

## Περιεχόμενα

New Product Development.....	3
INTERNATIONAL HUMAN RESOURCE MANAGEMENT .....	8
International Management.....	12
International Economics.....	16
Low of International Relations.....	20
MANAGEMENT .....	24
Operations, Supply Chains and Project Management.....	26
Tourism Management.....	31
SERVICE MANAGEMENT.....	35
MASTER THESIS.....	39
Operational Research .....	43
STRATEGIC MANAGEMENT .....	46
Market Research.....	50
E Governance .....	54
E Commerce.....	58
Game Theory and Decision Making .....	62
Management Accounting .....	67
Accounting.....	71
Marketing.....	75
Research Methods and Data Analysis .....	80
Econometrics.....	84
Organizational Theory and Behavior.....	88
Management Information Systems .....	92
Multinational Firms .....	96

Consumer Behavior .....	100
BUSINESS INTELLIGENCE SYSTEMS.....	105
Tourism Management.....	109
Financial Management.....	113

# New Product Development

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_B203	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	New Product Development										
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)	<a href="https://eclass.upatras.gr/courses/BMA542/">https://eclass.upatras.gr/courses/BMA542/</a>										

### 1. LEARNING OUTCOMES

#### Learning 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 postgraduate course examines the concept of innovation, that refers to the conversion of an idea into a marketable product or service, a functional production or distribution process - new or improved - or even a new method of social service provision (OECD definition - "Frascati manual"). Innovation is a necessary pillar of gaining a competitive advantage for companies and organizations to ensure sustainability and sustainable growth. Specifically, it concerns

growth and development and extends over a wide range, from the radical innovation of goods, services, business processes and operations, to the marginal, small-scale evolution of the existing state of the above-mentioned objects of innovation (incremental innovation) .

Thus, the term innovation refers either to the process or to the outcome of the process (when it concerns a new or improved good, service, or equipment that is successfully diffused on the market). The development of new products (goods and services) is a process that crosses horizontally various functions within the enterprise. The role of new technologies, i.e., the Social Media and the Internet are also examined.

At the end of the course the postgraduate student should be able to understand:

1. The relationship between innovation and entrepreneurship
2. The relationship between innovation and business development.
3. The various models of new product development procedures (flexible vs. sequential steps)
4. Types of innovation (radical, incremental, etc.).
5. The key points of communication of marketing, production, financing, organizational policy and strategic planning processes.
6. The concepts that take place at the initial stage of the process, especially before the prototype is developed.
7. How can one develop ideas
8. How to choose the best of them
9. How will it be able to do so, with the successful adoption by the organization itself and / or the diffusion on the market and the community as a whole (targeting and positioning).
10. The ways of startup enterprises and sources of funding (crowdfunding, etc.).
11. The role of Social Media and the Internet in NPD process and success.

#### **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?*

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

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 postgraduate student will be able to:

Identify the conditions in the business environment that favor and encourage the emergence of new ideas (innovation)  
Understand in depth the theoretical background of covered product policy concepts, product portfolio management models, product development process, brand management, product elimination process, and variety product management in retail

Critically combine elements of the theoretical background of the subject matter

Be able to apply the relevant theoretical background to strategic and tactical policy decisions that they will be required to take in their workplaces

To be able to provide an informed opinion in their workplace on building a portfolio of products that will be balanced, meet the customer's needs and match the objectives of the business.

Be able to highlight key steps and decision-points, from the design and development of the prototype, to the successful placement (implementation of indicators of unsuccessful /successful applications) of innovative ideas that lead to a competitive advantage.

How innovative start-ups can be successful and, in particular, their financing, promotion and successful growth options.

The successful Social Media and Internet strategies for facilitating NPD process and success.

## 2. COURSE CONTENT

1. The value of innovation in entrepreneurship
2. Link between innovation and business development
3. Types of innovation (radical, incremental, etc).
4. Link between innovation intensity and business sectors.
5. The steps of developing a new product.
6. Flexible vs. sequential process development models, and innovative product success rates.
7. Product policy concepts
8. Product portfolio management models
9. Innovation and development of new products
10. Brand management
11. Consumer and industrial products and service deletion decision making
12. Product management on the shelves of retail outlets
13. New businesses establishment, startups, financing, crowdfunding, etc.
14. The role of Social Media and the Internet in NPD process and success.

