change 6. Organizational Crisis Management 7. Conflict and Workplace Bullying

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	42
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exersices	26
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	57
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Πολυχρονίου Π. (2015). Διοίκηση Συγκρούσεων, Πάτρα: Πανεπιστήμιο Πατρών.
Mullins L. και Christy G. (2014). Μάνατζμεντ και Οργανωσιακή Συμπεριφορά, Εκδόσεις UTOPIA.
Senior B. και Dr Swailes S. (2016). Οργανωσιακή Αλλαγή. Εκδόσεις BROKEN HILL.

MANAGEMENT OF TOURISM ORGANIZATIONS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_169	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	MANAGEMENT OF TOURISM ORGANIZATIONS								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA532/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims at a better understanding of how tourism organizations operate as in the case of tour operators from the private sector or destination management/marketing organizations (DMOs) from the public sector. Students will get acquainted with key aspects of management such organizations.

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

1. understand the importance and the way tourism organizations operate

2. assess the impact of tour operators on a tourism destination like Greece

3. comprehend the role of DMOs in tourism planning and in promoting tourism development in a destination

4. know key principles of managing such organizations.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills/competences:
1. key principles of planning a packaged tour
2. key principles of tourism planning from a DMO's perspective
3. ability of preparing and evaluating a tourism campaign

2. COURSE CONTENT

1. Key characteristics of tour operators
2. Packaged tours

3. Impact of tour operators on the development of tourism in Greece 4. Organizational structure and management of tour operators 5. Key characteristics and typology of DMOs 6. DMOs operating in Greece 7. Organizational structure and management of DMOs 8. Tourism planning and tourism policy 9. Preparation of a tourism campaign

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	86
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report	x	
	Problem solving		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation	x	
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Ζαχαράτος, Γεράσιμος (2003). Package Tour: Παραγωγή και διάθεση του τουριστικού ταξιδιού. Αθήνα: Εκδ. Προπομπός

Κοκκώσης, Χάρης, Πάρις Τσάρτας και Ελευθερία Γκριμπά (2011). Ειδικές και Εναλλακτικές Μορφές Τουρισμού. Αθήνα: Εκδόσεις Κριτική

Page, Stephen (2006). Εισαγωγή στον τουρισμό. Αθήνα: Εκδ. Παπαζήση

Τσάρτας, Πάρις (2010). Ελληνική Τουριστική Ανάπτυξη. Αθήνα: Εκδόσεις Κριτική

Pike, Steven (2008). Destination Marketing: An integrated marketing communication approach. Oxford: Butterworth-Heinemann

Agarwal, Sheela and Shaw, Gareth (eds.) (2007). Managing Coastal Tourism Resorts: A Global Perspective. Clevedon, England: Channel View Publications
Horner, Susan and Swarbrooke, John (2004). International Cases in Tourism Management. Oxford: Elsevier Butterworth-Heinemann
Maitland, Robert and Ritchie, Brent (eds.) (2009). City Tourism: National Capital Perspectives. Wallingford, England: CABI
World Tourism Organisation (2003). NTO Marketing Activities. Madrid: WTO

MANAGEMENT ACCOUNTING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_303	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	MANAGEMENT ACCOUNTING								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA588/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to provide theoretical and practical knowledge as regards the scientific field of management accounting. A management accounting system accumulates, classifies and reports information that will assist managers in their decision-making, planning and control activities. A significant part of the Management Accounting is Cost Accounting. A cost accounting system accumulates accounting information for calculating the cost components of a product and consequently its profit margin.

At the end of the course the student will have further developed the following skills/competences:

- Be familiar with the flow of costs in a process costing system (accounting for material, labor and overheads) and how to evaluate the stock (cost accounting techniques).

- Be familiar with the accounts of Analytical Accounting system according to the Greek Accounting standards and record accounting transactions (determining the cost of the product and its profit margin)

Moreover, at the end of this course the student should be able to:

- Use cost accounting data (cost of material, labour and overheads) for decision making purposes.

- Prepare accounting reports for budgeting (operating and financial budgets) and performance measurement for value enhancement

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. Introduction in Management Accounting and Cost Accounting
2. Differences between Financial Accounting, Management Accounting and Cost Accounting
3. Classification of costs
4. Cost accumulation for stock valuation and profit measurement (cost accounting techniques)
5. Flow of costs in a process costing system (cost accounting methods: job and batch costing)
6. Financial and Management Accounting for decision making purposes
7. Cost – volume – profit analysis (CVP analysis)
8. Measuring costs and benefits for decision making (standard costing system).
9. Information for Planning and Control (master budget)
10. The budgeting process, Capital Budgeting and Responsibility Accounting (Capital budgeting and discounted cash flow; Financial planning models and sensitivity analysis with statistical techniques; behavioural aspects of budgeting).
11. Sales, Production and Selling and administration budget preparation
12. A detailed illustration with examples of the budgeting process
13. Budget controls, flexible budgets and cost variances (Budgetary control and reporting; Reconciliation of budgeted and actual profit; Variance calculations and analysis; Management uses of variances a with cost reductions and value enhancement)
14. Preparation of performance evaluation reports (perfrormance measurement and management)
15. The analytical accounting system according to the Greek Accounting Standards

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73
	Others:	

	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	Τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Βενιέρης Γ. Κοέν Σ. Διοικητική Λογιστικη, εκδόσεις Ιωαννίδου Π και ΣΙΑ ΕΕ 2006
Σαρσέντης Β., Λογισμός επιχειρηματικής δράσεως – Διοικητική Λογιστική, εκδ. Αθ. Σταμούλης 1993.
Δημητράς Α., Μπάλλας Α., Διοικητική Λογιστική για προγραμματισμό και έλεγχο, εκδ. Gutenberg 2009
Hilton R.W, Managerial Accounting, McGraw-Hill, 1997.
Kaplan R., Atkinson, A. Advanced Management Accounting, Pearson 2013
Drury R. Management and Cost Accounting, Cencage 2015
Horngren C., Datar S, Rajan M. Cost Accounting – A managerial emphasis, Prentice Hall, 2012

CULTURAL & SPORTS EVENT MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_222	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	CULTURAL & SPORTS EVENT MANAGEMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA510/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The bidding and staging of cultural and sports events present one of the strategic directions of cities exploiting growth opportunities in services including tourism. This course offers an introduction to the existing knowledge on bidding, planning, marketing, management and evaluation of cultural and sports events. The course explores the theories and applied knowledge relevant to successful event management both for locals and visitors. Lectures will cover a range of events including conventions, sports events, festivals, conferences, small scale promotional events etc.

At the end of this course the student should be able:

- To become familiar with the scope and evaluation of events management.

- To understand the role of management in bidding and successfully staging cultural and sport events.

- To apply relevant management theories to the event management process.

- To apply relevant marketing and sponsorship to the vent management process

- To describe the various types of event impacts.

At the end of the course the student will have further developed the following skills/competences. They will be able:

- To effectively apply appropriate management and marketing theories and practices in the event management process.

- To measure event social and economic impacts of major events and if necessary justify public spending.

- To prepare a competitive bidding proposal for staging an event.

- To effectively work with clients in delivering event management services.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	X
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	X
Working in an interdisciplinary environment	X
Production of new research ideas	X
Project planning and management	X
Respect for difference and multiculturalism	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x

Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

The size of market demand for events, the structure of demand and determinants.
The event business, commercial organizations & governmental infrastructure.
Social, economic, political, technological and developmental implications related to various types of events
Organizational and planning issues in events, the bidding and screening process.
Managing professional and volunteer staff.
Financial management & budgeting.
The target market of events and the marketing plan
Sponsorship programs, proposal, agreements, other sources of funding.
Risk management, legalities, insurance and safety issues.
Planning and managing the event legacy, event evaluation

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	46
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	40
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	Individual Assignments 60% Group Project 40%
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation	X	Individual Presentations Group-based presentations
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Shone, A., & B. Parry (2013). Successful Event Management: A Practical Handbook (4th edition), Cengage Learning.
Getz, D. (1997). Event Management and event tourism. New York: VanNostrand Rheinhold.
Ο αθλητισμός στην τοπική αυτοδιοίκηση (2007), Γκανάτσιος, Γ., Γαργαλιάνος, Δ. Εκδόσεις Χαραλάμπους. [Εύδοξος 95879]
Υπαίθριες δραστηριότητες αναψυχής, ακραία αθλήματα. Μάνατζμεντ υπηρεσιών, εκπαίδευση στελεχών (2009). Κουθούρης Χ. 978-960-8183-73-5 Εκδόσεις Χριστοδουλίδη. [Εύδοξος 7771]
Αθλητικές εγκαταστάσεις, (2006), Αυθίνος. Ι., Γαργαλιάνος, Δ., Farmer P. Εκδόσεις Κλειδάριθμος.[Εύδοξος 13582]
Συμπληρωματική Βιβλιογραφία (ενδεικτική)
Getz, D., (2008). Event Tourism: Definition, evolution, and research. Tourism Management, 29, 403-428
Getz, D., (1989). Special Events, defining the product. Tourism Management.
Growther, Ph. (2011). Marketing event outcomes: from tactical to strategic. International Journal of Event and Festival Management, 2(1), 68-82.
Westerbeek, H., Turner, P., & L. Ingerson, (2002). Key success factors in bidding for hallmark sporting events. International Marketing Review, 19(3), 303-322.
Kaplanidou, K., & C. Vogt, (2007). The interrelationship between sport event and destination image and sport tourists' behaviours, Journal of Sport & Tourism, 12(3-4), 183-206.
Papadimitriou, D. (2013). Service quality components as antecedents of satisfaction and behavioral intentions: The case of a Greek carnival Festival, Journal of Convention & Event Tourism, 14, 42-64.
Links
International Journal of Event and Festival Management. http://www.emeraldinsight.com/journals.htm?issn=1758-2954
Event Management. https://www.cognizantcommunication.com/journal-titles/event-management
Journal of Sport & Tourism. http://www.tandfonline.com/toc/rjto20/current#.UlJ1IxBa-ZE
Journal of Convention & Event Tourism. http://www.tandfonline.com/toc/wcet20/current#.UlJ1TxBa-ZE
Journal of Venue & Event Management. http://www.hrsm.sc.edu/JVEM/vol1issue1.shtml
Ελληνικό Περιοδικό Διοίκησης Αθλητισμού & Αναψυχής. http://www.jsrm.gr/

DYNAMIC MATHEMATICAL MODELS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_106	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	DYNAMIC MATHEMATICAL MODELS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:

TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA402/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce the necessary mathematical tools to the students of the Department regarding optimization of functions with n variables (with or without constraints) and dynamic systems.

At the end of this course the student will be able to:

• Optimize functions with n variables

• Integrate functions with one variable.

• Solves first order differential equations.

• Solves differential equations of higher order with fixed coefficients

• Solves first order difference equations

• Solves higher order difference equations with constant coefficients.

It is the second of two compulsory courses in mathematics to acquire all the initial mathematical tools for basic research in business management subjects.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and	x

information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

6. COURSE CONTENT

1. Optimization (many variables)
2. Constrained optimizaton
3. First order Differential Equations
4. High order Differential Equations with constant coefficients
5. First order Difference Equations
6. High order Difference Equations with constant coefficients
7. Systems of differential and/or difference equations

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography,*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	13
	Laboratory practice	
	Essay writing	
	Seminars	

tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	60
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	30%
	Problem solving		
	Multiple choice questionnaires	x	50%
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	20%
	Public presentation		

	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

8. RECOMMENDED LITERATURE

Βιβλίο [12537573]: ΠΡΟΣΚΛΗΣΗ ΣΤΑ ΜΑΘΗΜΑΤΙΚΑ ΟΙΚΟΝΟΜΙΚΩΝ ΚΑΙ ΔΙΟΙΚΗΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΜΟΣ Α', ΛΟΥΚΑΚΗΣ ΜΑΝΩΛΗΣ
Βιβλίο [50655961]: Οικονομικά Μαθηματικά, Μυλωνάς Νίκος, Γεώργιος Σαραφόπουλος
Βιβλίο [31755]: Μαθηματικές μέθοδοι στα οικονομικά, Ξεπαπαδέας Αναστάσιος Π., Γιαννίκος Ιωάννης Χ.
Βιβλίο [68373069]: Μαθηματικά των Επιστημών Οικονομίας και Διοίκησης, Jacques Ian
Βιβλίο [7648532]: ΜΑΘΗΜΑΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ, ALPHA C. CHIANG, KEVIN WAINWRIGHT

SPECIAL ISSUES OF POLITICAL ECONOMY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_226	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	SPECIAL ISSUES OF POLITICAL ECONOMY									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no prerequisite courses: sufficient background knowledge on Economic Science (Microeconomics, Macroeconomics, Public Economics, Political Economy) is required.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA524/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Knowledge of specific areas of political economy, with emphasis on the labour theory of value, the Marxist theory of modes of production and social classess, the theory of economic crises and uneven development.

At the end of the course the student should be able to know:

1. Basic concepts of the labour theory of value.

2. The Marxist notion of modes of production and social classes.

3. Aspects of the Marxian theory of economic crises.

4. Issues related to international economic competition and development inequality at the international level.

5. Heterodox theoretical approaches to Foreign Direct Investment.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. Basic concepts of the labour theory of value.
2. Theory of modes of production and social classes.
3. Capitalist Mode of Produciton and theory of economic crises.
4. Intra- and inter-sectoral competition (terms of trade) and value appropriation in the sphere of circulation.
5. Issues of economic development: the concept of “extraverted” development.

6. Theory of Foreign Direct Investment.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	100%
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Οικονομάκης, Γ. (2016), Ειδικά Θέματα Πολιτικής Οικονομίας και Ποσοτική Ανάλυση: Σημειώσεις, Τμήμα Ι: Βασικό Θεωρητικό Πλαίσιο, Πάτρα: Πανεπιστήμιο Πατρών.

2. Οικονομάκης Γ. Η. (2000), Ιστορικοί Τρόποι Παραγωγής, Καπιταλιστικό Σύστημα και Γεωργία, Αθήνα: Ελληνικά Γράμματα.

3. Σημειώσεις και άρθρα σε e-class.

SPECIAL TOPICS IN OPERATIONS MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_223	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	SPECIAL TOPICS IN OPERATIONS MANAGEMENT									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA512/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

By the end of this course the student will be able to:

1. Understand the importance of managing the resources in a project, and apply techniques for resource allocation and smoothing (resource leveling).

2. Solve manufacturing scheduling problems in environments with a single machine, with parallel machines, as well as in flow-shop and job-shop production systems.

3. Solve personnel scheduling problems.

4. Tackle real-world routing and scheduling problems in transportation networks

5. Sequence and balance assembly lines.

6. Understand the philosophy of lean production and explain the main principles of Toyota production system.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	x
Respect for difference and multiculturalism	
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
Solve scheduling problems in manufacturing environments including:
single-machine scheduling,
parallel machines scheduling,
flow-shop scheduling,
job-shop scheduling.
sequencing and balancing of assembly lines systems.

Solve scheduling problems in services, including:
project scheduling with resource constraints.
personnel planning and scheduling.
scheduling in transportation networks.

2. COURSE CONTENT

1. The nature and importance of scheduling in today industry.
2. The scheduling function in an enterprise.
3. The complexity of scheduling problems.
4. Scheduling in manufacturing systems with a single machine.
5. Scheduling in manufacturing systems with identical parallel machines.
6. Scheduling in flow-shop systems.
7. Scheduling in job-shop systems.
8. Scheduling and balancing of assembly lines.
9. Resource constrained project scheduling.
10. Resource smoothing in projects.
11. Routing and scheduling in transportation networks (the vehicle routing problems)
12. Personnel planning and scheduling.
13. Lean production and Just-in-Time systems: The Toyota production system.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	10
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	

	Private study		89
	Others:		
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	60%
	Public presentation		
	Mid-term exam (formative)	x	40%
	Laboratory work		
	Art interpretation		

	Others :

4. RECOMMENDED LITERATURE

1. Νεάρχου Ανδρέας, Χρονικός προγραμματισμός στη βιομηχανία και τις υπηρεσίες, Εκδόσεις Broken-Hill publishers, 2017.
2. Pinedo M.L., Scheduling: Theory, Algorithms, and Systems, 4th edition, Springer, 2010.
3. Baker K. and Trietsch D., Principles of sequencing and scheduling, John Wiley publ., 2009.
4. Σημειώσεις στα ελληνικά.

INTRODUCTION TO CIVIL AND COMMERCIAL LAW

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_115	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	INTRODUCTION TO CIVIL AND COMMERCIAL LAW									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	http://eclass.upatras.gr/courses/BMA534/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The complexity of modern civil and commercial transactions induces the need of understanding and interpreting the basic concepts of civil and commercial law, that govern the legal transanctions between individuals and other bodies corporate or uncorporated. The aim of this course is to provide students with university education which will enable acquisition of knowledge of legal principles and rules of civil and commercial law, by focusing on the following topics: general principles of civil law, conditions of validity and protection of rights according to greek civil code, law of obligations, law of contracts, contractual liability, tort, property law, company law.

By the end of this course the student will have acquired the skill of understanding and interpreting the main principles and rules of civil and commercial law, as well as identifying solutions of legal problems regarding the law of obligations , contractual liability and tort.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will furthermore be able to:
Understand the main principles of civil and commercial law .
Apprehend the basic rules of company law .
Understand and interpret a selected number of legal problems in civil law, regarding the law of obligations, the law of contracts and tort.

2. COURSE CONTENT

In this course we study the main principles and rules of civil and commercial law . In particular the topics we examine include:
principles of civil law
legal capacity
conditions of validity and protection of civil rights according to greek civil code

law of obligations law of contracts contractual liability property law tort company law

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	50
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	25
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	περιλαμβάνει: - Ε ρωτήσεις ανάπτυξης - Επίλυση πρακτικών σχετικά με την ζητήματα γενικών αρχών αστικού δικαίου και γενικού ενοχικού δικαίου
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1) Π. Αγαλλοπούλου , Βασικές Έννοιες Αστικού Δικαίου, 4η εκδ. Σάκκουλας, 2016.

2) Π. Αγαλλοπούλου – Κορνηλία Δελούκα- Ιγγλέση, Εισαγωγή στο δίκαιο των επιχειρήσεων , 1ηέκδοση, Σάκκουλας , 2016.

3) Χ. Τσενέ , Ανοικτά Ακαδημαϊκά μαθήματα - Βασικές έννοιες Αστικού Δικαίου , 2015. σελ. 51

INTRODUCTION TO QUANTITATIVE METHODS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_295	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x		x					
COURSE TITLE	INTRODUCTION TO QUANTITATIVE METHODS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA574/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The scope of this course is to fill the gaps between secondary school mathematics the mathematic knowledge needed by other courses of the Department.

The course is organized in unities, each covering a different branch or chapter of mathematics.

The course is addressed mostly to the first-year students of the department, but older students are not excluded.

By the end of this course the student is expected to:

- Have understood the fundamental notions of mathematics (number, variable, equation, system of equations, sequence, function, representation, probability).

- Be able to model a simple real-life problem and to choose the basic mathematical tools needed for its solution.

- Can solve standard equations and inequalities, as well as systems of them.

- Can manipulate matrices (operations – inversion – determinants).

- Be able to plot the graph of a function and to extract conclusions from it.

- Have understood the notion and the geometrical aspects of the derivative and the integral of a function.

- Can find the derivative of a function.

- Can compute an integral.

- Be able to … the information provided by the derivative and the integral of a function.

- Know and plot the standard graphical representations of a big set of data.

- To know the basic mathematical notions needed for the rest of his undergraduate studies.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	

Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

i. Matrices and systems of linear equations.
v. Elements of Analytic Geometry.
ii. Sequences and Series of real numbers.
iii. Introduction to Calculus (functions on a single variable – limits – continuity).
iv. Differential calculus (derivative – Mean Value Theorem – Applications).
vi. Integral calculus (indefinite, definite and generalized integral – computation of areas)
vi. Complex numbers.
vii. Introduction to Probability and Statistics.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	36
Others:	

	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : NO ASSESSMENT		

4. RECOMMENDED LITERATURE

Ian Jacques, Μαθηματικά των Επιστημών Οικονομίας και Διοίκησης, Εκδόσεις Π. Χ. Πασχαλίδης, 2017
T. Bradley, Μαθηματικά Για τα Οικονομικά και τη Διοίκηση, Εκδόσεις Κριτική, βελτιωμένη έκδοση, 2015
A. C. Chiang, K. Wainwrirht, Μαθηματικές Μέθοδοι Οικονομικής Ανάλυσης, Εκδόσεις Κριτική, 2η έκδοση, 2009
Δ. Γεωργίου, Σ. Ηλιάδης, Θ. Μεγαρίτης, Πραγματική Ανάλυση, Εκδόσεις Τζιόλα, 2η έκδοση, 2017

INTRODUCTION TO MARKETING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_125	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	INTRODUCTION TO MARKETING								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA579/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

During this course students will learn about the philosophy of marketing and the marketing tools that are applied to a wide range of businesses and organizations. They will be taught about the main marketing concepts such as the marketing mix and branding and they will understand the importance of research and strategic planning for effective marketing.

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

1. understand the importance of consumers' needs and preferences in their buying decisions and their consumption patterns in general

2. understand the need of basing marketing-related decisions on the research and analysis of the internal and external environment of a business or an organization

3. understand the need for strategic marketing planning

4. analyze the market situation of a particular company or product

5. perform a market segmentation according to different segmentation criteria

6. set target and make decisions concerning the promotion of a of a particular company or product

7. prepare an integrated marketing plan for a company

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills:
Performing marketing research and analysis

Recommending market targets and marketing strategies
Preparing an integrated marketing plan for a particular company or product that will lead to satisfying consumer needs better than competing businesses

2. COURSE CONTENT

1. Key concepts of marketing
2. Marketing environment
3. Strategic marketing planning
4. Consumer behaviour
5. Market segmentation, market targeting and positioning
6. Marketing mix
7. Product
8. Price
9. Distribution
10. Integrated marketing communications

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires	x	100%
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions		
Public presentation		
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

Others :

4. RECOMMENDED LITERATURE

1.Παντουβάκης, Άγγελος, Σιώμκος, Γεώργιος και Χρήστου, Ευάγγελος (2015). Μάρκετινγκ. Αθήνα: Εκδοτικός Οίκος Α.Α. Λιβάνη
2. Kotler, Philip και Keller, Kevin Lane (2017). Μάρκετινγκ Μάνατζμεντ. 15η αμερικανική έκδοση. Αθήνα: Εκδόσεις Κλειδάριθμος
3. Μάλλιαρης, Πέτρος (2012). Εισαγωγή στο Μάρκετινγκ. 4η έκδοση. Αθήνα: Εκδόσεις Σταμούλη
4. Porter, Michael (1980). Competitive Strategy. New York: The Free Press
5. Levitt, Theodore (1960). Marketing Myopia. Harvard Business Review 38(4): 45–56

INTRODUCTION TO TOURISM AND THE TOURISM ECONOMY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_212	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	INTRODUCTION TO TOURISM AND THE TOURISM ECONOMY								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA547/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims at a better understanding of the tourism market and at gaining knowledge about the economic and social impact of tourism on a destination and about the importance of tourism for the Greek economy.

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

1. determine and analyze key tourism data about supply and demand at the destination level (e.g. a country, an island or a city),

2. assess the competitive position of a tourist destination

3. understand the performance and further outlook concerning the development of a tourist destination (at the local or national level).

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills/competences:
1. understanding of the economic and social impact of tourism,
2. ability of analyzing key tourism data,
3. knowledge of the international tourism market.

2. COURSE CONTENT

1. Key concepts of tourism
2. Typology of tourism

3. Development of tourism in Greece and internationally 4. Tourism-related economic sectors – The tourism market 5. Tourism as an economic phenomenon – The Tourism Satellite Accounts 6. Governmental involvement in tourism – Planning and executing tourism-related policies 7. Role of tour operators in a country's tourism development 8. Multinational companies and tourism 9. Technology and tourism 10. Social and environmental impact of tourism – The discourse about sustainable tourism

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report		
	Problem solving		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Τσάρτας, Πάρις (2010). Ελληνική Τουριστική Ανάπτυξη. Αθήνα: Εκδόσεις Κριτική

Λαγός, Δημήτρης (2005). Τουριστική Οικονομική. Αθήνα: Εκδόσεις Κριτική

Γιαννόπουλος, Κ. και Διακομιχάλης, Μ. (2012). Δορυφόρος Λογαριασμός Τουρισμού. Αθήνα: Εκδ. Παπαζήση

Κοκκώσης, Χάρης, Πάρις Τσάρτας και Ελευθερία Γκριμπά (2011). Ειδικές και Εναλλακτικές Μορφές Τουρισμού. Αθήνα: Εκδόσεις Κριτική

Ζαχαράτος, Γεράσιμος (2003). Package Tour: Παραγωγή και διάθεση του τουριστικού ταξιδιού. Αθήνα: Εκδ. Προπομπός

Cooper, Chris and Hall, C. Michael (2008). Contemporary Tourism: An international approach. Oxford: Butterworth-Heinemann

Horner, Susan and Swarbrooke, John (2004). International Cases in Tourism Management. Oxford: Elsevier Butterworth-Heinemann
Tribe, John (2011). The Economics of Recreation, Leisure and Tourism. 4th edition. Oxford: Butterworth-Heinemann
Goeldner, Charles and Ritchie, J.R. Brent (2009). Tourism: Principles, Practices, Philosophies. 11th edition. Hoboken, NJ: John Wiley & Sons
Vanhove, Norbert (2011). The Economics of Tourism Destinations 2nd edition. London: Elsevier

INTRODUCTION TO COMPUTERS: STRUCTURE AND PROGRAMMING

COURSE OUTLINE

SCHOOL	BUSINESS ADMINISTRATION									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_309	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	INTRODUCTION TO COMPUTERS: STRUCTURE AND PROGRAMMING									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures and lab exercises	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	None
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA421/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course presents basic concepts of Informatics, the historical development of computing as well as the trends of the use of new technologies in the business environment. Topics covered include the hardware and structure of a typical computer including other devices with computational capabilities such as smart phones, how the central processing unit executes programs, as well as computer algorithmics and programming using the Java programming language. There is, also, a parallel lab that covers the use of new technologies in a business environment as well as computer programming using a Java Integrated Development Environment (IDE). Also, the students are introduced to the Internet and its

information processing power as well as its role in innovative service development as well as key computer security concepts and defence techniques.

At the end of this course the student should be able to:

1. Understand how computers work as well as related basic hardware and software concepts,

2. Understand how a computer runs programs and processes information,

3. Develop Java programs for solving simple problems,

4. Explain how the Internet is structured and how it can be profitably used in innovation and entrepreneurship,

5. Understand how the modern corporations and businesses can benefit from the use of new technologies.

6. Understand the basic security issues in computers and networks.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. The role of Information and Communication Technologies in modern entrepreneurship and businesses,
2. The Internet and the Internet of Things: entrepreneurship opportunities and risks
3. The parts of a typical modern computing devices,
4. The operation of the Central Processing Unit in program execution and the role of memory,
5. The Java programming language,
6. Loop control and decision structures in Java,
7. Java tables,
8. Simple Java programs,
9. Computer Lab: ICTs and entrepreneurship – development of simple applications with the Java programming language

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD
Face-to-face, Distance learning, etc.

Face to face	X
Distance learning (asynchronous)	X
Distance learning (synchronous)	X
Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
Use of ICT in teaching, laboratory education, communication with students

Slides	X
E-class	X
Virtual (simulated) laboratory training	
Others	

TEACHING ORGANIZATION
The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Δραστηριότητα	***Φόρτος Εργασίας Εξαμήνου***
Lectures	26
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exersices	
Project	
Study and analysis of bibliography	26
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	73
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT
Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public

Written work, essay/report		
Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	100% (exercises focused on the taught subjects)
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others: Distant examination based on multiple choice questions, if normal written examination with physical presence is not possible.		

4. RECOMMENDED LITERATURE

(In the Greek language only)

- *Εισαγωγή στην πληροφορική, Evans Alan, Martin Kendall, Poatsy Mary Anne, 3η έκδ./2022, Εκδόσεις ΚΡΙΤΙΚΗ.*
- *Αρχές Λειτουργίας και Προγραμματισμού Η/Υ, Γεώργιος Γιαγλής, 1η έκδοση 2012, Εκδόσεις Οικονομικού Πανεπιστημίου Αθηνών.*
- *Ανακαλύπτοντας τους Υπολογιστές: Εργαλεία, Εφαρμογές, Συσκευές και οι Επιπτώσεις της Τεχνολογίας, Vermaat Misty, Sebok susan, Freund Steven, Campbell Jennifer, Frydenberg Mark, 1η έκδοση 2017, Broken Hill Publishers Ltd.*

- Υλικό, Λογισμικό και Επικοινωνίες Υπολογιστών, Ιωάννης Βογιατζής, Ήρα Αντωνοπούλου, 2020, Εκδόσεις Νέων Τεχνολογιών Μον. ΕΠΕ. (Hardware, Software, and Computer Communications, H. Antonopoulou and I. Voyiagis, New Technologies Publishers, 3η έκδ./2020)
- Slides and lecture notes (also covering the Java programming language)

BUSINESS SOFTWARE

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_126	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	BUSINESS SOFTWARE								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Databases and Office Automation.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA575/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Business Intelligence exploits the most advanced IT techniques, transforming them to assets, in order to support executives in decision making. The aim of the course is to introduce some such state-of-the-art techniques for business operational data analysis.

At the end of this course the student should be able to formulate:

1. On-Line Analytical Processing-OLAP, which provides a multidimensional view of the business operational data to the users, supporting various aggregation levels.

2. Balanced Scorecard, which translates the vision of an enterprise into a set of interrelated key performance indicators.

3. Business Process Modelling, which aims at representing and visualizing business processes based on state-of-the-art notations.

4. Activity Based Costing, which is an advanced product/service costing technique based on the costing of the production processes.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

6. COURSE CONTENT

1. OLAP & Data warehouses
- Introduction to OLAP
- OLAP functions
- Case studies
2. Balanced Scorecard
- Introduction
- Financial Perspective

- Customer Perspective
- Internal processes Perspective
- Learning and growth Perspective
- Implementation issues
- Case studies

3. Business Process Modelling
- Introduction
- IDEF0 Methodology
- IDEF3 Methodology
- BPMN Methodology

4. Activity Based Costing
- Introduction
- Implementation issues

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Laboratory training

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	
Laboratory practice	13
Essay writing	
Seminars	
Exersices	13
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	73
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-*	Written work, essay/report		

ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : laboratory exam (20%)		

8. RECOMMENDED LITERATURE

- "Θέματα Επιχειρηματικής Νοημοσύνης - Θεωρητική Θεμελίωση και Εφαρμογές", Βουτσινάς Βασίλειος, εκδόσεις Κωσταράκη Π. Ευρυδίκη, 2003, Αθήνα.
- "ΘΕΜΕΛΙΩΔΕΙΣ ΑΡΧΕΣ ΣΥΣΤΗΜΑΤΩΝ ΒΑΣΕΩΝ ΔΕΔΟΜΕΝΩΝ", ΤΟΜΟΣ Α', ΚΕΦΑΛΑΙΟ 29, 5η ΈΚΔΟΣΗ ΑΝΑΘΕΩΡΗΜΕΝΗ, R. ELMASRI & S.B. NAVATHE (ΜΕΤΑΦΡΑΣΗ Μ. ΧΑΤΖΟΠΟΥΛΟΣ), ΕΚΔΟΣΕΙΣ ΔΙΑΥΛΟΣ, 2007

- *"The Balanced Scorecard: Translating Strategy into Action", R.S. Kaplan and D.P. Norton, HBS Press, Boston, 1996.*
- *"The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling", R. Kimball, M. Ross, 2013.*

OPERATIONAL RESEARCH

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
DEPARTMENT	BUSINESS ADMINISTRATION		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	BA_194	**SEMESTER OF STUDIES**	FIFTH
COURSE TITLE	OPERATIONAL RESEARCH		

INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures and laboratory work	2 (lect.) 2(lab.or tutorial)	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		

COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science
PREREQUISITE COURSES:	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek.
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA418/

9. LEARNING OUTCOMES

Leraning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

The aim of the course is to present the process of making decisions in complex business problems using the techniques of Management Science. In particular, students will be introduced into the methodology and the basic techniques of Linear Programming and the formulation of Integer Programming models. Examples of special cases of Integer Programming models and their applications will also be discussed.

At the end of this course the student should be able to:

6. Formulate linear programming (LP) and integer programming (IP) models.
7. Understand the basic concepts related to the solution of LPs (reduced cost, duality, etc).
8. Understand and interpret the solution results.
9. Comprehend the formulation and the properties of special LP and IP models (transportation, assignment, set covering etc).

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. Solving LP and IP problems using relevant optimizers.
2. Reporting and presenting the results.

10. COURSE CONTENT

1. Linear Programming (problem formulation, solution methods, solution by computer)
2. Duality
3. Sensitivity Analysis – Economic interpretation of the results
4. The Transportation Problem
5. Integer Programming (problem formulation, solution methods, special IP models)

11. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.*	Lectures and laboratory work face to face.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές*	Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching. The lectures content of the course for each chapter are uploaded on the e-class platform, in the form of a series of pdf files, from where the students can freely download them using a password which is provided to them at the beginning of the course. Use of specialized Linear and Integer Programming optimization software

TEACHING ORGANIZATION

Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.
Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ.

Activity	***Semester Workload***
Lectures (3 contact hours per week x 13 weeks)	39
Laboratories (1 contact hour per week x 13 weeks) - solving of representative problems	13
Group project – formulation, solution and reporting on a realistic problem	23
Hours for private study of the student and preparation of home-works	50

Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή Activity καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS	***Total number of hours for the Course (25 hours of work-load per ECTS credit)***	***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Περιγραφή της διαδικασίας αξιολόγησης* *Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες* *Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;*	I. Final written exam (80%) which includes: - Theoretical questions - Practical exercises II. Presentation of group projects (20%) The group project is optional. Students who elect not to submit the group project are assessed on the basis of the final written exam only.	

12. RECOMMENDED LITERATURE

1. Oikonomou G. and Georgiou A., «Quantitative Analysis for Managerial Decision Making», in Greek language only, Benos Publications, 2006
2. I. Coletsos and D. Stogiannis, "Introduction to Operational Research", Symeon Publishing, 2021
3. Ipisilantis P., «Operational Research: Modern Business Applications», in Greek language only, Propombos Publications, 2015
4. K. Kounetas and N. Hattzistamoulou, «Applied Operational Research and Linear Programming. Problem olving with R», Kritiki Publications, 2020
5. D.R. Anderson, D. Sweeney, T. Williams and K. Martin, «Management Science: Quantitative Methods for Decision Making», translated into Greek, Kritiki Publications, 2014
6. Siskos I., «Linear Programming», in Greek language only, New Technologies Publications, 1998
7. Vasileiou P. And Tsantas N., «Introduction to Operational Research», in Greek language only, Ziti Publications, 2000,
8. Eiselt H.A. and Sandblom C, "Operations Research: a Model Based Approach", Springer 2012
9. Winston W. and Venkataramanan M., Cengage Learning, "Introduction to Mathematical Programming", 2002
10. Hillier, F. και Lieberman , G. "Introduction to Operations Research", (9th edition), McGraw-Hill International Editions, 2017
11. Taha H.A. "Operations Research: An Introduction", (9th edition), Macmillan, 2009
12. Williams H.P. "Model Building in Mathematical Programming", John Wiley and Sons, 1993
13. Winston, W. "Operations Research, Applications and Algorithms", (3d edition), Duxbury Press, 1995.
14. Winston, W and Albright A. "Management Science", (3d edition), Duxbury Press, 1995.

CORPORATE STRATEGY I

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_202	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	CORPORATE STRATEGY I									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/modules/document/?course=BMA507

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course builds a foundation of knowledge on the broad understanding of strategy and strategic management. Students are introduced to what strategy is, and how it develops in contemporary organizations. They are also introduced to the criteria of a successful strategy and how to assess if a chosen strategy fits to the environment/industry and offers to the organization sustainable advantage. Porter's generic strategies are presented and discussed in relevant case-studies along with the most common growth strategies.

At the end of this course the student should be able to:

- Understand what is strategy and strategic thinking

- Become familiar with the factors which drive. sustainable performance and the modes of strategic –making.

- Get familiar with the strategic analysis of the external and internal environment of an organization.

- Be able to identify and critique the generic strategies followed by different types of organizations.

At the end of the course the student will have further developed the following skills/competences:

- To define strategic issues and employ theory to critically analyze them.

- To identify corporate-level, business-level and functional strategies in organizations.

- To analyze the nature of competition in an industry and identify factors which contribute to its attractiveness.

- To apply theoretical frameworks to assess an organization's sustainable advantage.

- To analyze how an organization differentiates itself and its products

- To appraise the trade-offs for an organization on how far to integrate and diversify

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	X
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	X
Working in an interdisciplinary environment	X
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	X

Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

The basic concepts related to strategy and strategic management, why strategy is important? How strategy happens?
Strategic objectives, deferent levels of strategy, competitive and corporate strategies.
Analyzing the environment and the nature of competition, the macro-environment.
Assessing the industry competition, industry analysis- the five forces, strategic groups, the industry life-cycle.
Assessing the sustainability of advantage, the value chain analysis the resource-based view, assets, capabilities and competences.
Defining the organization's vision and mission statement, values & belief systems and strategic intent fitting its strategic situation.
Porter's generic competitive strategies.
Strategy implementation and evaluation.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	40
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	46

	Others:		
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report	x	40% (optional)
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires	x	40%
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions	x	20%
Public presentation	x	
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

	Others :

4. RECOMMENDED LITERATURE

Παπαδάκης Βασίλης (2016). Στρατηγική των Επιχειρήσεων: Ελληνική και Διεθνής Εμπειρία, Τόμος Α': Θεωρία Αθήνα, Εκδόσεις Μπένου (7η έκδοση).