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x		
	Distance learning (asynchronous)			
	Distance learning (synchronous)			
	Others:			
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x		
	E-class	x		
	Virtual (simulated) laboratory training			
	Others			
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>	
	Lectures		39	
	Tutorials			
	Laboratory practice			
	Essay writing		60	
	Seminars			
	Exersices			
	Project		26	
	Study and analysis of bibliography			
	Placements			
	Clinical practice			
	Art workshop			
	Interactive teaching			
	Educational visits			
	Artistic creativity			
	Private study			
	Others:			
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>	
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report	x	50%
		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	30%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others : Case Study (20%)			

#### 4. RECOMMENDED LITERATURE

*Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, Kogan Page, London.*  
*Innovation Management Challenges: From fads to fundamentals* Posted April 28th, 2018 by John Bessant & filed under Article.  
*Σημειώσεις και διαφάνειες στα Ελληνικά.*

# INTERNATIONAL HUMAN RESOURCE MANAGEMENT

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_D203	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	INTERNATIONAL HUMAN RESOURCE 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: INTRODUCTION TO MANAGEMENT										
TEACHING AND ASSESSMENT LANGUAGE:	Greek										
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA/">https://eclass.upatras.gr/courses/BMA/</a>										

### 1. LEARNING OUTCOMES

#### Learning 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 explore the implications that the process of internationalization has for the activities and policies of Human Resource Management (HRM). In particular, we are interested in how HRM is practiced in multinationals. Human interactions under differing legal systems and sets of cultural values are analyzed.

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



1. Understand and interpret critically the effects of cultural values on administrative functions and practices of international human resource management.
2. Acquire knowledge and a general understanding of the main approaches to managing human resources in an international business environment.
3. Gain the knowledge and skills required for an effective global manager.
4. Critically face issues of international recruitment and selection, expatriate training, international compensation, repatriation, and labor relations.

### 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?*

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

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	x
Respect for the natural environment	x
Showing social, professional and ethical responsibility and sensitivity to gender issues	x
Criticism and self-criticism	
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:  
 To explore the development and changing role of the human resource management function in the light of EU policies, technical change and wider international influences.  
 Explain why the selection, preparation and repatriation form an integral part of the international assignment process  
 Ability to apply skills relating to international human resource management practices.

## 2. COURSE CONTENT

1. Culture and Cross-Cultural Management 2. The Context of International HRM 3. International HRM Approaches 4. International Recruitment and Selection 5. Expatriate Training 6. The International Assignment Process 7. International Compensation Programs 8. The Repatriation Process 9. Labor Unions and International Labor Relations
---

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others	Use of educational documentaries in class	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		40
	Seminars		
	Exersices		
	Project		
	Study and analysis of bibliography		
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		46
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,</i>	Written work, essay/report		

<p>essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	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	40%
	Public presentation	x	60%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

#### 4. RECOMMENDED LITERATURE

1. Griffin & Pustay, *Multinational companies and Entrepreneurship*, Athens: Tziola, 2011.
2. Ball et al, *International Entrepreneurship*, Athens: Epikendro, 2014
3. Dowling P, Welch D., Schuler R. (1998), *International Human Resource Management: Managing People in a Multinational Context*, Third Edition, South-Western Educational Publishing.

4. Harzig, A.W. and Van Ruyseveldt, J. (2007), *International Human Resource Management*, 2nd edition, London: Sage.
5. Hoecklin, L. (1995), *Managing Cultural Differences. Strategies for Competitive advantage*, Singapore: Addison-Wesley.

# International Management

## COURSE OUTLINE

SCHOOL		SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT		BUSINESS ADMINISTRATION									
LEVEL OF COURSE		POSTGRADUATE									
COURSE CODE		MBA_D202	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
					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 <i>general background, special background, specialised general knowledge, skills development</i>		Field of science									
PREREQUISITE COURSES:		There are no Prerequisite Courses: INTRODUCTION TO MANAGEMENT									
TEACHING AND ASSESSMENT LANGUAGE:		Greek									
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)		<a href="https://eclass.upatras.gr/courses/BMA540/">https://eclass.upatras.gr/courses/BMA540/</a>									

### 1. LEARNING OUTCOMES

#### Lerning 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 examine essential issues of managing organizations globally. It presents the international environment and its effects on firms, and studies cross-cultural management. Strategies and the structure of multinational companies are analyzed, with an emphasis on parent-subsidiary relations.

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

1. Understand why it is important to study cross-cultural management and which factors shape it.
2. Acquire deep knowledge of strategies and structure of multinational companies.
3. Comprehend the essence of organizational culture and its interaction with national culture.
4. Critically face issues of cross-cultural communication, leadership and motivation.
5. 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?*

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

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	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:

To analyze and explain the way firms and organizations behave globally, under different and constantly changing circumstances.  
To critically face cross-cultural management issues, presented through up-to-date case studies.

## 2. COURSE CONTENT

1. Globalization and International Linkages
2. Managing across Cultures
3. Organizational cultures and diversity
4. Strategy and structure of MNCs
5. Cross-cultural communication and motivation across cultures
6. Staffing an international business; recruitment, selection, remuneration policy, international mobility of executives, training and international career management.

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others	Use of educational documentaries in class	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		20
	Seminars		
	Exersices		
	Project		
	Study and analysis of bibliography		
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		66
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>

<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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	x	100%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
	Others :		

#### 4. RECOMMENDED LITERATURE

1. Griffin & Pustay, Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα, Εκδόσεις Τζιόλα, 2011.
2. Ball et al, Διεθνής Επιχειρηματική Δραστηριότητα, Εκδόσεις Επίκεντρο, 2014
3. Luthans, F. & Doh, J. P., International Management: Culture, Strategy and behaviour, 8th edition, McGraw Hill, 2012.
4. Hill, C. W. L., International Business: Competing in the Global Marketplace, 8th edition, McGraw Hill, 2011.
5. McFarlin, D. & Sweeney, P.D., International Management: Strategic Opportunities & Cultural Challenges, 4th Edition, Routledge, 2011
6. Mead, R. & Andrews, T. G., International Management, Wiley-Blackwell, 2009.

## International Economics

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_D204	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	International 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: basic knowledge of Microeconomics and Macroeconomics is necessary.										
TEACHING AND ASSESSMENT LANGUAGE:	Greek										
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA545/">https://eclass.upatras.gr/courses/BMA545/</a>										

### 5. LEARNING OUTCOMES

#### Learning 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 this course is to introduce students to basic scientific knowledge in the field of International Economics. Particular emphasis will be given to different theoretical interpretations of international trade economic relations.

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

1. Understand the different theoretical models that explain why countries trade across borders.
2. Be aware of the different instruments of trade policy.
3. Comprehend the uneven development in the international economy.
4. Comprehend the incentives for 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	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	x
Production of free, creative and inductive thinking	x

Others:

## 6. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. What is International Economics About?</li> <li>2. World Trade: An Overview.</li> <li>3. Labor Productivity and Comparative Advantage: The Ricardian Model.</li> <li>4. Unequal Exchange: The model of Arghiri Emmanuel.</li> <li>5. Resources, Comparative Advantage, and Income Distribution.</li> <li>6. The Standard Trade Model.</li> <li>7. Economies of Scale, Imperfect Competition, and International Trade.</li> <li>8. International Factor Movements.</li> <li>9. The Instruments of Trade Policy.</li> <li>10. Trade Policy in Developing Countries.</li> <li>11. Economic Crises, International Trade and Economic Development.</li> <li>12. Foreign Direct Investment.</li> </ol>
--

## 7. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b>  <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		15
	Seminars		
	Exersices		
	Project		
	Study and analysis of bibliography		
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		71
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>	Written work, essay/report	x	50%

<p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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	50%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

## 8. RECOMMENDED LITERATURE

1. Krugman, P. R. & Obstfeld, M. (2011), *Διεθνής Οικονομική: Θεωρία και Πολιτική*, Αθήνα, Κριτική.
2. Notes and articles in e-class.

# Low of International Relations

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_D205	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	Low of International 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)	<a href="http://eclass.upatras.gr/courses/BMA543/">http://eclass.upatras.gr/courses/BMA543/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 intended to introduce students to the main legal issues generated by international business transactions and related international trade. With the significant growth in international commerce and trade, international business transactions have been grown extensively, particularly through the integration of world markets. More specifically, the main objective of the course is to generate vigorous learning and discussion of many legal and related commercial issues that arise in international business transactions and contracts, the law applicable to contractual and non contractual obligations in the European Union and conflict of laws.