A. Thompson., A.J Strickland III., & J.E. Gamble (2010). Σχεδιασμός & Υλοποίηση Επιχειρησιακής Στρατηγικής: Η Αναζήτηση Ανταγωνιστικού Πλεονεκτήματος. Αθήνα, Εκδόσεις Utopia.

Βιβλιογραφία (ενδεικτική)

Porter, M (1996). What is Strategy? Harvard Business Review. 74(3), November-December, 61-78.

Porter, Michael E. (1987): "From competitive advantage to corporate strategy." Harvard Business Review, 65(3):43-59.

Bowman, E., & Helfat C. (2001). Does Corporate Strategy Matter?. Strategic Management Journal, 22, 1-23.

Wu, Q., He, Q., Duan, Y., & N. O'Regan (2012). Implementing Dynamic Capabilities for Corporate Strategic Change Toward Sustainability. Strategic Change, 21, 231-247.

Tsoukas, H. and E. Vladimirou (2001).'What is organisational knowledge?', Journal of Management Studies 38(7), pp.974–93.

STRATEGIC MANAGEMENT II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
DEPARTMENT	BUSINESS ADMINISTRATION		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	BA_225	**SEMESTER OF STUDIES**	6th
COURSE TITLE	STRATEGIC MANAGEMENT II		

INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures, seminars and laboratory work	3	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		

COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Students should possess sound knowledge of STRATEGIC MANAGEMENT I
TEACHING AND ASSESSMENT LANGUAGE:	Greek.
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA523/

13. LEARNING OUTCOMES

Leraning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

The aim of the course is to provide the necessary knowledge for analyzing strategic challenge companies face and strengthens students' capabilities on how to gather, generate, and implement necessary knowledge for analyzing and building firms' corporate strategies.

By the end of this course the student should be able to:

1. Understand and develop strategies for competing in international markets.

2. Understand the difference between business and corporate strategies.

3. Develop corporate objectives and formulate corporate strategies.

4. Understand how to integrate ethics and corporate social responsibility in strategy.

5. Define the most adequate implementation systems and processes.

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. An understanding of the strategic issues at corporate level.
2. An ability to identify and analyse major strategic problems and challenges the multi business companies face.
3. An ability to build good corporate strategies and to implement them.

Generally, by the end of this course the student will, furthermore, have develop the following general abilities (from the list above):

Searching, analysis and synthesis of facts and information, as well as using the necessary technologies
Adaptation to new situations
Decision making
Autonomous (Independent) work
Promotion of free, creative and inductive thinking
Respect to natural environment
Respect to differentiation and multiculturalism
Work in international environment
Social and ethical responsibility in gender issues

14. COURSE CONTENT

1. Strategic choices for competing in international markets.
2. Corporate strategies as diversification in multinational company.
3. Organizational choices for good strategy execution.
4. Identifying organizational structure, corporate culture, and leadership to execute strategies.
5. Strategic choice between internal development, strategic alliance, and mergers and acquisitions.

15. TEACHING AND LEARNING METHODS - ASSESSMENT

<table>
<tr><td>TEACHING METHOD
Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.</td><td>Lectures</td></tr>
<tr><td>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές</td><td>Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching and support through e-class platform. Use of educational documentaries in class</td></tr>
<tr><td>TEACHING ORGANIZATION
Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.
Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ.

Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή Activity καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS</td><td><table><tr><th>Activity</th><th>Semester Workload</th></tr><tr><td>Lectures</td><td>39</td></tr><tr><td>Individual study</td><td>86</td></tr><tr><td>Total number of hours for the Course (25 hours of work-load per ECTS credit)</td><td>125 hours (total student work-load)</td></tr></table></td></tr>
<tr><td>STUDENT ASSESSEMNT
Περιγραφή της διαδικασίας αξιολόγησης

Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες

Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;</td><td>Final written exam (100%) that includes:
Multiple choice questions
Essay type questions</td></tr>
</table>

16. RECOMMENDED LITERATURE

1. Thompson., A.J Strickland III., & J.E. Gamble, *Crafting and Executing Strategy: The quest for competitive advantage,* Utopia, 2016.
2. Myloni, B. & Georgopoulos, A., Internationalisation and Transnational Companies (e-book), Hellenic Academic Libraries, 2016
3. Manolopoulos, D & Bitzenis, A. The Internationalised Firm in the 21st Century, Unibooks, 2019.
4. Hill, C. W. L. , International Business: Competing in the Global Marketplace, , 8th edition, McGraw Hill, 2011.
5. Papadakis, V., Strategic Management, Benos, 2016

LABOUR LAW AND INDUSTRIAL RELATIONS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_205	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	LABOUR LAW AND INDUSTRIAL RELATIONS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	http://eclass.upatras.gr/courses/BMA552/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Σκοπός του μαθήματος είναι να κατανοήσουν οι φοιτητές το εννοιολογικό υπόβαθρο και το βασικό θεσμικό και νομοθετικό πλαίσιο του εργατικού δικαίου και των εργασιακών σχέσεων . Η κατανόηση των ιδιαιτεροτήτων του εργατικού δικαίου ,και ιδίως της ατομικής σύμβασης εξαρτημένης εργασίας, συνδέεται με την ανθρώπινη εργασία και τα δικαιώματα και τις υποχρεώσεις του εργαζόμενου ως πυρήνα του εργατικού δικαίου , που εξετάζονται με γνώμονα την αξιοπρέπεια και την προσωπικότητά του, καθώς και τις συνταγματικά κατοχυρωμένες συνδικαλιστικές ελευθερίες και δικαιώματα.

Στο τέλος αυτού του μαθήματος ο φοιτητής θα έχει αναπτύξει τη δεξιότητα κατανόησης και εμβάθυνσης στην εννοιολογική οριοθέτηση της ατομικής σύμβασης εργασίας , τα βασικά δικαιώματα και υποχρεώσεις του εργαζόμενου, τη λύση και καταγγελία της σύμβασης εργασίας, και σε θεμελιώδη ζητήματα συλλογικού εργατικού δικαίου .

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will furthermore be able to understand:
1. General concepts of labour law and employment relations
2. The definition of individual labour contract
3.The principal conditions of formation of the individual labour contract
The duties and rights of the parties
5. The remuneration systems
The legal conditions of termination of the individual labour contract- control of the employer's right to terminate the contract unilaterally
The protection of the trade union freedom
The protection of the right of strike

2. COURSE CONTENT

1. Introduction - the general background- definitions and notions – sources of labour law - the principle of equality of men and women
2. The individual labour contract- definition – fundamental elements of appreciation – distinction from other types of contracts of civil law
3. Duties of the parties in the course of the employment relationship- working time limits – overtime pay- the duty of the employee to follow the employer's instructions
4. Working time and leave- annual vacation – holidays- types of leave
5. Remuneration- types of remuneration – wage- allowances
6. The termination of the individual labour contract - conditions of employer's right to terminate the contract
7. Collective labour relations- the trade unions- collective bargaining - Collective labour contracts- formation- content
8. The right of strike- - conditions –sanctions.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	50
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	25
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,*	Written work, essay/report		

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1) Ι. Κουκιάδης , Εργατικό Δίκαιο Επιτομή , 6η εκδ. Σάκκουλας , 2017
2) Π. Αγαλλοπούλου, Εισαγωγή στο Εργατικό Δίκαιο, 4η εκδ. , Σάκκουλας, 2014
3) Χ. Τσενέ , σημειώσεις μαθήματος E-class.

EGOVERNMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_216	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	EGOVERNMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA488/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course discusses the use of new technologies in public administrations combined with organizational changes and new skills towards improving public services and strengthening democratic processes for the benefit of the citizen, in conjunction with the European, national, and international policies. Also, the course examines the details of implementation and operation of some of the most important eGovernment systems for supporting electronic voting (eVoting), electronic health (eHealth) and electronic justice (eJustice). Finally, the course discusses the main security and privacy issues that arise for citizens from the use of eGovernment systems.

At the end of this course the student should be able to:

1. Understand the benefits of new technologies towards offering better public services to citizens,

2. List and discuss the required skills of the operators of these technologies,

3. Indicate the improvements in public services through the use of new technologies both at national and international level,

4. Discuss the advantages and disadvantages of the technologies supporting eVoting, eHealth, and eJustice.

5. To state the main security risks and privacy breaches from the use of e-government systems.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will have further developed the following skills/competences:
Understanding the advantages and disadvantages of e-government systems,
Understanding the main security risks and breaches of privacy through the use of eGovernment services,
Understanding the organizational changes which are necessary in the public sector in order to maximize the benefits of eGovernment services.

2. COURSE CONTENT

1. Basic concepts and purpose of the course,
2. Facets of the operation of the public sector that are targeted by eGovernment services
3. Benefits from the use of eGovernment services
4. Security risks and privacy breaches from the use of eGovernment services.
5. Case studies: eVoting, eHealth, eJustice

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	26
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	60
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report	x	20%
	Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

(In the Greek language only)

1. Εισαγωγή στην ηλεκτρονική διακυβέρνηση, Πομπόρτσης Ανδρέας, Εκδόζεις ΤΖΙΟΛΑ, 1η έκδοση, 2006.

2. Ψηφιακή Ελλάδα: Ιστορική Διαδρομή, Σύγχρονο Ρυθμιστικό Πλαίσιο, Προτάσεις για το Μέλλον, Βαγγέλης Παπακωνσταντίνου, 1η έκδοση 2010, Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.

3. ΗΛΕΚΤΡΟΝΙΚΗ ΔΙΑΚΥΒΕΡΝΗΣΗ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΕΣ ΥΠΗΡΕΣΙΕΣ ΠΡΟΣ ΠΟΛΙΤΕΣ ΚΑΙ ΕΠΙΧΕΙΡΗΣΕΙΣ, Αθηνά Λαζακίδου, Εκδόσεις ΔΙΣΙΓΜΑ, 3η Έκδοση

4. Άρθρα επισκόπησης για διάφορες περιοχές της Ηλεκτρονικής Διακυβέρνησης.

E-COMMERCE

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_218	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
										x
COURSE TITLE	E-COMMERCE									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA505/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course involves two major sections.

In the first section we examine the electronic marketing strategy, the e-buyer characteristics, the optimization and the evaluation of e-marketing performance. Specifically, we integrate the business marketing strategies with the e-business applications' potentials. In this scope, we focus on such marketing concepts and tools, as database marketing, customer segmentation and targeting, the customized product bundle, the on-line direct marketing, the e-payment systems, the

customer retention and recalling through the WWW, the mobile phone and other Internet platforms and tools. The objectives are the optimization of business visibility, buyers' accessibility and e-business strategy performance.

The second section discusses principles and basic techniques of information systems and electronic transactions security.

By the end of this course the student should be able to understand:

1. The electronic marketing concepts, such as interactivity, personalization-customization and information density.

2. The e-business evaluation models, such as value proposition, revenue model, market opportunity.

3. The e-business strategy models, such as business-to-consumer, business-to-business, customer-to-customer, customer-to-business, auctions, reverse auctions, Customer Relationship Management (CRM) Systems, Search Engine Optimization (SEO), etc.

4. The optimization of the Web page design, focusing at differentiated marketing communication targets.

5. The e-payment systems.

6. The optimization of e-business performance.

7. The evaluation tools of e-business strategies.

8. Understanding of security issues of information systems and electronic transactions.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	

Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will be able to:
Develop a marketing plan in various electronic contexts
Develop and manage a business webpage and presence
Develop and manage various social network and on-line communities
Use various e-business performance optimization and evaluation tools and models
Understanding of security issues of information systems and electronic transactions.

6. COURSE CONTENT

1. E-commerce, basic concepts and tools
2. Major e-business models
3. Internet and WWW characteristics and potentials
4. Organizing the E-business presence
5. Management of social networks and electronic communities
6. Criteria and tools of the e-business performance optimization
7. Evaluation of e-business strategy
8. Introduction to cryptography and protection of personal data.
9. Basic principles of information and communication systems security.

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	
	Virtual (simulated) laboratory training	
	Others	Internet

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	26
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	60
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	50% Επιλεγμένο θέμα γύρω από το ηλεκτρονικό εμπόριο και την ασφάλεια συναλλαγών
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	50%
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		

	Laboratory work		
	Art interpretation		
	Others :		

8. RECOMMENDED LITERATURE

eMarketing στο Διαδίκτυο, Γ. Σιώμκος και Ι. Τσιάμης, 1η έκδοση 2015, Εκδόσεις ΛΙΒΑΝΗ.
Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Βλαχοπούλου Μάρω, Δημητριάδης Σέργιος, 1η έκδοση 2013, ROSILI εκδοτική.
Ψηφιακές Επιχειρήσεις και Ηλεκτρονικό Εμπόριο: Στρατηγική, Υλοποίηση και Εφαρμογή, Dave Chaffey, 1η έκδοση 2016, Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.
Γενικές Αρχές Μάρκετινγκ και Ηλεκτρονικό Εμπόριο, Σκιαδάς Χρήστος, Μαρκάκη Μαρία, 1η έκδοση 2001, Εκδόσεις ΠΑΠΑΣΩΤΗΡΙΟΥ.
Σημειώσεις και διαφάνειες (στα Ελληνικά).

INTERNATIONAL TRADE THEORY & POLICY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_229	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	INTERNATIONAL TRADE THEORY & POLICY									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Suggested prerequisities: Introduction to Economics I and II, Microeconomics I and II.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/ECON1221/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, students will have proven knowledge and understanding of issues related to:

- The theory of international trade

- The impact of international trade on prosperity and income

- The international movements of factors of production, and especially of labour and immigration

- Tariff and non-tariff barriers to trade

- The impact of globalization and international trade in goods on national economies

This knowledge is supported by advanced scientific textbooks and includes views arising from modern cutting-edge developments such as non-tariff measures (NTMs), trade agreements and trade zones.

Students should also be able:

- to use the above knowledge to approach issues of international trade and exploit either incentives or barriers to trade in the private and public sectors.

- to gather and interpret international trade data from the World Trade Organization, European and National Databases, and especially from the Eurostat and the relevant United Nations agencies and divisions, and use this data to shape judgments that include reflection on the development of international trade and the widening and depth of trade

- to communicate information, ideas, problems and solutions to trade in goods, capital movements through multinational companies and foreign direct investment to specialized audiences but also to express the complex concepts of international trade and commercial economic policy to the general public

- to develop skills needed to continue in further studies with a high degree of autonomy

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	

Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

International trade – Introduction: International trade in economic science, international trade and international economics, the international trade of Greece and of European Union.
Theory of International Trade: The Ricardian model, labor productivity and comparative advantage. The Heckscher - Ohlin model: resources and international trade. The Neoclassical Model Template of International Trade: Terms of Trade and Welfare - Export and Import Oriented Growth - International Transfers of Income - Effect of Tariffs and Export Subsidies on Trade Terms - The Stopler - Samuelson Theorem - Rybczynski Theorem - Offer Curves. The pattern of intra-industry trade. Economies of scale, incomplete competition, product diversification and international trade. International movement of factors of production.
International Trade Policy: Trade Policies, analytical framework of partial and general equilibrium - "small" and "big" country - measuring the benefits and losses of commercial policy. Method of application and cost / benefit of the main trade policies: tariffs - export subsidies - quotas - voluntary export restrictions - other trade policy instruments. The political economy of trade policy: arguments for and against international trade - international negotiations - preferential trade agreements - free trade areas.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	13
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	98
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)	x	20% προεραιτική
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		

	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Krugman Paul, Obstfeld Maurice, Melitz Marc.2016. Διεθνής οικονομική. Εκδόσεις Κριτική, Κωδικός Εύδοξος: 59367851

Dominick Salvatore. 2017. Διεθνής Οικονομική, Εκδόσεις Τζιόλα. Κωδικός Εύδοξος: 59383046.

Feenstra Robert, Taylor Alan. 2012 Διεθνής Οικονομική. Εκδόσεις Επίκεντρο, Κωδικός Εύδοξος: 22767614.

Bernard Guillochon, Annie Kawecki, Baptiste Venet 2015. Διεθνής Οικονομική. Εκδόσεις Προπομπός Κωδικός Εύδοξος: 41955148

GAME THEORY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_211	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
										x
COURSE TITLE	GAME THEORY								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	The course is not offered to Erasmus students
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The strategic choices of a firm are influenced by the actions of its competitors, who in turn take into consideration the possible moves of the firm and of other agents. Such interactions between competitors in making strategic decisions are common among firms as well as between people. Game Theory studies these scenarios and enhances our understanding of the parameters that determine decision-making in a multi-agent environment.

The learning outcomes of this course include:

- identifying real-world situations as Game Theory scenarios

- understanding the range and limitations of Game Theory

- understanding of the basic classes of games

- solving simple games

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

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

- model correctly as games various real-world decision-making scenarios
- interpret correctly the solutions of a game.

2. COURSE CONTENT

- games with sequential moves
- games with simultaneous moves
- mixed strategies
- combining sequential and simultaneous moves

- uncertainty and information
- repeated games
- evolutionary games
- applications and selected topics of Game Theory

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	x (in exceptional cases)
	Distance learning (synchronous)	x (in exceptional cases)
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	
	Oral examination	x (in special cases)	
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x (as alternative to an exam with multiple choice questionnaires)	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others :
- Distance/Online examination if a face-to-face classroom exam is not possible.

4. RECOMMENDED LITERATURE

Α. Νεάρχου, "Κατανοώντας την Στρατηγική των Παιγνίων: Μια Αναλυτική Προσέγγιση Μέσω Λυμένων Παραδειγμάτων", Εκδόσεις Broken Hill, 2022.

Α. Νεάρχου, "Εισαγωγή στην Θεωρία Παιγνίων", Εκδόσεις Πανεπιστημίου Πατρών, 2016.

Χ.Δ. Αλιπράντης, S.K. Chakrabarti, "Παίγνια και Λήψη Αποφάσεων", Ελληνική Μαθηματική Εταιρεία, 2004.

M.J. Osborne, "Εισαγωγή στην Θεωρία Παιγνίων", Εκδόσεις Κλειδάριθμος ΕΠΕ, 2010.

CALCULUS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_105	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	CALCULUS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA400/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce the necessary mathematical tools to the students of the Department regarding solution of systems of equations and calculus.

At the end of this course the student will be able to:

• Forms problems in finance.

• Performs operations on matrices and vectors, calculates determinants, and matrix invertions.

• Solves systems of linear equations.

• Effectively uses all mathematical tools of comparative static analysis for limits, continuity, differentiability, partial derivatives, derivatives of implicit functions.

• Optimize functions of one variable.

• Handles exponential and logarithmic functions.