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

1. The legal specificities and objectives of international business law
2. The regulatory framework of international trade cooperation
3. Main issues of international and European conflict of laws in relation to private commercial disputes
4. The legal environment of international commercial contracts
5. The regulation of transactional instruments, such as distribution agreements, technology licences in e-commerce and joint venture agreements

### 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. The main objective, structure and legal environment of international business law
2. Regulation of international trade
3. Conflict of laws in relation to private commercial disputes
4. International commercial contracts

5. The legal framework of transnational business cooperation
6. International and European insolvency rules
7. Harmonisation on international commercial law, regarding electronic signatures and e-commerce

## 2. COURSE CONTENT

1. Definition and objective of International business law
2. Structure and sources of International business law
3. Main legal issues of conflict of laws and Private International law regarding legal entities
4. Legal framework of international business cooperation
5. Start-ups in Europe- European company
6. - The law applicable to international and European insolvency
7. The law applicable to contractual and non-contractual obligations in Europe
8. Distribution- franchising agreements
9. Electronic signatures and e-commerce

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>	<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures	50
	Tutorials	
	Laboratory practice	
	Essay writing	
	Seminars	
	Exercises	25
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	50
	Others:	
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>	<b>125 hours (total student work-load)</b>

<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Written work, essay/report	x	
	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) Κ. Παμπούκης, *Δίκαιο Διεθνών Συναλλαγών, Νομική Βιβλιοθήκη, 1η έκδοση, 2010*  
 2) DiMatteo L./Dhooge L., *International Business Law- A transactional Approach, 2nd ed., 2006*

## MANAGEMENT

### COURSE OUTLINE

<b>SCHOOL</b>	BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF COURSE</b>	POSTGRADUATE		
<b>COURSE CODE</b>	MBA_K101	<b>SEMESTER OF STUDIES</b>	1 <sup>st</sup>
<b>COURSE TITLE</b>	MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> 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		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
Lectures, seminars and laboratory work		3	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.			
<b>COURSE TYPE</b> Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων	Field of Science		
<b>PREREQUISITE COURSES:</b>	no		
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek.		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.upatras.gr/courses/BMA451/">https://eclass.upatras.gr/courses/BMA451/</a>		

### 1. LEARNING OUTCOMES

#### Lerning 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 multifaceted concept of managing organizations. The basic managerial functions are analyzed under the light of a dynamic environment and the need for constant change.

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



1. Understand why it is important to study management and which factors shape it.
2. Explain managerial decision making theories.
3. Comprehend the meaning of strategic planning.
4. Acquire a deeper knowledge of organizational design and culture.
5. Describe the main functions of Human Resource Management.
6. Define organizational change and the ways to manage it.
7. Explain the nature and significance of control function.

#### 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 analyze basic concepts of management and how these can be implemented, under different and constantly changing circumstances.
2. To critically face management issues presented through up-to-date case studies.

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

*Searching, analysis and synthesis of facts and information, as well as using the necessary technologies*

*Decision making*

*Autonomous (Independent) work*

## 2. COURSE CONTENT

1. Management concept and the factors that shape it.
2. Planning – decision making, strategic planning.
3. Organization – organizational design and culture, human resources management, change management and innovation.
4. Leadership.
5. Control.

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.	Lectures
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> 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

<b>TEACHING ORGANIZATION</b> 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 δραστηριότητα καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Individual work in case study		20
	Individual study		66
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMENT</b> 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;	<ul style="list-style-type: none"> <li>• Written final exam (70%) that includes multiple choice questions</li> <li>• Individual essay –report (30%)</li> </ul>		

#### 4. RECOMMENDED LITERATURE

1. Petridou, E. Management, Sophia, 2011 2. Mullins, L., Management and Organizational Behaviour, Pearson Education 2013. 3. Robbins, S.P., Decenzo, D.A. & Coulter, M., Fundamentals of Management, Pearson Education 2017.
--

## Operations, Supply Chains and Project Management

### COURSE OUTLINE

<b>SCHOOL</b>	SCHOOL OF ECONOMICS AND BUSINESS									
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION									
<b>LEVEL OF COURSE</b>	POSTGRADUATE									
<b>COURSE CODE</b>	MBA_A207	<b>SEMESTER OF STUDIES</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>

				x						
COURSE TITLE	Operations, Supply Chains and Project 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)	<a href="https://eclass.upatras.gr/courses/BMA521/">https://eclass.upatras.gr/courses/BMA521/</a>									