It is the first of two compulsory courses in mathematics to acquire all the initial mathematical tools for basic research in business management subjects.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. Set theory
2. Equilibrium analysis in economics
3. Linear algebra (matrices)
4. Comparative static analysis
5. Optimization: Functions of one variable
6. Exponential and Logarithmic Functions.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	13
Laboratory practice	
Essay writing	13
Seminars	
Exersices	13
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	60
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report	x	30%: Ατομικές ασκήσεις με ερωτήματα ανάπτυξης (21%) και ατομικές ασκήσεις με ερωτήματα διερεύνησης προκειμένου να διερευνηθεί το επίπεδο κατάκτησης της γνώσης σύμφωνα με κάποια γνωστή ταξονομία γνώσης (9%)
	Problem solving		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Multiple choice questionnaires	x	50%
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	20%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Βιβλίο [12537573]: ΠΡΟΣΚΛΗΣΗ ΣΤΑ ΜΑΘΗΜΑΤΙΚΑ ΟΙΚΟΝΟΜΙΚΩΝ ΚΑΙ ΔΙΟΙΚΗΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΜΟΣ Α', ΛΟΥΚΑΚΗΣ ΜΑΝΩΛΗΣ
Βιβλίο [50655961]: Οικονομικά Μαθηματικά, Μυλωνάς Νίκος, Γεώργιος Σαραφόπουλος
Βιβλίο [31755]: Μαθηματικές μέθοδοι στα οικονομικά, Ξεπαπαδέας Αναστάσιος Π., Γιαννίκος Ιωάννης Χ.
Βιβλίο [68373069]: Μαθηματικά των Επιστημών Οικονομίας και Διοίκησης, Jacques Ian
Βιβλίο [7648532]: ΜΑΘΗΜΑΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ, ALPHA C. CHIANG, KEVIN WAINWRIGHT
Βιβλίο [68369537]: Πραγματική Ανάλυση, 2η Έκδοση, Γεωργίου Δημήτριος, Ηλιάδης Σταύρος, Μεγαρίτης Αθανάσιος

MACROECONOMICS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_118	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	MACROECONOMICS								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA438/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The Object of Macroeconomics is the study of the economy as a whole. Some of the main issues addressed in Macroeconomics are: the measurement of macroeconomic aggregates, the problems that can arise in an economy (recession, unemployment, inflation), the economic policy measures that can be implemented for their resolution or limitation and the interactions among national economies. A main objective of Macroeconomics is the analysis of the causes of changes in economic aggregates, the economic policy measures that can be used and the consequences of these measures. On the basis of this analysis different theoretical models are formed (classical/neoclassical theory,

Keynesian theory, etc.). Awareness of this theoretical diversity in the field of Macroeconomics is the main focus of the course.

At the end of this course the student should be able to understand:

- The macroeconomic aggregates and their measurement.

- The basic classical-neoclassical macroeconomic theory.

- The simple Keynesian model.

- The basic classical-neoclassical and Keynesian theory of money.

- The basic IS-LM model.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. The measurement of macroeconomic aggregates
2. The simple classical-neoclassical theory
3. The simple Keynesian theory
4. Demand and Supply of Money
5. The IS-LM model with constant price level

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD
Face-to-face, Distance learning, etc.

Face to face	x
Distance learning (asynchronous)	
Distance learning (synchronous)	
Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
Use of ICT in teaching, laboratory education, communication with students

Slides	
E-class	x
Virtual (simulated) laboratory training	
Others	

TEACHING ORGANIZATION
The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	36
Tutorials	3
Laboratory practice	
Essay writing	
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	86
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT
Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Written work, essay/report		
Problem solving		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Πετράκη- Κώττη, Α. & Κώττης Γ. Χ. (2011), Μακροοικονομική Θεωρία και Πολιτική, Αθήνα: Παπαζήση.
Dornbusch, R., Fischer, S. (1993), Μακροοικονομική, Αθήνα: Κριτική.
Μηλιός, Γ., Λαπατσιώρας, Σ. & Οικονομάκης, Γ. (2011), Εισαγωγή στην Οικονομική Ανάλυση, Αθήνα: νήσος.
Σημειώσεις σε e-class.

MACROECONOMICS II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_298	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	MACROECONOMICS II								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Suggested prerequisites: Principles of Economics II, Macroeconomics I
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/ECON1235

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course is a continuation of Macroeconomics I, and it aims to examine important issues of macroeconomic theory and policy. After successful completion of the course, students are expected to:

- Understand how an open economy operates and how it may react to policy changes and exogenous shocks

- Understand the factors that generate growth

- Understand the factors that can lead to changes in aggregate consumption and investment

- Understand why a country may accumulate public debt, when the debt is unsustainable and what this may imply for the government-bond market

- Are able to use functional relationships, diagrams, and the findings of empirical research to suggest ways to address/resolve key macroeconomic problems

- Are able to solve exercises, identifying equilibrium values for macroeconomic variables and calculating how they may change when external events or changes in economic policy occur

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	x
Project planning and management	x
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

Open Economy: National income constraint, balance of payments, trade balance. Determinants of net exports. Interest rates, exchange rates, determinants of international capital flows. Equilibrium in the open economy. Analysis of effects of policy changes and external shocks. Role of the exchange rate system, role of the degree of international capital mobility. Growth: Savings, productivity, technology and human capital. Growth accounting, Solow residual. The extended Solow model, dynamic adjustment and steady-state equilibrium. 'Golden rule' of capital accumulation. Public sector. Globalization. Poverty traps. Absolute & relative convergence of incomes. Endogenous growth, the AK model. Consumption & Investment: Consumption and intertemporal choice. The life-cycle model, the permanent income model. Short- & long-run propensity to consume. Investment demand, expectations & uncertainty. Present-value model, accelerator model, neoclassical investment model, Tobin's-Q model. Fiscal Policy, Budget Deficits & Public Debt: The income constraint of the state, ways of financing public spending. Reasons for accumulating deficits. Sustainable and unsustainable public debt. Monetization of public debt. The market for government bonds, risk premiums, speculation, rating.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	52
Tutorials	
Laboratory practice	26
Essay writing	
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	47
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-*	Written work, essay/report		

ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)	x	20% Προεραιτική
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

-Εγχειρίδια μεταφρασμένα στα Ελληνικά:
M. Gartner, Μακροοικονομική, Ελληνική Έκδοση 2015, Εκδόσεις Broken Hill
O. Blanchard, Μακροοικονομική, Ελληνική Έκδοση 2012, Εκδόσεις Επίκεντρο
R. Barro, Μακροοικονομική, Ελληνική Έκδοση 2017, Εκδόσεις Broken Hill

-Ξενόγλωσσαεγχειρίδια:
M.Gartner, Macroeconomics, Pearson, 2016
O. Blanchard, F. Giavazzi & A. Amighini, Macroeconomics: A European Perspective, Pearson, 2017
D. Acemoglu, D. Laibson & J. List, Macroeconomics, Pearson, 2015
-Συναφή επιστημονικά περιοδικά:
European Economic Review, Economic Policy, Journal of Macroeconomics
-Συναφείς ιστοσελίδες:
www.economicsnetwork.ac.uk/teaching/text/intermediatemacroeconomics.htm
www.economist.com
www.oecd.org
http://rfe.org
www.imf.org
http://europa.eu/
http://www.nber.org/releases/
http://www.ecb.int/home/html/index.en
www.bankofgreece.gr/

MARKETING OF SERVICES

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_224	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	MARKETING OF SERVICES								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is desirable, that students have previously completed the course “Introduction to Marketing”.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA531/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims at better understanding the distinguishing characteristics of services that strongly affect the way service companies are managed and marketed as well as at preparing and executing proper marketing plans for services.

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

1. identify and understand the distinguishing characteristics of services that impact the way service companies are managed and marketed,

2. prepare a marketing plan for a service company,

3. approach the tourism market, in particular, with proper marketing planning.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	……
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:At the end of the course the student will have further developed the following skills:
- marketing planning for a service company,
- ability to properly deal with the distinguishing characteristics of services that impact the way service companies are managed and marketed,

2. COURSE CONTENT

1. Key concepts and typology of services
2. Quality of services
3. Human resource management from a service marketing perspective

4. Customer service delivery
5. Managing the product portfolio of a service company
6. Pricing services
7. Communcation techniques
8. Distribution management for service companies
9. Marketing industrial services

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	86
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Final exam with Multiple choice questionnaires	x	100%
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Γούναρης, Σπύρος και Καραντινού, Καλυψώ (2015). Μάρκετινγκ Υπηρεσιών. 3η έκδοση. Αθήνα: Εκδ. Rosili

2. Holloway, Christopher and Robinson, Chris (2003). Τουριστικό Μάρκετινγκ. Αθήνα: Εκδ. Κλειδάριθμος

3. Demirkan, Haluk, Spohrer, James and Krishna, Vikas (eds.) (2011). Service System Implementation. New York: Springer

4. Lovelock, C. and Wright, L. (2002). Principles of service marketing management. 2nd edition. Upper Saddle River, NJ: Pearson International Education

5. Gronroos, C. (2001). Service management and marketing: A customer relationship management approach. 2nd edition. New York: Wiley

6. Parasuraman, A., Zeithaml, V. A., & Berry, L. (1990). Delivering service quality. New York: The Free Press

7. Mudie, Peter and Pirrie, Angela (2006). Services Marketing Management. 3rd edition. Burlington, MA: Elsevier Butterworth-Heinemann

8. Horner, Susan and Swarbrooke, John (2007). Consumer Behaviour in Tourism. 2nd edition. Oxford: Elsevier Butterworth-Heinemann

9. Middleton, V., Fyall, A., Morgan, M. and Ranchhod, A. (2009). Marketing in travel and tourism. 4th edition. Oxford: Elsevier

RESEARCH METHODS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_147	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	RESEARCH METHODS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA499/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This undergraduate course deals with the research methods principal approaches, and, specifically, in the area of marketing. On the whole, we teach the steps of the scientific methodology of the basic research, regardless of the research topic, that are necessary in order to safeguard reliable and valid findings and conclusions.

At the end of this course the student should be able to understand:

1. The value and necessity of original research.

2. The distinction between management and research problem.

3. The process of identification of the research main-point and hypotheses.

4. The principal research methods and techniques that refer to secondary and primary research data.

5. The value and the process of qualitative research, through personal interviews, focus groups, social media interaction, etc.

6. The value and the process of quantitative research in validating the research findings through statistical analysis.

7. The value and use of the Internet in secondary and primary research data collection.

8. The process of qualitative and quantitative research through the Social Media scanning.

9. Database research, and big data quantitative analysis.

10. Sampling and research sample determination.

11. Statistical analysis through the package SPSS, for validation of reliability and validity research data and support of research hypotheses.

12. Research findings interpretation, conclusions and implications for practitioners and academics.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	

Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	

Others:At the end of the course the student will be able to:
1. Distinguish between management and research problem.
2. Identify the research main-point and hypotheses.
3. Match the research method to the research problem.
4. Distinguish among the important and the least important variables for inclusion in a specific research study.
5. Structure a quantitative research instrument.
6. Set the research field, the research framework, the research sample and the sampling method.
7. Select data and enter them in the SPSS statistical program.
8. Control for research data reliability and validity
9. Analyze the data, in order to examine the research hypotheses.
10. Appropriately interpret the data and extract safe conclusions.
11. Compose the research report.
12. Use the Social Media and the Internet in order to develop the research questions and select the research data.
13. Interpret the research findings in order to formulate the conclusions and implications of the research study to the interested subjects and the academic community.

2. COURSE CONTENT

1. Defining the management problem and the research problem.
2. Management and Research problem (research main-point) and hypotheses.
3. Secondary and Primary data.
4. The use of Social Media and the Internet for market research and data collection.
5. Research design, exploratory, descriptive, causal research design.
6. Research instrument formulation.
7. Sampling, sample framework, sample field, sample size and sampling methods.
8. Data collection and entry on the SPSS.
9. Reliability and validity tests and errors.
10. Statistical analyses for examination of the research hypotheses.
11. Findings interpretation and conclusions.
12. Report formulation of the exploratory and main research.
13. Interpretation of research findings, conclusions and implications to the marketing practitioners and the academic community.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*		
	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Internet

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	Προεραιτική
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*			
	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		

	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Optional field research study (50%)		

4. RECOMMENDED LITERATURE

ΣΙΩΜΚΟΣ Γ.-ΜΑΥΡΟΣ Δ, ΕΡΕΥΝΑ ΑΓΟΡΑΣ, ΕΚΔΟΤΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΛΙΒΑΝΗ ΑΒΕ, 2015
Σταθακόπουλος Βλάσης, Μέθοδοι έρευνας αγοράς, UNIBOOKS ΙΚΕ, 2017
Σημειώσεις και διαφάνειες στα Ελληνικά.

THEORY OF ECONOMIC FLUCTUATIONS AND TECHNOLOGY (BA_310)

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_310	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	THEORY OF ECONOMIC FLUCTUATIONS AND TECHNOLOGY								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course presents the basic notions of economic theory and among them those of fluctuations and technology as embraced by the various schools of economic thought, from the early 19th century till now. Students will become acquainted with the questions revolving around economic theory and policy, through the analysis of fluctuations and technolohgy. Also, students will become familiar with the complex ties between economic theory and technology, conceived either as being endogenous or exogenous. The course focuses on

the study of the Classical, the Marxist, the Austrian, the Keynesian, the Schumpeterian and the Neoclassical Schools of Thought, as well as on other contemporary conceptualizations of fluctuations and technology. After all, the process of scientific discovery, did not follow a linear pattern based on a single path, but rather evolved non-linearly, based on a set of different - often contradicting - assumptions, theories, methods and findings, expressing the various schools and / or strands of economic thought.

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

1. Understand the basic economic notions, the context in which they were developed and the process of their evolution.
2. Draw conclusions based on the theoretical framework adopted by the various schools of economic thought.
3. Recognise the policy implications stemming out of the theories developped.
4. Study and present a scholarly paper.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others: After the successful completion of the course, students will have the following abilities: To understand the processes that took place in the various scientific revolutions or paradigm shifts in Economics as a social science. To understand the way that technology and economic fluctuations evolve. To understand the way in which the neoclassical school of economic thought became dominant in the discipline.

1. COURSE CONTENT

1. Basic notions and objects of the course.

2. Nonsystematic theories
   - 2. 1 Features: Periodic phenomenon or irregular trend
   - 2. 2 Equilibrium or Fluctuations
   - 2. 3 The end of the Classical approach

3. Systematic theories
   - 3. 1 Long-waves
   - 3. 2 Technology and Business Cycles

4. Non-Keynesian approaches
   - 4. 1 Austrian School
   - 4. 2 Marxist School

5. Keynesian approaches
   - 5.1 Keynes and Keynesian approaches
   - 5.2 Post-keynesian, New-Keynesian and other approaches

6. Newer approaches
   - 6. 1 Real Business Cycles Theory
   - 6. 2 Neo-Schumpeterian approaches
   - 6. 3 Other current approaches

2. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	
	Virtual (simulated) laboratory training	
	Others	
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	26
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	

	Private study		60
	Others:		
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	20%
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

	Others :

3. RECOMMENDED LITERATURE

(In the Greek language only)

1. Παπαγεωργίου Φ., Μιχαηλίδης Π. (2016), Σχολές σκέψης και Οικονομικές Διακυμάνσεις, Αθήνα: Εκδόσεις Συμμετρία.

2. Παναγιώτης Γ. Μιχαηλίδης και Θεόδουλος-Ελευθέριος Παπαδάκης (2021), Οικονομική Θεωρία : Από τον Adam Smith στον John Nash, Εκδόσεις Τζιόλα..

COMPUTERIZED ACCOUNTING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_302	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	COMPUTERIZED ACCOUNTING									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA476/

4. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to develop knowledge and skills relating to the computerized accounting system. Specifically, a computerized accounting software will be applied to record journal entries, produce trial balances and

financial statements and close the books.

At the end of the course the student will have further developed the following skills/competences:

1. Recognition of the business documents (such as purchase invoices, receipts, and cash register tapes) that describe a transaction in a double entry accounting system

2. Recording accounting events through journal entries

Moreover, at the end of this course the student should be able to:

1. Explain the structure of the accounts according to the Greek Accounting Standards.

2. Obtain technical proficiency in the use of double entry accounting techniques and the methodology for the preparation of trial balances and basic financial statements.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

5. COURSE CONTENT

1. Creation of a virtual company of a specific legal form and activity (keeping a double-entry accounting system according to the Greek Accounting Standards).
2. Description of the business transactions of the virtual company throughout the financial year
3. Open accounting books (appropriate accounting entries)
4. Entry the accounting specifications to the computerized accounting software
5. Creation of the accounts given the accounting events of the virtual company
6. Journal entries
7. Compute Value Added Tax and National Insurance Contributions and complete the appropriate business documents
8. Adjusting accounting entries related to: Accruals and Prepayments, Depreciation, Impairment of Assets, Provisions, Bank reconciliations, Correction of accounting error
9. Production of trial balances (post-closing trial balance and closing trial balance)
10. Production and printing of basic financial statements
11. Close accounting books

6. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	
	Tutorials	
	Laboratory practice	26
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice*	Written work, essay/report		

questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	Τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

7. RECOMMENDED LITERATURE

Γεωργόπουλος Α. (2016), «Σύγχρονη Χρηματοοικονομική Λογιστική», Εκδόσεις Μπένου, Αθήνα.
Βασιλείου Δ. και Ηρειώτης Ν. (2009), «Αρχές χρηματοοικονομικής λογιστικής », εκδόσεις ROSILI ΕΜΠΟΡΙΚΗ – ΕΚΔΟΤΙΚΗ Μ. ΕΠΕ.
Μπάλλας Α. και Χέβας Δ. (2011), «Χρηματοοικονομική λογιστική», εκδόσεις Μπένου, Αθήνα.

Η σχετική νομοθεσία για την τήρηση των βιβλίων και στοιχείων ΚΦΑΣ
Το εκάστοτε εγχειρίδιο χρήσης του λογιστικού πακέτου
ElliottB. And ElliottJ. (2007), "Financial accounting and reporting", 11th edition, Prentice Hall, 2007.
WarrenC., ReeveJ., and Fess P. (2003), "Financial accounting", 8th edition, South – Western, Thomson Learning, 2003.
Meigs R.F., Meigs M.A., Bettner M. and Whittington R. (1996), "Accounting: The basis for business decisions, 10th edition, McGraw-Hill.

MICROECONOMIC THEORY I

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_117	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	MICROECONOMIC THEORY I								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess basic knowledge of mathematics and statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce the student to the fundamental concepts of microeconomic theory and the basic results of the mathematical structure that are important to understand how economists develop models describing the relationships and behavior of market participants (households, businesses, state) in order to explain the pricing of goods and services that are traded on it.

By the end of this course the student will be able to:

• The opportunity cost.

• Effective allocation of limited resources.

• The Law of Supply and Demand.

• The determination of the equilibrium value.

• The utility theory.

• Elasticity.

• Production theory.

• Different costs as well as with maximization of business profits.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
1. Calculate maximum utility.
2. Estimate elasticity.
3. Analyze the pattern of timeless consumption in a state of uncertainty.
4. Calculate the various costs of the business.
5. Calculate the maximum profit of the producer.

2. COURSE CONTENT

1. Introductory concepts, consumer preference theory, utility.
2. Maximizing a utility function.
3. Income and substitution effects.
4. Demand of goods.
5. Elasticity.
6. Production functions.
7. Cost Functions.
8. Maximization of profit.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	13
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires	x	
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions	x	- Επίλυση προβλημάτων με χρήση ποσοτικών δεδομένων. - Συγκριτική αξιολόγηση στοιχείων θεωρίας.
Public presentation		
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

Others :

4. RECOMMENDED LITERATURE

«Μικροοικονομική – ΑΡΧΕΣ ΠΡΟΒΛΗΜΑΤΑ ΚΑΙ ΠΟΛΙΤΙΚΕΣ» των C.R. McConell, S.L. BRUE and S. M. Flynn, 20η Αμερικανική – 1η Ελληνική έκδοση (2016). Εκδόσεις Utopia.
«Μικροοικονομική Θεωρία. Βασικές αρχές και προεκτάσεις» W. Nicholson (2008). Εκδόσεις Κριτική.
«Μικροοικονομική – μια σύγχρονη προσέγγιση» Η. Varian (2006). Εκδόσεις Κριτική.

MICROECONOMIC THEORY II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_116	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	MICROECONOMIC THEORY II								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Basic knowledge of Microeconomics I is recommended
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA441/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

- Microeconomics II follows on the course of Microeconomics I. Utilizing (and composing) analytical “tools” which have already been taught within Microeconomics I, the course of Microeconomics II examines market characteristics in which enterprises operate and investigates the pricing of goods in different markets. Then, it examines the determination of factor prices and, hence, income distribution among holders.

- At the end of the course students will be able to:

1. Understand the various market structures in which enterprises operate.

2. Be aware of the differences in the formation of the equilibrium prices (and quantities), depending on the structure of the market in which an enterprise operates.

3. Develop a critical point of view of the social benefit of various markets' structures.

4. Know the basic Neoclassical theory of income distribution.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. Market structures: overview
2. Perfect competition
3. Monopoly
4. Monopolistic competition

5. Oligopoly 6. Factor market: overview 7. Labour market 8. Neoclassical theory of income distribution

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	36
	Tutorials	3
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Κώττης, Γ. Χ. & Πετράκη-Κώττη, Α. (2005), Σύγχρονη Μικροοικονομική, Αθήνα: Μπένου.
2. Chacholiades, M. (1990), Μικροοικονομική Ι & ΙΙ, εκδ. Κριτική, Αθήνα.
3. Μηλιός, Γ., Λαπατσιώρας, Σ. & Οικονομάκης, Γ. (2011), Εισαγωγή στην Οικονομική Ανάλυση, Αθήνα: νήσος.
4. Σημειώσεις και ασκήσεις σε e-class.

BUSINESS COMMUNICATION ENGLISH IV

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_128	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	BUSINESS COMMUNICATION ENGLISH IV								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: good knowledge of English is recommended towards students' successful completion of the course (B1/B2 level)
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA490/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to build up students' general skills in business communication and correspondence, both at a written and oral level. The course initially explores essential principles and guidelines of business communication and the purposes the latter serves in the contemporary business environment.

At the end of the course students will have:

1. practiced and improved all four English language skills

2. introduced themselves to principles of Business Communication and Correspondence

3. practiced writing written documents (emails, business letters, job solicitation documents)

4. practiced their oral skills in negotiation and delivery of oral presentations for various purposes.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course students will have developed the following skills (general abilities):
Ability to exhibit knowledge and understanding of the studied concepts, theories and applications related to Business Communication and Correspondence and which are essential for continuing academic and professional development in the business environment.
Ability to interact with others and expand on business nature problems.

2. COURSE CONTENT

th regards to written correspondence, the areas covered in this course are:
-Office Communication Documents (how to write an effective memo or email),
-Job Solicitation Letters (Application letters, Cover letters, CVs)
-Other Business Letters (e.g. Letters of Acceptance, Rejection, General Inquiries)
-Other Business Documents (e.g. reports, proposals)
-Meetings Documentation
As far as oral communication is concerned, the course covers skills and vocabulary for the following business areas:
-Interview Skills and Socializing Skills
-Meetings and Discussions,
-Telephone Skills,
-Essential Skills in Presentations and Public Speaking

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail.	Lectures	26
	Tutorials	
Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.	Laboratory practice	
	Essay writing	30
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	56
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,*	Written work, essay/report	x	20%

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	70%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Attendance and participation		

4. RECOMMENDED LITERATURE

1. Taylor, S. Model Business Letters, Emails and other Documents. Broken Hill Publishers Ltd, 2012 (main coursebook)
2. Instructor's notes
3. Brieger, N. Writing. Collins English for Business, 2011

ENGLISH V – ADVANCED ACADEMIC BUSINESS ENGLISH

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_200 & BA_200A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	ENGLISH V – ADVANCED ACADEMIC BUSINESS ENGLISH									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES:	There are no Prerequisite Courses: Students should possess sound knowledge of Language Awareness and Introduction to Business English I,Language Awareness and Introduction to Business English II,Intercultural Business Communication and Cultural Awareness English III & Business Communicatio
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	http://languages.upatras.gr

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course aims to give students further training in reading academic texts in the field, familiarise them with the conventions of academic writing and improve speaking in academic contexts. More specifically it aims to:

- enable students to identify the main points of academic texts in different genres (textbooks, academic and popularized articles) and get quickly the gist of these texts, that is, both skim and scan depending on their reading aim each time, as well as read critically. In the case of research articles, this course aims to train students to identify the structure of the different sections, as well as their function and the points where the important information lies

- familiarize students with the conventions of academic writing

- give them training in paraphrasing, summarizing and writing cohesive and coherent paragraphs and essays

- research a topic and make a power-point presentation and answer questions, in English.

Thus, having completed the course, students are expected to be able to read more efficiently academic texts, especially academic articles, in the field, write better structured texts and make a presentation in English on a topic relevant to the discipline, using the appropriate language, signposting and body language.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:PROJECT PLANNING

2. COURSE CONTENT

Note-taking
Summarizing
Paraphrasing
Writing paragraphs
Using cohesive links
Reporting other writers' work
Combining sources
Writing references.
Reading academic articles and identifying the main points and supporting details.
Distinguishing fact/opinion and different writing styles (formal-informal, informative-persuasive), writer/reported writer voice and attitude in research articles.
Structuring an oral presentation
Making a power-point presentation in English

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	USE OF COMPUTERS IN POWER-POINT PRESENTATIONS OF PROJECTS

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	18
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation	x	
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

BAILEY S. (2015) Academic Writing: A Handbook for International Students. New York: Routledge.
Dibley A and Baker S. (2001). Uncovering the links between brand choice and personal values among young British and Spanish girls. Journal of Consumer Behaviour, 1,1, 77-93.
Hofstead G. (1994). The Business of International business is Culture. International business review 3,1, 1-14. Jones M.L. (2007) Hofstede - Culturally Questionable? Oxford Business & Economics Conference. Oxford, UK.
Kotler P. (1992). Marketing's new paradigm. Strategy and Leadership 20, 5, 50
Ming-Yi Wu (2006) Hofstede's Cultural Dimensions 30 Years Later: A Study of Taiwan and the United States. Intercultural Communication Studies XV: 1 2, 33-42.
Thomas J. (2007). Market Segmentation. Decision Analyst.
Triandis H. (2004). The many dimensions of culture. Academy of Management Executive 18, 1. Thomas J. (2007). Decision Analyst.

LANGUAGE AWARENESS AND INTRODUCTION TO BUSINESS ENGLISH I

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_111	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	LANGUAGE AWARENESS AND INTRODUCTION TO BUSINESS ENGLISH I								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: good knowledge of English is recommended towards students' successful completion of the course (B1/B2 level)
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA486/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to brush on students' varying general English language skills (Reading, Writing, Speaking and Listening) and gradually improve them. Students are also introduced to English for Specific Purposes, i.e. Business English.

At the end of the course students:

1. will have practiced and improved all four English language skills

2. will have introduced themselves to essentials of Business English, having studied some of the first disciplines and field areas of Business Administration and Economics.

3. will have acquired the skills to approach texts in Business Administration and Economics (text comprehension, linguistic practice, vocabulary building, written and oral speech production)

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course students will have developed the following skills (general abilities):
Ability to exhibit knowledge and understanding of the studied concepts, theories and applications which are related to Management theories and Business Administration.
Study skills needed for continuing academic and professional development related to English as a Foreign Language and English for General Academic and Business Purposes.
Ability to interact with others on business or interdisciplinary nature issues.

2. COURSE CONTENT

1. The English Language as Lingua Franca
2. The English Language in Business
3. The Sectors of Economy
4. Introduction to Management
5. Management Theories
6. Management Practices
7. The Company
8. Company Structure
9. Legal Status of Companies

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	56
	Others:	Oral presentation
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)	x	
	Final exam with developing questions	x	80% Τα κριτήρια αξιολόγησης αναφέρονται λεπτομερώς στο πρόγραμμα μαθήματος το οποίο διανέμεται στους φοιτητές στην έναρξη του εξαμήνου και ανακοινώνεται στο e-class του μαθήματος.
	Public presentation	x	10% Προεραιτική
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Attendance and participation		

4. RECOMMENDED LITERATURE

Perdiki F., Malivitsi Z., Economic and Business English in a Nutshell. Perdiki Publications, 2012 (main coursebook).
Mackenzie I., Management and Marketing. Thomson Publications, 1997.

Mackenzie I., English for Business Studies. Cambridge University Press, 1997.
Mascull B., Business Vocabulary in Use - Advanced. Cambridge University Press, 2004.
Robbins S., Business Vocabulary in Practice. Collins Cobuild- HarperCollins Publishers, 2003
Σημειώσεις διδάσκοντος

LANGUAGE AWARENESS AND INTRODUCTION TO BUSINESS ENGLISH II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_114	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	LANGUAGE AWARENESS AND INTRODUCTION TO BUSINESS ENGLISH II								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: good knowledge of English is recommended towards students' successful completion of the course (B1/B2 level)
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA489/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to enhance students' general English language skills with an emphasis on more Business English topics (following Language Awareness and Introduction to Business English I)

At the end of the course students:

1.will have practiced and improved all four English language skills

2. will have introduced themselves to more topics in Business English, i.e. more disciplines and field areas of Business Administration and Economics.

3. will have acquired the skills to approach texts in Business Administration and Economics (text comprehension, linguistic practice, vocabulary building, written speech production)

4. will have introduced themselves to principles of academic writing (sentence structure, paragraph writing, essay writing)

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course students will have developed the following skills (general abilities):
Ability to exhibit knowledge and understanding of the studied concepts, theories and applications which are related to Management theories and Business Administration.
Study skills needed for continuing academic and professional development related to English as a Foreign Language and English for General Academic and Business Purposes.
Ability to interact with others on business or interdisciplinary nature issues.

2. COURSE CONTENT

1.Market Research and Market Segmentation
2. Monopoly-Oligopoly-Competition
3.The Marketing Mix; The 4Ps and the 4Cs
4.Sales and Customer Service
5.The Money Side
6. Introduction to Finance
7.Introduction to Economic Theories
8. The Business Cycle
9.Global Economy and Debts

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	56
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-*	Written work, essay/report		

ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80% Τα κριτήρια αξιολόγησης αναφέρονται λεπτομερώς στο πρόγραμμα μαθήματος το οποίο διανέμεται στους φοιτητές στην έναρξη του εξαμήνου και ανακοινώνεται στο e-class του μαθήματος.
	Public presentation	x	10% Προεραιτική
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Attendance and participation		

4. RECOMMENDED LITERATURE

Perdiki F., Malivitsi Z., Economic and Business English in a Nutshell. Perdiki Publications, 2012 (main coursebook).
Mackenzie I., Management and Marketing. Thomson Publications, 1997.

Mackenzie I., English for Business Studies. Cambridge University Press, 1997.
Mascull B., Business Vocabulary in Use - Advanced. Cambridge University Press, 2004.
Robbins S., Business Vocabulary in Practice. Collins Cobuild- HarperCollins Publishers, 2003
Σημειώσεις διδάσκοντος

INTERCULTURAL BUSINESS COMMUNICATION AND CULTURAL AWARENESS ENGLISH III

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_127	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	INTERCULTURAL BUSINESS COMMUNICATION AND CULTURAL AWARENESS ENGLISH III								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: good knowledge of English is recommended towards students' successful completion of the course (B1/B2 level)
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA483/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to introduce students to the field area of Business culture and covers the main features of intercultural communication. Moreover, it surveys some key cultural dimensions and case studies. The importance of non-verbal communication is emphasized and more specialized vocabulary on business topics is studied.

At the end of the course students:

1.will have practiced and improved all four English language skills

2.will have elaborated on the significance of business communication

3. will have acquired insight into the concepts of culture and intercultural communication, familiarizing themselves with the main exponents of the discipline of intercultural business communication

4. will have acquired insight into prominent intercultural theorists and have studied their main tenets

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	x
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:By the end of this course students will have developed the following skills (general abilities):
Ability to exhibit knowledge and understanding of the studied concepts, theories and applications which are related to Intercultural Business Administration and Cultural Awareness.
Study skills needed for continuing academic and professional development related to Business Communication.
Ability to interact with others in business or of interdisciplinary nature problems.

2. COURSE CONTENT

1. The Importance of Culture
2. Cultural Dimensions (Survey of Research; Hall, Hofstede, Mole, Trompenaars)
3. Types and stereotypes
4. Profiling national cultures
5. Profiling corporate cultures
6. Profiling group cultures
7. Culture and Communication

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	56
	Others:	Oral presentation
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report		
	Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80% Τα κριτήρια αξιολόγησης αναφέρονται λεπτομερώς στο πρόγραμμα μαθήματος το οποίο διανέμεται στους φοιτητές στην έναρξη του εξαμήνου και ανακοινώνεται στο e-class του μαθήματος.
	Public presentation	x	10% Προεραιτική
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Attendance and participation		

4. RECOMMENDED LITERATURE

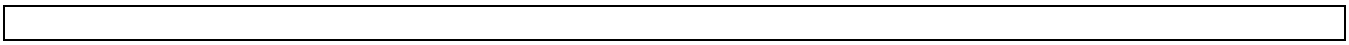
Utley, D., Intercultural Resource Pack – Intercultural communication resources for language teachers. Cambridge University Press, 2011

Pilbeam, A., Working Across Cultures, Market Leader. Pearson Longman, 2010

Gibson, R., Intercultural Business Communication. Oxford University Press, 2002

Chaney, L. & Martin, J., Intercultural Business Communication. Pearson International Edition, 2013

Dignen, B., Working Across Cultures, Cambridge University press, 2010



ECONOMIC POLICY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_299	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	ECONOMIC POLICY									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Suggested prerequisites: Macroeconomics II, Microeconomics II
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://www.econ.upatras.gr/el/undergraduate/courses/oikonomiki-politiki

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

At the end of this course, students will be able to:

- Analyze macroeconomic developments in a structured way.

- Formulate criticism of economic policy measures and interventions.

- Critically examine the links between the different macroeconomic and microeconomic theories and economic policy options.

- Know and critically analyze the main problems of macroeconomic and microeconomic policy at the European level.

- Summarize and evaluate empirical work on economic policy issues.

- Compare and contrast empirical work on the design of economic policy.

- Critically analyze how microeconomic and macroeconomic theory influence the practical implementation of economic policy measures at national and European level.

- Contribute to the design of economic policy as executives of competent institutions.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	
Working in an international environment	x
Working in an interdisciplinary environment	
Production of new research ideas	x
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

Introduction. Microeconomic Policies. The Common Agricultural Policy. Regional Policy / Cohesion Policy. Competition policy. Trade policy. Basic Macroeconomic Policy Tools. Key Elements of Monetary Integration. Perfect Monetary Areas. The European Monetary Union. Fiscal Policy and Stability Pact. The Financial Markets and the Euro. The Eurozone in Crisis.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	+1-2 μονάδες, Προεραιτική
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others :

4. RECOMMENDED LITERATURE

Baldwin, R. and Wyplosz, C. 2017. Τα Οικονομικά της Ευρωπαϊκής Ολοκλήρωσης. Αθήνα, Εκδόσεις Τζιόλα.
Βαβούρας Ι. 2013. Οικονομική Πολιτική. Αθήνα, Εκδόσεις Παπαζήση.
Scarth W., Μούτος Θ. (επιμ.). 2011. Σύγχρονη Οικονομική. Αθήνα Gutenberg,
-Ενδεικτική Συμπληρωματική Βιβλιογραφία:
Keynes, J.M. 1936. The General Theory of Employment, Interest and Money. London, Macmillan.
Tinbergen, J. 1952. On the Theory of Economic Policy. North Holland.
Persson, T. and Tabellini, G. 1990. Macroeconomic Policy, Credibility and Politics. Harwood Academic Publishers.
Dornbusch.R. 1993. Policymaking in the Open Economy. Oxford University Press.
Burda, M. and Wyplosz, C. 2009. Ευρωπαϊκή Μακροοικονομική, Τόμος Β. Αθήνα, Εκδόσεις Gutenberg.
-Συναφή επιστημονικά περιοδικά:

Journal of Political Economy; American Economic Review; Economic Policy; European Economic Review; Economic Analysis and Policy; Journal of Economic Policy Reform; American Economic Journal: Economic Policy; Journal of European Integration; European Planning Studies
-Συναφείς Ιστοσελίδες:
Τράπεζα της Ελλάδος: http://www.bankofgreece.gr
Ελληνική Δημοκρατία, Υπουργείο Οικονομικών: http://www.minfin.gr
Γραφείο Προϋπολογισμού του Κράτους στη Βουλή: http://www.pbo.gr/el-gr/
International Monetary Fund: http://www.imf.org
European Commission, DG Economic and Financial Affairs: https://ec.europa.eu/info/departments/economic-and-financial-affairs_en
European Central Bank: https://www.ecb.europa.eu
OECD Economics Department: http:// www.oecd.org/eco/ http://www.oecd-ilibrary.org/economics/oecd-economics-department- working-papers_18151973
Paul Krugman's NYT Blog: https://www.nytimes.com/column/paul-krugman
Financial Times: https://www.ft.com
The Economist: https://www.economist.com

INTERGRATED MARKETING COMMUNICATION

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_176	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	INTERGRATED MARKETING COMMUNICATION									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
TEACHING AND ASSESSMENT LANGUAGE:	English
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA635/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The present course focuses on presenting the most important concepts of advertising, public relations, sales promotion, direct and interactive marketing, as sub-elements of integrated marketing communications. Initially, the predominant communication models and strategies are developed, in light of establishing an integrated communications program. Subsequently, the course assesses individual communication strategy decisions, with particular emphasis on message design and media selection. The nature and effects of different marketing communication types on the audience are also examined, as well as the methods of assessing their effectiveness. Finally, beyond the commercial dimension of marketing communications, the course attempts to appraise their institutional role in contemporary society.

Through the review of up to date literature, examination of good practices with the use of case studies, analysis of numerical examples and exercises, by the end of the course the student will be able to understand:

1. The role of integrated marketing communications within the broader marketing process

2. The components of the marketing communications mix, as well as their specific characteristics, in the context of the broader marketing mix

3. The methods employed to identify target audiences, the impact of marketing communications on audience members and the effectiveness of marketing communications programs

4. The communication process and its basic elements (e.g. source, message, media and receivers)

5. The importance of contextual factors in the development of an effective communication strategy

6. The links between business goals, marketing goals and communication goals

7. The fundamental message and media strategy decisions

8. The predominant public relations' and publicity, direct and internet marketing, and sales promotion techniques

9. The social / institutional role of advertising

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	
Decision-making	X
Working independently	X
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	X
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	X
Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

1. The marketing communications process and integrated marketing communications
2. Advertising:
• Advertising strategy
• Advertising message and media decisions, as well as their impact on audience members
• Appraisal of the effectiveness of advertising, in view of the objectives it is required to achieve
• Societal dimensions of advertising
3. Public relations and publicity tactics, according to target audience characteristics and contextual conditions (e.g. crisis prevention, responsive and proactive)
4. Sales promotion tactics
5. Direct and interactive marketing techniques (i.e. digital, internet and social media marketing)

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD
Face-to-face, Distance learning, etc.

Face to face	x
Distance learning (asynchronous)	
Distance learning (synchronous)	
Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
Use of ICT in teaching, laboratory education, communication with students

Slides	x
E-class	x
Virtual (simulated) laboratory training	
Others	Internet browsing

TEACHING ORGANIZATION
The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Work-load***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	86
Seminars	
Exercises	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSMENT
Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,

Written work, essay/report	x	Optional: Up to 2 marks bonus added to the final exam mark.
Problem solving		

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others:		

4. RECOMMENDED LITERATURE

Belch, G. & Belch, M. (2016) Διαφήμιση και Προώθηση: Ολοκληρωμένη Επικοινωνία Μάρκετινγκ (10η Έκδοση). Εκδόσεις Τζιόλα.
Ζώτος Γ., Ζώτου, Α., Κυρούση, Α., Μπουτσούκη, Χ., Πάλλα, Π. & Χατζηθωμάς Λ. (2018) Διαφήμιση: Σχεδιασμός, Ανάπτυξη, Αποτελεσματικότητα (6η Έκδοση). Εκδόσεις University Studio Press.

BUSINESS ADMINISTRATION I

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_109	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	BUSINESS ADMINISTRATION I									
INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the		**TEACHING HOURS**	**ECTS CREDITS**							

whole of the course, give the weekly teaching hours and the total credits	**PER WEEK**	
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA689/

5. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce students in Management Science giving emphasis on planning, organizing, leading and controlling, as well as on managerial roles and managers' competences. Moreover, relevant theories and key concepts will be analyzed with critical perspective in today's turbulent business environment.

At the end of this course the student should be able to:

1. Understand the basic concepts and theories related to Business Administration.

2. Develop critical thinking regarding managerial functions in today's business.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

6. COURSE CONTENT

1.Introduction to Management
2.Analysis of external and internal environment
3. Managers work
4. Planning
5.Organizing
6. Leading
7. Controlling

7. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography,*	***Activity***	***Semester Workload***
	Lectures	42
	Tutorials	
	Laboratory practice	
	Essay writing	

tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	57
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		

	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

8. RECOMMENDED LITERATURE

Α. Γεωργόπουλος, Λ. Μαρούδας και Π. Πολυχρονίου (2019), Σύγχρονο Μάνατζμεντ, Εκδόσεις Μπένου.

BUSINESS ADMINISTRATION II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_120	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	BUSINESS ADMINISTRATION II									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA572/

9. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The main objective of this course is to familiarize students with the contemporary trends of Business Administration. Particular emphasis will be placed on the critical approach to basic concepts and theories of management science and to the analysis of practices that have implemented by leading organizations.

At the end of this course the student should be able to:

- Understand the basic concepts and theories related to Organizational design.

- Understand and interpret critically the managerial practices in today's business.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x

Production of free, creative and inductive thinking	

Others:At the end of the course the student will have further developed the following skills/competences:
1. Analyzing theoretical concepts and investigating relevant managerial practices.
2. Presentation of ideas and solutions to problems concerning basic operations of contemporary business.

10. COURSE CONTENT

1. Introduction to organization theories
2. The rise of scientific management
3. The school of human relations
4. Organizational design
5. Characteristics of Organizational Environments
6. Environmental Uncertainty
7. Interdependence and coordination
8. Technical complexity of production technology
9. Information Processing
10. H. Mintzberg's contribution to organization theory

11. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others: videos	x

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	42
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	57
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires	x	
Oral examination		
Clinical examination of patient		
Mid-term exam (concluding)		
Final exam with developing questions	x	θεωρία, σύντομες μελέτες περίπτωσης
Public presentation		
Mid-term exam (formative)		
Laboratory work		
Art interpretation		

Others :

12. RECOMMENDED LITERATURE

Α. Γεωργόπουλος, Λ. Μαρούδας και Π. Πολυχρονίου (2019), Σύγχρονο Μάνατζμεντ, Εκδόσεις Μπένου.
Schermerhorn R. John Jr., Bachrach G. Daniel(2018), Εισαγωγή στο Management, 2η έκδοση, BROKEN HILL PUBLISHERS LTD.

ORGANIZATIONAL BEHAVIOR

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_110	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	ORGANIZATIONAL BEHAVIOR									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Students must have basic Management knowledge
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA426/

13. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

aim of the course is to present content and contemporary issues in the field of Organizational Behavior. In particular, the objective is to enhance critical approach on Organizational Behavior theories and analysis of relevant case studies.

At the end of this course the student should be able to:

1. Understand the basic concepts related to Organizational Behavior.

2. Think critically and interpret theories related to people and groups in organizational context.

3. Comprehend the utility of Organizational Behavior content for business adjustment to today's environment.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will have further developed the following skills/competences:
Analyzing theoretical concepts and investigating implementation.
Propositions development for problem solving related to organization effectiveness and transformation.

14. COURSE CONTENT

1. Introduction to Organizational Behavior
2. Organizational Culture
3. Leadership

4. Emotional Intelligence 5. Motivation 6. Teams 7. Change Management 8. Organizational Conflict

15. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	42
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	57
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others :

16. RECOMMENDED LITERATURE

Χυτήρης Λ. (2017). Οργανωσιακή Συμπεριφορά, Εκδόσεις ΜΠΕΝΟΥ.

MANAGEMENT INFORMATION SYSTEMS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_199 & BA_199A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		
COURSE TITLE	MANAGEMENT INFORMATION SYSTEMS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Databases and Office Automation.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA539/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course presents the various models of Management Information Systems from the viewpoint of the developer. It presents the analysis and design methodologies for MIS, within the context of resource, information, employee and customer management.

At the end of this course the student should be able to formulate for MIS:

1. Fundamentals

2, Architecture

3. Design and analysis methodologies

4. Different models

Also, student should be able to:

- apply the SSADM and RUP methodologies

- use the UML methodology

- use the Microsoft Visio commercial software

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	x
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

- Fundamentals of MIS (benefits, cost, ethics, evolution, technological infrastructure)
- Data Flow Diagrams
- Entity Life History Diagrams
- The SSADM methodology
- Other design and analysis methodologies (STRADIS, RUP, etc.)
- Related methodologies (PRINCE II, Gap Analysis, etc.)
- MIS types (Decision Support Systems, ERP, CRM, SCM)
- UML

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Laboratory training

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	
Laboratory practice	13
Essay writing	
Seminars	
Exersices	13
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	73
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report		
	Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	80%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : laboratory exam (20%)		

4. RECOMMENDED LITERATURE

1. Διοίκηση Επιχειρήσεων και Πληροφοριακά Συστήματα, Δουκίδης Γεώργιος, Εκδόσεις Σιδέρη, 2009.
2. D. Avison, G. Fitzgerald, (Επιμέλεια: Ν.Σ. Βώρος, Γ.Ν. Μπελεγιάννης, Γ.Α. Τσιρογιάννης), «Ανάπτυξη Προηγμένων Πληροφοριακών Συστημάτων: Μεθοδολογίες & Εργαλεία», Εκδόσεις Νέων Τεχνολογιών, 2006.
3. Γ. Οικονόμου & Ν. Γεωργόπουλος, «Πληροφοριακά συστήματα για τη διοίκηση επιχειρήσεων», 2004
4. Ν. Ματσατσίνης, «Συστήματα Υποστήριξης Αποφάσεων», Εκδόσεις Νέων Τεχνολογιών, 2010.

POLITICAL ECONOMY

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_201	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	POLITICAL ECONOMY									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no prerequisite courses.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA437/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Economic Science, like other social sciences, is not constituted within a unified theoretical framework, compared to the natural sciences or mathematics. On the contrary, within the Economic science, different (and as a rule conflictual) theoretical Schools are formed, each of which is constructed with a separate theoretical object and specific system of concepts. The course of Political Economy aims to develop this scientific awareness.

At the end of the course the student should be able to know – at an introductory level – theoretical interpretations on crucial issues such as:

1. The nature of the contemporary economic system.

2. Prices formation and their "substance".

3. The meaning and origin of profit.

4. The distribution of income.

At the same time, the historical and theoretical roots of modern economic approaches and debates will be illuminated. For example:

a) the quantity theory of money,

b) the concept of utility as the determinant factor of prices,

c) the inherent tendencies of the system toward economic crises.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x

Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. Schools of thought and concepts of Economic science
2. Mercantilism and its decline
3. The Physiocrates
4. Adam Smith
5. David Ricardo
6. The Decline of the Classical School

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD
Face-to-face, Distance learning, etc.

Face to face	x
Distance learning (asynchronous)	
Distance learning (synchronous)	
Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
Use of ICT in teaching, laboratory education, communication with students

Slides	
E-class	x
Virtual (simulated) laboratory training	
Others	

TEACHING ORGANIZATION
The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	
Seminars	
Exercises	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	86
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT
Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-

Written work, essay/report		

ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Rubin, I. I. (1994), Ιστορία Οικονομικών Θεωριών, Αθήνα: Κριτική.
2. Screpanti, E. & Zamagni, S. (2002), Η Ιστορία της Οικονομικής Σκέψης, Τόμος Α΄, Αθήνα: Τυπωθήτω – ΓΙΩΡΓΟΣ ΔΑΡΔΑΝΟΣ.
3. Μηλιός, Γ., Λαπατσιώρας, Σ. & Οικονομάκης, Γ. (2011), Εισαγωγή στην Οικονομική Ανάλυση, Αθήνα: νήσος.

4. Σημειώσεις και ερωτήσεις εκμάθησης σε e-class.

WORK EXPERIENCE

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_PRA	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
										x
COURSE TITLE	WORK EXPERIENCE									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	40	3
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should have passed succesfully most courses with a good score. Their qualification for work experience Πρακτικής Άσκησης depends on the ratio of the average score so far over the number of their remaining courses.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://www.bma.upatras.gr/index.php/el/foititika-themata/praktiki-askisi-foititon

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The connection and cooperation with enterpises is a basic element of the education process and the function of the faculty in general.

The Work Practice in the department takes place during the 2nd semester of every year. It dures two (2) consecutive months from July 1st to August 31st.

The host organizations are from all over the country. Approximately 90% belong to the private sector. Almost every year approximately 10% of the students are hired in the host organizations.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	x
Decision-making	
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	x
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

The process of the work practice is outlined by the specific program and dures 2 months:
For the 1st week an acquaitance with all the departments of the host organization is proposed. For the 1st month it is useful the student to work in as many sectors as possible. For the 2nd month a more specialized work in a specific sector is proposed.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	320
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		

	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others : Progress Report: 1) Activity Report by the student 2) Evaluation Report by the host organization 3) Evaluation Report by the supervising teacher.

4. RECOMMENDED LITERATURE

SIMULATION OF BUSINESS PROCESSES

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
DEPARTMENT	BUSINESS ADMINISTRATION		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	BA_141	**SEMESTER OF STUDIES**	SIXTH
COURSE TITLE	SIMULATION OF BUSINESS PROCESSES		

INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures, tutorials and laboratory work	1 (lect.) 2 (lab.)	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		

COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science
PREREQUISITE COURSES:	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Statistics.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA416/

17. LEARNING OUTCOMES

Leraning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

This course covers the modeling and analysis of business systems using computer simulation. The objective of the course is to introduce students to simulation as a modeling tool with emphasis on understanding the structure of a simulation model and implementing it by means of commercially available software (ARENA). The course also covers the statistical design and analysis of simulation models. These topics include random number generation, input data analysis, statistical

analysis of simulation outputs, variance reduction techniques, and design of simulation experiments. A series of laboratory sessions provide students with hands-on experience of designing and implementing simulation models.

At the end of this course the student should be able to:

1. Design a simulation model for a particular system under examination.
2. Implement the model using commercially available software.
3. Design the experiments required in order to study the system under consideration.
4. Analyze and interpret the results of the simulation.

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. Implementation of models using the ARENA package.
2. Statistical analysis of simulation results.
3. Reporting and presenting the results.

18. COURSE CONTENT

1. The concept of simulation
2. Discrete Event Simulation
3. Random Numbers
4. Business simulation
5. Model testing and validation
6. Planning and analysis of simulation output
7. Applications

19. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.*	Lectures and laboratory work face to face.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές*	Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching. The lectures content of the course for each chapter are uploaded on the e-class platform, in the form of a series of pdf files, from where the students can freely download them using a password which is provided to them at the beginning of the course. Use of specialized Simulation software (ARENA)
TEACHING ORGANIZATION *Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.* *Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό*	

Activity	***Semester Workload***
Lectures (2 contact hours per week x 13 weeks)	26
Laboratories (2 contact hours per week x 13 weeks) – designing and implementing simulation models	26

Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ. *Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή Activity καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS*	Group assignment related to simulating a realistic system and writing a relevant report: 50 Hours for private study of the student and preparation of home-works: 23 ***Total number of hours for the Course (25 hours of work-load per ECTS credit)***: ***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Περιγραφή της διαδικασίας αξιολόγησης* *Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες* *Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;*	I. Final written exam (40%) which includes: - Theoretical questions - Practical exercises II. Group project (60%) - The group project concerns the design and development of a simulation model describing a realistic system. Students develop the problem gradually, as the required topics are presented in the lectures. In order to submit the group project, students must attend at least 75% of the laboratory sessions.

20. RECOMMENDED LITERATURE

1. Sfakianakis M. «Simulation and Applications», in Greek language only, Patakis Publications, 2020
2. V. Kouikoglou and D. Konstantas, «Simulation of Discrete Event Systems», in Greek language only, DiSigma Publications, 2016
3. M. Roumeliotis and S. Souravlas, «Simulation Techniques, Theory and Applications», in Greek language only, Tziola Publications, 2015
4. Khoshnevis, Bherokh «Simulation of Discrete Systems», translated into Greek, DIAYLOS Publications, 1999
5. Pidd M. “Computer Simulation in Management Science”,5th Edition, Wiley 2004
6. Meier R.C., Newell N.T. and Pazer H.L. “Simulation in Business and Economics, Prentice Hall, 1997
7. Laguna M. “Business Process Modeling, Simulation, and Design”, Prentice Hall, 2004
8. McGarvey B. and Hannon B. “Dynamic Modeling for Business Management : An Introduction (Modeling Dynamic Systems)”, Springer, 2004
9. Winston W. “Simulation Modeling Using @RISK”, Duxbury Press, 2000

THESIS III

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
DEPARTMENT	BUSINESS ADMINISTRATION
LEVEL OF COURSE	UNDERGRADUATE

COURSE CODE	BA_293	SEMESTER OF STUDIES	1st	2nd	3rd	4th	5th	6th	7th	8th
									x	x

COURSE TITLE	THESIS III

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	TEACHING HOURS PER WEEK	ECTS CREDITS
Lectures	1	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES:	There are no Prerequisite Courses: Students must have completed succefully as many as possible courses with very good score. Their selection is a function of the ratio of the average score of all their courses so far over the number of the remaining courses.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://www.bma.upatras.gr/index.php/el/foititika-themata/praktiki-askisi-foititon

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The contact and the cooperation with enterprises is a basic element of the educational process and the function of the department in general.

The thesis III can be combined with Work Practice. For this relevance of the subject of the thesis with the activities of the host organization is required. For the title of the Thesis it is required the acceptance of 1) the representative of the host organization, 2) the Supervisor and 3) the Work Practice coordinator.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
	Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	*……*
Working in an interdisciplinary environment	*Others…*
Production of new research ideas	*…….*

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	x
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	x
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

Thesis III is connected to an activity of the host organization of students' Work Practice, which is important for the host organization and needs further analysis or improvement using new methods and/or technologies. The Thesis includes: firstly an overview of proposed solutions in litterature, the choice of the most appropriate solutions and possibly the implementation of some of them in the environment of the host organization, during Work Practice.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	
	Virtual (simulated) laboratory training	
	Others	
TEACHING ORGANIZATION	***Activity***	***Semester Workload***

The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	112
	Study and analysis of bibliography	13
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		

	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others : The final score is the average of the evaluation of the project and the evaluation report of the organization hosting the work practice of the student

4. RECOMMENDED LITERATURE

DIPLOMA THESIS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_300	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
									x	x
COURSE TITLE	DIPLOMA THESIS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	1	10
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the diploma thesis is:

* the knowledge of the subject , either in detail or universally and subtly. The student deals with terms and basic concepts of the subject of thesis,

* understanding the subject of thesis at a level that is capable of organizing, comparing and interpreting the concepts of this subject,

* be able to use this acquired knowledge around the subject by applying it to new situations,

* be able to analyze the findings of the application in a new situation by separating the resulting information into their component parts

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	x
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

Sections:
1. Cover
2. Summary in Greek
3. Summary in English
4. Contents

5. Thanks (optional)
6. Introduction to the subject
7. Bibliographic approach of the subject
8. Methodological approach to implementation
9. Application to new situation
10. Conclusions
11. Bibliography
12. Glossary (optional)
13. Appendices (optional, including questionnaire, implementation code, etc.).

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	x
	Distance learning (synchronous)	x
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	
Tutorials	
Laboratory practice	
Essay writing	60
Seminars	
Exersices	
Project	120
Study and analysis of bibliography	50
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	20
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	Written work, essay/report	x	
	Problem solving		

presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions		
	Public presentation	x	
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Η βιβλιογραφία σχετίζεται άμεσα με την επιλογή του γνωστικού αντικειμένου και του τρόπου προσέγγισης της εφαρμογής σε νέα κατάσταση.
The literature is directly related to: (a) the subject and (b) how the application approaches the new situation.

STATISTICAL DATA ANALYSIS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_123	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
					x					
COURSE TITLE	STATISTICAL DATA ANALYSIS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	4	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA401/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce the necessary mathematical tools to the students of the Department regarding statistics and data analysis.

At the end of this course the student will be able to:

• Performs Analysis of Variance (ANOVA) tests

• Performs Linear Regression

• Performs Multiple Regression

• Performs Nonlinear Regression

It is the second of two compulsory courses in statistics to acquire all the initial tools for basic research in business management subjects.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. Analysis of Variance (ANOVA)
2. Simple Linear Regression
3. Multiple Regression
4. Nonlinear Regression

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	26
Tutorials	13
Laboratory practice	13
Essay writing	13
Seminars	
Exersices	13
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	47
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report	x	30%
Problem solving		
Multiple choice questionnaires	x	50%
Final exam with Multiple choice questionnaires		

	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	20%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Βιβλίο [59394390]: Στατιστική Σκέψη στον Κόσμο των Επιχειρήσεων, Aczel Amir
Βιβλίο [32997808]: Στατιστική Ανάλυση με το R, Crawley M.J.

BUSINESS STATISTICS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_112	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	BUSINESS STATISTICS								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA403/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to introduce the necessary mathematical tools to the students of the Department regarding statistics and data analysis.

At the end of this course the student will be able to:

• Presents data using descriptive statistics techniques.

• Handles probabilities and random variables (discrete and continuous) .

• Calculates confidence intervals

• Handles hypothesis testing

It is the first of two compulsory courses in statistics to acquire all the initial tools for basic research in business management subjects.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. Descriptive statistics
2. Probabilities
3. Random variables
4. Normal distribution

5. Sampling
6. Confidence intervals
7. Hypothesis testing

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION	***Activity***	***Semester Workload***
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	26
	Tutorials	13
	Laboratory practice	13
	Essay writing	
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	47
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*			
	Written work, essay/report	x	30%
	Problem solving		
	Multiple choice questionnaires	x	50%

	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	20%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Βιβλίο [59394390]: Στατιστική Σκέψη στον Κόσμο των Επιχειρήσεων, Aczel Amir
Βιβλίο [32997808]: Στατιστική Ανάλυση με το R, Crawley M.J.

STRATEGIC MARKETING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_204	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		
COURSE TITLE	STRATEGIC MARKETING									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA638/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The primary purpose of this course is to introduce students to the concepts and content of strategic marketing decisions. In particular, by the end of the course, students are expected to have knowledge and understanding of:

1. The relationship between corporate strategy and marketing strategy

2. The process of marketing planning and marketing strategy development

3. The forces of the external environment and their impact on strategic marketing

4. Sales', market attractiveness', competitors' and customers' analysis methods

5. Marketing strategy (segmentation, targeting and positioning)

6. Product management and branding strategies

7. Pricing strategies

8. Integrated marketing communication strategies

9. The methods employed to evaluate and control strategic marketing planning

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	X
Decision-making	X
Working independently	X
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	X
Respect for difference and multiculturalism	X
Respect for the natural environment	X
Showing social, professional and ethical responsibility and sensitivity to gender issues	X
Criticism and self-criticism	X
Production of free, creative and inductive thinking	X

Others:

2. COURSE CONTENT

1. Corporate and marketing strategy

2. The process of marketing planning and marketing strategy development

3. The external environment and its impact on strategic marketing

4. Sales', market attractiveness', competitors' and customers' analysis methods

5. Marketing strategy (segmentation, targeting and positioning)

6. Product management and branding strategies
7. Pricing strategies
8. Integrated marketing communication strategies
9. Evaluation and control of strategic marketing planning

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Internet browsing

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	86
	Seminars	
	Exercises	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSMENT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	Optional: Up to 2 marks bonus added to the final exam mark.
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		

	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others:		

4. RECOMMENDED LITERATURE

Σιώμκος Γεώργιος (2018) Στρατηγικό Μάρκετινγκ (5η Έκδοση). Εκδόσεις Broken Hill.
Subhash, J. (2003) Στρατηγικός Σχεδιασμός Μάρκετινγκ (2η Έκδοση). Εκδόσεις Γ. ΠΑΡΙΚΟΣ & ΣΙΑ ΕΕ.

CONSUMER BEHAVIOR

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_219	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	CONSUMER BEHAVIOR									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA409/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

In this undergraduate course, it is considered that consumers choose, buy, and use products and services, what affects their behavior, and applications in developing marketing strategies. The focus of the course is on the strategic implications of the MCA, the psychological and social influences that the consumer receives during the decision making process. The course provides students with the theoretical knowledge of consumer behavior that they associate with

practical applications in marketing strategy. The role of new communication media, i.e., the Social Media and the Internet are also considered.

At the end of the course the student should be able to understand:

1. The decision-making process and the consumer information processing

2. Consumer perceptions

3. The brand loyalty – types

4. Consumer involvement with the product

5. Measurement and influnce of consumers' attitudes

6. Demographics and psychographics of the consumer

7. Consumer behavior research

8. Social and interpersonal influences

9. The influence of occasion

10. Consumer purchasing behavior

11. The role of the Internet and social media in consumer influence and behavior

12. Market segmentation applications

13. Product positioning and communication strategy that appeal to consumers

14. After-purchase consumer behavior (customer satisfaction-product advocacy)

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	

Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will be able to identify:
The decision-making process and the processing of information by the consumer
Consumer perceptions
The brand loyalty
Consumer involvement with the product
Measurement and alterations of attitudes
Demographics and psychographics of the consumer
Consumer behavior research
Social and interpersonal influences
The effects of occasion
Purchasing consumer behavior
The applications of consumer behavior through Social Networks and the Internet
Market segmentation applications
Successful Internet and Social Networks strategies that may influense of Consumer Behavior
Product positioning and communication strategy that appeal to consumers
After-purchase consumer behavior (customer satisfaction-product advocacy)

2. COURSE CONTENT

1. Basic concepts of consumer behavior
2. Linking consumer behavior and marketing
3. The Relationship of Consumer Behavior with other sciences
4. Basic model of consumer behavior
5. Needs, motives and Motivation
6. Concept, learning models and consumer attitudes - Strategies for affecting consumer attitudes
7. Cultural, social, demographic and consumer behavior - reference groups - opinion leaders
8. Family life cycle
9. Consumer Family Decisions
10. Personality, values, and lifestyle
11. Purchase decision process
12. Types of purchasing decisions
13. Types of purchasing behavior
14. Consumer market segmentation
15. Role of the Internet and Social Networks in the influence of Consumer Behavior
16. Consumer behavior after purchase (customer satisfaction-product advocacy)
17. Consumer safety and protection

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Internet

TEACHING ORGANIZATION

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	***Semester Workload***
Lectures	39
Tutorials	
Laboratory practice	
Essay writing	0
Seminars	
Exersices	
Project	
Study and analysis of bibliography	
Placements	
Clinical practice	
Art workshop	
Interactive teaching	
Educational visits	
Artistic creativity	
Private study	86
Others:	
Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written work, essay/report		
Problem solving		
Multiple choice questionnaires		
Final exam with Multiple choice questionnaires		

	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others : Optional research study 50%		

4. RECOMMENDED LITERATURE

Σιώμκος Γεώργιος, Συμπεριφορά Καταναλωτή, Εκδόσεις Λιβάνη, 2016
Γεώργιος Μπάλτας και Παπασταθοπούλου, Συμπεριφορά Καταναλωτή, Rossili, 2013.
Σημειώσεις και διαφάνειες στα Ελληνικά.

SATELLITE ACCOUNTS SUPPORTING SYSTEMS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_154 & BA_154A	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	SATELLITE ACCOUNTS SUPPORTING SYSTEMS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of Macroeconomic and Business Software.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA581/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

At the end of this course the student should be able to formulate:

1. Basic principles of SNA: entities/units of a national economy, their economical relationships (flows / transactions), rationalization and the way flows are recorded in sectoral accounts and the input-output framework, and macroeconomic aggregates and balancing items.

2. The reason and the method that certain fields of social-economic interest are confronted in accordance with the rules of SNA but beyond its central framework. Satellite Analysis and Accounts. Historical background for the documentation of the development of SA, types of SA, the scope of each type, the approach of supply-use analysis in SA. Table-Accounts of satellite analysis.

3. Principles for the development of SA for a certain socio-economic field as a case study, i.e. Tourism SA due to its international progress. Tables-Accounts of TSA.

4. The use of Ontologies to represent the basic concepts of TSA. Exploiting the technologies of OLAP and Balanced Scorecard in representing and accessing Tables-Accounts of TSA. On-Line Analytical Processing (OLAP) provides a multidimensional view of the business operational data to the users, supporting various aggregation levels. Balanced Scorecard translates the vision of an enterprise into a set of interrelated key performance indicators.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of this course the student will know to document and interpret:
1. Purpose of SNA, its coverage and main items.
2. Fundamentals of SA and the reason of SA development.
3. Fundamentals of TSA and its development approach.

Also, the student will be able to use commercial software for OLAP and Balanced Scorecard in order to analyze data of TSA tables.

2. COURSE CONTENT

1. International and European standards of SNA, i.e. SNA 1993, 2008, ESA 1995
- Units-Sectors of national economy
- Establishments, Local kind-of-activity units, Industries, Homogeneous Branches
- Flows / Transactions
- Sectoral Accounts
- Input-Output framework
- Macroeconomic aggregates and balancing items
- International-European's Union-National Classifications of Products and Industries

2. SA
- Development rationalization. Historical background
- SA Types
- Functionally Oriented SA (FOSA)
- Analysis of the use side in FOSA
- Analysis of products and supply side in FOSA
- Non-monetary data
- Tables SA

3. TSA
- Demand side. Non-monetary statistics
- Demand side. Monetary statistics
- Supply side
- Confrontation of tourism demand and overall supply
- Employment
- TSA tables. Rationalization of their sequence

4. XML-RDF
- Introduction
- Related Ontologies in the literature
- Representation of TSA concepts

5. OLAP
- Introduction to OLAP
- OLAP functions
- OLAP application to TSA

6. Balanced Scorecard
- Introduction
- Implementation issues
- Application to TSA

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*		
	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	
	Laboratory practice	13
	Essay writing	
	Seminars	
	Exersices	13
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		

	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. "Συστήματα Υποστήριξης Δορυφόρων Λογαριασμών ", Βουτσινάς Βασίλειος, Γιαννόπουλος Κωνσταντίνος, Σημειώσεις Μαθήματος.

2. "Θέματα Επιχειρηματικής Νοημοσύνης - Θεωρητική Θεμελίωση και Εφαρμογές", Βουτσινάς Βασίλειος, εκδόσεις Κωσταράκη Π. Ευρυδίκη, 2003, Αθήνα.

3. "Δορυφόρος Λογαριασμός Τουρισμού. Η εθνική λογιστική του τουρισμού και μία εμπειρική εφαρμογή στην Ελλάδα: Με βάση τα IRTS 2008 και TSA: RMF 2008", Γιαννόπουλος Κωνσταντίνος, Διακομιχάλης Μιχαήλ, εκδόσεις Παπαζήση, 2012, Αθήνα.

4. "Tourism Satellite Account Support Using Olap", K. Giannopoulos, B. Boutsinas, Journal of Travel Research, June 19, pp. 1-18, 2014.

FURTHER OPERATIONAL RESEARCH TECHNIQUES IN DECISION MAKING

COURSE OUTLINE

21. GENERAL

SCHOOL	BUSINESS ADMINISTRATION			
DEPARTMENT	BUSINESS ADMINISTRATION			
LEVEL OF COURSE	UNDERGRADUATE			
COURSE CODE	BA_207	**SEMESTER OF STUDIES**	SIXTH and EIGHTH	
COURSE TITLE	FURTHER OPERATIONAL RESEARCH TECHNIQUES IN DECISION MAKING			
INDEPENDENT TEACHING ACTIVITIES *σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές Ασκήσεις κ.λπ. Αν οι πιστωτικές μονάδες απονέμονται ενιαία για το σύνολο του μαθήματος αναγράψτε τις εβδομαδιαίες ώρες διδασκαλίας και το σύνολο των πιστωτικών μονάδων*			**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures, tutorials and laboratory work			3 (lect.) 1(tut.or lab.)	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.				
COURSE TYPE *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Field of Science			
PREREQUISITE COURSES:	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics and Linear Programming.			
TEACHING AND ASSESSMENT LANGUAGE:	Greek – English, for incoming Erasmus students			
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes			
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA417/			

22. LEARNING OUTCOMES

Leraning outcomes

Περιγράφονται τα μαθησιακά αποτελέσματα του μαθήματος οι συγκεκριμένες γνώσεις, δεξιότητες και ικανότητες καταλλήλου επιπέδου που θα αποκτήσουν οι φοιτητές μετά την επιτυχή ολοκλήρωση του μαθήματος.

Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)

- *Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης*
- *Περιγραφικοί Δείκτες Επιπέδων 6, 7 & 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης*

και Παράρτημα Β

- *Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων*

This course is related to the “Operational Research” course offered in the 5th semester. Its aim is to present additional OR techniques, beyond Linear Programming, for making decisions in complex business environments. In addition, the

course aims to demonstrate that these techniques are related to each other and constitute an integrated methodology for addressing realistic problem situations.

At the end of this course the student should be able to:

1. Formulate and solve by hand simple network analysis problems.
2. Understand the basic concepts of multicriteria analysis.
3. Understand the concepts of queuing theory.
4. Solve simple deterministic and stochastic dynamic programming problems.

General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολούθως) σε ποια / ποιες από αυτές αποσκοπεί το μάθημα;.

Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών
Προσαρμογή σε νέες καταστάσεις
Λήψη αποφάσεων
Αυτόνομη εργασία
Ομαδική εργασία
Εργασία σε διεθνές περιβάλλον
Εργασία σε διεπιστημονικό περιβάλλον
Παράγωγή νέων ερευνητικών ιδεών
Σχεδιασμός και διαχείριση έργων
Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα
Σεβασμός στο φυσικό περιβάλλον
Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου
Άσκηση κριτικής και αυτοκριτικής
Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης

At the end of the course the student will have further developed the following skills/competences:

1. Solving network problems using relevant software.
2. Solving multicriteria analysis problems using relevant software
3. Formulation of models and solution of problems in queuing theory using Excel.

23. COURSE CONTENT

1. Network analysis (shortest path, maximum flow, min cost flow)
2. Queuing Theory
3. Dynamic Programming
4. Decision Analysis
5. Multicriteria Analysis

24. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.*	Lectures and laboratory work face to face.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές*	Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching. The lectures content of the course for each chapter are uploaded on the e-class platform, in the form of a series of pdf files, from where the students can freely download them using a password which is provided to them at the beginning of the course. Use of specialized Linear Programming optimization software as well as software for Multi-criteria Analysis
TEACHING ORGANIZATION *Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας.* *Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη & ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική*	***Δραστηριότητα*** | ***Φόρτος Εργασίας Εξαμήνου*** Lectures (3 contact hours per week x 13 weeks) | 39

(Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ. *Αναγράφονται οι ώρες μελέτης του φοιτητή για κάθε μαθησιακή δραστηριότητα καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS*	Tutorials or laboratories (1 contact hour per week x 13 weeks) - solving of representative problems: 13 Assignments: 23 Hours for private study of the student and preparation of home-works: 50 ***Total number of hours for the Course (25 hours of work-load per ECTS credit)***: ***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Περιγραφή της διαδικασίας αξιολόγησης* *Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύντομης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία, Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη / Άλλες* *Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;*	I. Final written exam (60%) which includes: - Theoretical questions - Practical exercises II. Assignments (40%) - The assignments are set at the end of each unit. They involve solving problems and exercises on the material covered in the lectures. The assignments are optional. Students who elect not to submit the assignments are assessed on the basis of the final written exam only.

25. RECOMMENDED LITERATURE

1. Siskos I., «Decision Models», in Greek language only, New Technology Publications, 2008
2. Miliotis P., «Operational Research-Methods and Problems», in Greek language only, Stamoulis Publications, 1994
3. Ipisilantis P., «Operational Research: Modern Business Applications», in Greek language only, Propombos Publications, 2015
4. D.R. Anderson, D. Sweeney, T. Williams and K. Martin, «Management Science: Quantitative Methods for Decision Making», translated into Greek, Kritiki Publications, 2014
5. I. Koletsos and D. Stogiannis, «Introduction to Operational Research», in Greek language only, Simeon Publications, 2021
6. B. W. Taylor III, «Introduction to Management Science», translated into Greek, Paschalides Publications, 2018
7. Hillier, F. και Lieberman , G. “Introduction to Operations Research”, (6th edition), McGraw-Hill International Editions, 2009
8. Winston, W. “Operations Research, Applications and Algorithms”, (3d edition), Duxbury Press, 1995.

INTERNET TECHNOLOGIES

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_189	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x		x	
COURSE TITLE	INTERNET TECHNOLOGIES									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures and Labs	3 hours of lectures	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	The course is not offered to Erasmus students
COURSE WEBPAGE (URL)	

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to introduce students to the basic technologies related to the Internet.

The learning outcomes of the course include:

- understanding of the basic principle of the operation of the Internet

- understanding of the syntax and semantics of HTML and CSS

- a basic understanding of JavaScript and its main statements

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others: The development of simple web sites

2. COURSE CONTENT

- introduction to the architecture and operation of the Internet
- Main elements of HTML
- introduction to CSS
- introduction to JavaScript

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x

	Distance learning (asynchronous)	x (in exceptional cases)
	Distance learning (synchronous)	x (in exceptional cases)
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	86
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*			
	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination	x (in special cases)	
	Clinical examination of patient		
	Mid-term exam (concluding)		

	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

Others :

- Development of a web site at the Computer Lab during the final exam.
- Distance/Online examination if a face-to-face classroom exam is not possible.

4. RECOMMENDED LITERATURE

Α. Καράκος, "Προγραμματισμός Στατικών και Δυναμικών Ιστοσελίδων", Εκδόσεις Α. Τζιόλα & Υιοί Α.Ε., 2016.
J Meloni, "Μάθετε HTML 5, CSS και JavaScript Όλα σε Ένα", Εκδόσεις Γκιούρδας & ΣΙΑ, 2015.
C. Rafe, J. Kyrnin, L. Lemay, "Πλήρες Εγχειρίδιο HTML 5, CSS και JavaScript", Εκδόσεις Γκιούρδας & ΣΙΑ,2016.

CAPITAL MARKETS LAW AND CORPORATE GOVERNANCE REGULATION (OPTIONAL)

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_228	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	CAPITAL MARKETS LAW AND CORPORATE GOVERNANCE REGULATION (OPTIONAL)								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	http://eclass.upatras.gr/courses/BMA552/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Capital market regulation is absolutely necessairy in the face of the growing importance of capital markets integration. The aim of the course is to present students the fundamental aspects of capital markets law and corporate governance regulation in Greek legal system. The topics covered include : introduction to capital market theory and development, general principles of capital markets regulation in Greece, Financial instruments in the capital market, requirements of listed companies, public offerings, investor protection. In addition, the course introduces students to main legal

aspects of corporate governance regulatory framework, and Codes of Corporate Governance in listed SA companies, including compliance systems, risk management and remuneration policies.

By the end of this course the student will be able to :

1. Understand principal legal issues of capital market regulation in greek legal system

2. Outline the structure, authorities and responsibilities of key regulatory bodies

3. Apprehend important legal issues relevant to enhancing investors protection

4. Assess the importance of law requirements in listed SA companies

5. Realize the role of corporate governance systems in European and Greek law system

6. Analyse key mechanisms of corporate governance framework in greek legal system

7. Understand the regulatory role of Codes of Corporate Governance

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will furthermore be able to understand:
The contemporary capital market concepts
The categorisation of financial instruments
The role of key regulatory Authorites in greek legal system (The Hellenic Capital Market Commission)
The Stock Exchange listing requirements
The main issues of the regulatory framework of listed SA companies
The mechanisms of investors protection
The fundamental aspects of corporate governance systems as well as the structure of Codes of Corporate Governance

2. COURSE CONTENT

1. Introduction to capital market regulation – History. The financial instruments – categorization. The legal nature and specificities of capital market regulation. The sources- regulation –self- regulatory mechanisms . Key – regulatory authorites. The Hellenic Capital Market Commission .
2. Investment services and protection of investors- conflicts of interest – categorization of investors .
3. Listing rules and regulatory requirements for the admission to trading on a regulated market
4. The regulatory framework of listed companies according to general legal provisions of SA companies- duties of disclosure and transparency requirements.
5. Market abuse- prohibition of abuse of confidential information- mandatory disclosure of confidential information
6. Prospectus- mandatory content- procedure of approval by the Hellenic Capital Market Commission – public offerings
7. Corporate Governance . History- concepts and definitions – the external and internal factors of corporate governance . The regulatory framework of corporate governance in european law – comparative analysis- the sel-regulatory nature – soft law. The regulatory framework of corporate governance in greek legal system : composition of board of directors, executive and non-executive members. Commissions regarding compliance systems- risk management and remuneration policies. Codes of corporate governance : regulatory role and structure. The mechanism "comply or explain". The greek Code of Corporate Governance .

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational*	Lectures	50
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exersices	25
	Project	
	Study and analysis of bibliography	

visits, project, essay writing, artistic creativity, etc. *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	Προεραιτική 40%
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		

	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1) Δ. Αυγητίδης, Η εισηγμένη ανώνυμη εταιρεία, 2η εκδ. Νομική Βιβλιοθήκη , 2013
2) Β. Τουντόπουλος, Δίκαιο Κεφαλαιαγοράς, 1η εκδ. Σάκκουλας, 2015.

BANKING ANALYSIS AND FINANCING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_153	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
								x		x
COURSE TITLE	BANKING ANALYSIS AND FINANCING									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses: Essentially, the students should possess knowledge on management, financial accounting, financial management included money and capital markets.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA566/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims to familiarize the student with the analysis of banking institutions, banking management and financial management in an environment of globalization, rapid change and economic crisis.

The course includes basic concepts and definitions of banking. It also focuses on the structure and purpose of the financial system, the securitization of financial operations, the banking sector structure, the main operations of banking

institutions, the role of banks in the financial system, the traditional mediation and the transformation functions of institutions.

In addition, priority is given to the types of banking institutions such as commercial banks, investment banks, general banks, the balance sheet of banks and the asset and liability management functions.

Moreover, issues such as bank marketing policy, bank clientele, retail and wholesale banking, bank business strategy, and credit policy are analyzed. Emphasis is placed on strategies such as acquisitions & mergers, strategic alliances, and financial groups.

Of particular importance is the banking system in Greece.

The whole analysis is conducted taking into account financial crises and banking risks, in the context of the globalization of money and capital markets.

At the end of the course the student will have further developed the following skills/competences:

1.Knowing how a bank is run,

2. Assessment of the bank balance sheet,

3. Ability to analyze the bank's customers.

At the end of this course the student should be able to:

1. Understands the role of banks in the national economy,

2. Analyzes the competitive banking environment,

3. Identifies the advantages and disadvantages of a banking institution,

4. Evaluates the impact of the crisis on the banking system.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x

Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	x

Others:

2. COURSE CONTENT

1. Basic concepts and definitions,
2. Aim and structure of banking system,
3. Intermediation,
4. Securitization,
5. Banking functions of transformation,
6. Types of banks: Commercial banks, Investment banks, Financial supermarkets,
7. Financial statements of banks,
8. Bank marketing: Retail banking, Wholesale banking,
9. Business strategy of banking institutions: Bank lending,
10. Mergers & acquisitions,
11. Strategic alliances – financial conglomerates,
12. Financial crises and bank risks,
13. Internationalization of banking,
14. Bank lending and SMEs in Greece,
15. Foreign banks in Greece
16. Greek banks abroad.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	
TEACHING ORGANIZATION	***Activity***	***Semester Workload***

The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	86
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report	x	περιλαμβάνει: θεωρητική ανάλυση Εμπειρική ανάλυση τραπεζών της ελληνικής και της διεθνούς οικονομίας Επίλυση προβλημάτων Παρουσίαση αποτελεσμάτων Η εργασία είχ ατομική και πρέπει να έχει τουλάχιστον 12.000 λέξεις. Οι οδηγίες εκπόνησης της εργασίας και τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class.
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires		
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		

	Final exam with developing questions		
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Γεωργόπουλος Α. (2014), Σημειώσεις στο e-class.
Χριστόπουλος Α. και Ντόκας Ι. (2012), Θέματα τραπεζικής και χρηματοοικονομικής θεωρίας, εκδόσεις Κριτική ΑΕ.

TAX ACCOUNTING

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_304	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
							x			
COURSE TITLE	TAX ACCOUNTING								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA589/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to develop knowledge and skills relating to the tax and national insurance system as applicable to self-employed individuals, single companies and group of companies. An emphasis will be given to explain and compute the corporation tax liabilities of individual companies and groups of companies

At the end of the course the student will have further developed the following skills/competences:

- Explain the operation and scope of the tax system and the obligations of tax payer and the implications of non-compliance.

- Conduct the appropriate accounting entries relating to corporation tax liabilities

Moreover, at the end of this course the student should be able to:

- Explain and compute the income tax and national insurance liabilities (for both self-employed and companies)

- Explain and compute the effects of value added tax on businesses

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. The Greek tax system and its administration (Laws 4172/2013, 4174/2013)
2. Expenditure that is allowable in calculating the tax-adjusted corporate profit under Law 4172/2013

3. Income tax and national insurance contribution liabilities (self employed) 4. The use of exemptions and reliefs in deferring and minimizing income tax liabilities 5. Corporation tax liabilities 6. The use of exemptions and reliefs in deferring and minimizing corporation income tax liabilities 7. The effect of a group corporate structure for corporation tax purposes 8. Taxation of capital gains 9. Value added tax 10. Accounting entries for tax and national insurance contribution liabilities

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	Written work, essay/report		
	Problem solving		

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	Τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Θέματα Φορολογικής Λογιστικής, Χέβας Δ. Εκδόσεις Μπένου 2017.

FINANCIAL MANAGEMENT

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_122	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
						x				
COURSE TITLE	FINANCIAL MANAGEMENT								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of Science
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess knowledge of mathematics, statistics, financial accounting and money markets.
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/modules/document/?course=BMA529

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to understand the process of management of the firm's resources, including financial decision-making, in order to maximize its value. Business and investment financing decisions, dividend decisions and investment decisions will be analyzed, with ultimate goal the maximization of the market value of the firm and its shareholders. It will present the financing decisions (capital structure of the company in terms of assets and liabilities) and dividend

policy decisions. It will also present the context of the markets for business financing decisions (national and international) as well as the regulatory framework and corporate social responsibility rules.

By the end of this course the student will be able to

• Recognize agency problems in a modern private enterprise and propose solutions based on corporate governance systems.

• Use cash flow discounting tools in asset pricing.

• Calculate the required return of the enterprise under uncertainty.

• Evaluate investment projects.

• Choose the financial structure of the business that maximizes its value.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	X
Adapting to new situations	X
Decision-making	X
Working independently	X
Team work	X
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:By the end of this course the student will, furthermore, have developed the following skills (general abilities):
1. Calculate the pricing of assets.

2. Estimate the weighted average cost of capital (WACC).
3. Evaluate risk and return of investment programs under uncertainty.
4. Calculate net present value (NPV), internal rate of return (IRR, MIRR), payback period (PBP).
5. Choose the best capital structure.

2. COURSE CONTENT

1. Business Theory and Principles of Corporate Governance (overview of financial management; the financial environment).
2. Time value of money (risk and return; discounted cash flow analysis).
3. Stock and bond valuation (preferred stock; common stock, stock valuation models; bond valuation fundamentals).
4. Capital costs (weighted average cost of capital; cost of equity; cost of debt, valuation of debt and other financial assets; special issues for SMEs financing).
5. Capital investment budget (long term financial planning; capital budgeting; project cash flow analysis; investment decisions; investment appraisal under uncertainty, the effect of inflation and taxation on investment appraisal).
6. Theory of capital structure (capital structure and value creation; capital structure decisions, current asset management -working capital, cash management and inventories-).
7. Dividend policy (theories of investor preferences, signalling effects, dividend reinvestment plants).
8. Management of international risks (interest rate risk, foreign exchange risk, derivatives and risk management; hedging techniques, multinational financial management).

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73

	Others:		
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	Scoring criteria are available to students in e-class.
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		

	Others :

4. RECOMMENDED LITERATURE

Brealey R.A., Myers S.C. and Allen F. (2013) «Αρχές Χρηματοοικονομικής των Επιχειρήσεων», Εκδόσεις Utopia.
Βασιλείου Δ., Ηρειώτης Ν. (2010) «Χρηματοοικονομική Διοίκηση, Θεωρία και Πρακτική» Εκδόσεις ROSILI.
Damodaran A. (2013). «Εφαρμοσμένη Χρηματοοικονομική για επιχειρήσεις» Εκδόσεις Broken Hill Publishers.

FINANCIAL ACCOUNTING I

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_107	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
			x							
COURSE TITLE	FINANCIAL ACCOUNTING I									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA476/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to present the recording of accounting events through the double-entry accounting system. More specifically, students will be introduced into the sources of accounting information, the generally accepted accounting principles, the financial statements such as the balance sheet, the profit & loss statement, the statement of retained earnings, and the cash flow statement, the accounting equation, the bookkeeping process (debits and credits), the double entry book-keeping principles including the maintenance of accounting records, the accounting cycle, the journal, the trial balance, the general ledger, and the different types of accounting reporting standards (e.g., IFRS).

At the end of the course the student will have further developed the following skills/competences:

1. Recognition of accounting events,

2. Recording of accounting events, and

3. Classification of accounting events in the context of the double-entry accounting system.

Moreover, at the end of this course the student should be able to:

1. understand the basic concepts and aims of financial accounting,

2. know the kinds of financial statements,

3. record accounting events,

4. investigate the accounting cycle.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. Basic concepts and aims - Philosophy of accounting,
2. Generally Accepted Accounting Principles (historical cost, Matching principle, Revenue recognition, Full disclosure, Accrual basis etc.).
3. Accounting period,
4. Balance sheet: Assets - Liabilities,
5. Liabilities: Owner's equity - Debt,
6. Assets: Fixed assets/ Goodwill - Current assets,
7. Profit and loss statement (Cost of goods sold, Extraordinary and non-operating profits, Extraordinary and non-operating expenses),
8. The accounting equation,
9. Accounting events,
10. Bookkeeping: Debits & credits,
11. Double-entry accounting system,
12. Chart of accounts,
13. Journal – special journals,
14. Ledger - General ledger,
15. Trial balance,
16. Accounting reporting standards,
17. Greek General Chart of Accounts - Greek Tax Code.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	

directed study according to the principles of the ECTS	Artistic creativity	
	Private study	73
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	Τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class.
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		

	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. *Γεωργόπουλος Α. (2016), «Σύγχρονη Χρηματοοικονομική Λογιστική», Εκδόσεις Μπένου, Αθήνα.*
2. *Βασιλείου Δ. και Ηρειώτης Ν. (2009), «Αρχές χρηματοοικονομικής λογιστικής », εκδόσεις ROSILI ΕΜΠΟΡΙΚΗ – ΕΚΔΟΤΙΚΗ Μ. ΕΠΕ.*
3. *Μπάλλας Α. και Χέβας Δ. (2011), «Χρηματοοικονομική λογιστική», εκδόσεις Μπένου, Αθήνα.*
4. *Elliott B. And ElliottJ. (2007), "Financial accounting and reporting", 11th edition, Prentice Hall, 2007.*
5. *Warren C., ReeveJ., and Fess P. (2003), "Financial accounting", 8th edition, South – Western, Thomson Learning, 2003.*
6. *Meigs R.F., Meigs M.A., Bettner M. and Whittington R. (1996), "Accounting: The basis for business decisions, 10th edition, McGraw-Hill.*

FINANCIAL ACCOUNTING II

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS								
DEPARTMENT	BUSINESS ADMINISTRATION								
LEVEL OF COURSE	UNDERGRADUATE								
COURSE CODE	BA_108	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
				x						
COURSE TITLE	FINANCIAL ACCOUNTING II								

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Field of science
PREREQUISITE COURSES:	There are no Prerequisite Courses:
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/courses/BMA595/

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to develop knowledge and understanding of the accounting tasks that take place at the end of the financial year in order to prepare the basic financial statements. More specifically, students will be familiarized with the conceptual and regulatory framework for financial reporting both under the national regulatory framework (Greek Accounting Standards) and IAS framework.

At the end of the course the student will have further developed the following skills/competences:

1. Recognition and measurement of the asset and liabilities / income and expenses

2. Recording transactions and events at the end of the financial year (in a double – entry accounting system)

3. Preparation and interpretation of financial statements for entities and group of companies

Moreover, at the end of this course the student should be able to:

1. understand the principles and concepts of recognition and measurement of assets and liabilities

2. obtain technical proficiency in the use of double entry accounting techniques at the end of financial year related to specific accounting tasks through a step-by-step financial reporting methodology

3. prepare a trial balance record including identifying and correcting errors and recognizing accruals, impairments and provisions respectively.

4. prepare basic and simple consolidated financial statements respectively

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	x
Adapting to new situations	x
Decision-making	x
Working independently	x
Team work	x
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:

2. COURSE CONTENT

1. The conceptual and regulatory framework for financial reporting under the national regulatory framework (Greek Accounting Standards) and IAS. Reviewing basic concepts and principles relating to the use of double-entry (link to Financial Accounting I module).
2. The initial recognition and measurement of assets (Inventory, tangible non-current assets, intangible non-current assets and amortization, receivables, financial instruments) and liabilities (payables, capital structure and finance costs).
3. Adjusting accounting entries related to: Accruals and Prepayments, Depreciation, Impairment of Assets, Provisions, Bank reconciliations, Correction of accounting errors, Foreign currency transactions
4. Preparing a trial balance with a detection of incomplete records
5. Calculating accounting and taxable profits
6. The preparation of basic financial statements (Balance Sheet, Profit and Loss statement, Statement of financial position, statement of cash flows, disclosure notes)
7. The importance and purpose of financial statements.
8. The analysis of financial statements with a reference on some basic accounting ratios
9. Basic principles for Subsidiaries and Associates
10. Preparing simple consolidated financial statements.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	

	Activity	***Semester Workload***
TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	39
	Tutorials	
	Laboratory practice	
	Essay writing	13
	Seminars	
	Exersices	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	73
	Others:	

	Total number of hours for the Course (25 hours of work-load per ECTS credit)		***125 hours (total student work-load)***
STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		
	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	Τα κριτήρια βαθμολόγησης είχ διαθέσιμα στους φοιτητές στο e-class.
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

1. Αγγελόπουλος Ε. Γεωργόπουλος Α. Ντόκας Ι.Προχωρημένη Λογιστική: Μία προσέγγιση βασισμένη στα ελληνικά και διεθνή λογιστικά πρότυπα. Εκδόσεις Ε. Μπένου Α' έκδοση 2018.

2. Βασιλείου Δ., Ηρειώτης Ν. Μπάλιος Δ. Προχωρημένη Χρηματοοικονομική Λογιστική (2016), Εκδοτικός Οίκος Rosili

3. Χέβας Δ. Προχωρημένη Χρηματοοικονομική Λογιστική (2010), Εκδόσεις Μπένου Γ.

4. Γκίκας Δ. Χρηματοοικονομική Λογιστική - IFRS (2008). Εκδόσεις Μπένου Η.

5. Γεωργόπουλος Αντώνιος. Σύγχρονη Χρηματοοικονομική Λογιστική (Νέα ΕΛΠ-ΔΠΧΑ) 2016, Εκδόσεις Ε. Μπένου

6. Elliott B, and Elliott J. (2011). Financial Accounting and reporting, 14th edition, Prentice Hall, 2011.

7. Libby R, Libby P. Short D. Financial Accounting, 7TH edition, Mc Graw-Hill Irwin

FINANCIAL ECONOMETRICS

COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	UNDERGRADUATE									
COURSE CODE	BA_174	**SEMESTER OF STUDIES**	1st	2nd	3rd	4th	5th	6th	7th	8th
									x	
COURSE TITLE	FINANCIAL ECONOMETRICS									

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Basic knowledge
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess knowledge of mathematics, statistics and principles of financial management
TEACHING AND ASSESSMENT LANGUAGE:	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	x
COURSE WEBPAGE (URL)	https://eclass.upatras.gr/modules/document/?course=BMA528

1. LEARNING OUTCOMES

Leraning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The main aim of the course is to introduce the student to the concept of exemplifying a financial (economic) phenomenon. In addition will provide him with econometric techniques and models that will help him to study and predict economic and financial decisions.

At the end of this course the student should be able to:

•Exemplify the observed phenomenon.

• Test whether equilibrium models are capable of determining the returns of risk-bearing assets.

• Test economic affairs and provide conclusions about the behavior of the observed phenomenon.

General Abilities

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Adapting to new situations	
Decision-making	
Working independently	
Team work	
Working in an international environment	
Working in an interdisciplinary environment	
Production of new research ideas	
Project planning and management	
Respect for difference and multiculturalism	
Respect for the natural environment	
Showing social, professional and ethical responsibility and sensitivity to gender issues	
Criticism and self-criticism	
Production of free, creative and inductive thinking	

Others:At the end of the course the student will have developed the following skills.
1. Test whether financial markets are effective through econometric models.
2. Test the power of balance models.
3. Evaluate parameters of econometric models, make the necessary statistical tests and decide on their significance.
4. Correct any violations of the model.
5. Use models for prediction.

2. COURSE CONTENT

1. Simple and multiple linear regression.
2. Heteroskedasticity, autocorrelation, multicolinearity.

3. Time series analysis (Box-Jenkins). 4. Stationarity, Integration, Cointegration. 5. Variance models (ARCH-GARCH). 6. Applications in finance using EVIEWS.

3. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD *Face-to-face, Distance learning, etc.*	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES *Use of ICT in teaching, laboratory education, communication with students*	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	EVIEWS

TEACHING ORGANIZATION *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester Workload***
	Lectures	26
	Tutorials	
	Laboratory practice	13
	Essay writing	
	Seminars	
	Exersices	26
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	60
	Others:	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	***125 hours (total student work-load)***

STUDENT ASSESSEMNT *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report		
	Problem solving		
	Multiple choice questionnaires		

	Final exam with Multiple choice questionnaires	x	
	Oral examination		
	Clinical examination of patient		
	Mid-term exam (concluding)		
	Final exam with developing questions	x	περιλαμβάνει: - Επίλυση προβλημάτων με χρήση ποσοτικών δεδομένων. - Συγκριτική αξιολόγηση στοιχείων θεωρίας.
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work	x	10%
	Art interpretation		
	Others :		

4. RECOMMENDED LITERATURE

Συριόπουλος Κ., Φίλιππας Δ. (2010). «Οικονομετρικά Υποδείγματα και Εφαρμογές με το EVIEWS» Εκδόσεις Ανίκουλα. Τζαβαλής Η. (2008), «Οικονομετρία» Εκδόσεις Εταιρία Αξιοποίησης και Διαχείρισης της Περιουσίας του Οικονομικού Πανεπιστημίου Αθηνών.