## 1. LEARNING OUTCOMES

<p><b>Lerning outcomes</b></p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</li> <li>• Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</li> <li>• Guidelines for writing Learning Outcomes</li> </ul>
<p>By the end of this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. To define the terms production, production system, productivity, and compute productivity.</li> <li>2. To describe the stages of product life cycle and distinguish the critical role of technology in the product design process.</li> <li>3. To apply the basic methods for planning, scheduling and controlling large projects.</li> <li>4. To distinguish the various types of production process in both manufacturing and services industry.</li> <li>5. To realize the importance of layout design, and apply basic well-known techniques for solving layout design problems.</li> <li>6. Solve manufacturing scheduling problems in environments with a single machine, with parallel machines, as well as in flow-shop and job-shop production systems.</li> </ol>

7. Solve personnel scheduling problems.

8. To understand the main critical decisions concerning the management of a supply chain.

9. To solve small instances of the vehicle routing problem using simple heuristic methods.

### 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:

## 2. COURSE CONTENT

1. Operations Strategy in a Global Environment
2. Design of goods and services.
3. Process analysis
4. Process reengineering.
5. Production technology.
6. Project management.
7. Capacity planning.

8. Layout design strategies.
9. The role of scheduling in the enterprise.
10. Scheduling in manufacturing.
11. Personnel scheduling.

### 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x		
	Distance learning (asynchronous)			
	Distance learning (synchronous)			
	Others:			
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides			
	E-class	x		
	Virtual (simulated) laboratory training			
	Others			
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>	
	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:			
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>	
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	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	60%
	Public presentation		
	Mid-term exam (formative)	x	20%
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

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

# Tourism Management

## COURSE OUTLINE

SCHOOL		SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT		BUSINESS ADMINISTRATION									
LEVEL OF COURSE		POSTGRADUATE									
COURSE CODE	MBA_E202	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE		Tourism 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)	<a href="https://eclass.upatras.gr/courses/BMA562/">https://eclass.upatras.gr/courses/BMA562/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 range of tourism-related businesses and their distinguishing characteristics that differentiate these enterprises from other sectors. By focusing especially on the hotel industry, this course approaches a sector representing ample of professional opportunities for our students. Thus, the course explores the characteristics and the typology of hotels as well as the key principles of hotel management.

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?*

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

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

The concept and the range of tourism enterprises  
 The concept and main characteristics of hotels  
 Typology of hotel businesses  
 Departmental structure of hotels



Front Office  
Housekeeping  
Food & Beverage Department  
Other departments  
Hotel marketing  
Human resource management at hotels  
Hotel affiliations

### 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b>  <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>	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		
	Public presentation	x	100%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

*Χυτήρης, Λεωνίδας (1996). Το Μάνατζμεντ των Ξενοδοχειακών Επιχειρήσεων, Αθήνα: Εκδ. Interbooks*  
*Abbott, Peter και Lewry, Sue (2002). Υποδοχή. Αθήνα: Εκδ. Κριτική*  
*Reid, Robert and Bojanic, David (2006). Hospitality Marketing Management. 4th edition. Hoboken, NJ: Wiley*  
*O'Fallon, Michael J. and Rutherford, Denney G. (2010). Hotel Management and Operations. 5th edition. Hoboken, NJ: Wiley*  
*Tranter, Kimberly, Stuart-Hill, Trevor and Parker, Juston (2013). Introduction to Revenue Management for the Hospitality Industry. Pearson*  
*Bardi, James A. (2010). Hotel Front Office Management. 5th Edition. Hoboken, NJ: Wiley*  
*Williams, Alistair (2002). Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann*

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

## SERVICE MANAGEMENT

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_A203	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				x							
COURSE TITLE	SERVICE 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)	<a href="https://eclass.upatras.gr/courses/BMA544/">https://eclass.upatras.gr/courses/BMA544/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 explores the dimensions of high performing service organizations and firms. It approaches service management from an integrated standpoint setting the satisfaction of the customer at the center.

More specifically, the main objectives of the course are:

- To provide a systematic study of the service sector and the current changes occurring in the supply and demand.
- To facilitate the understanding of how services differentiate from products, but also of how linked together.
- To provide an in-depth analysis of the experience quality for the consumer
- To demonstrate the role that contemporary technologies have in the process of purchase decision-making.

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

- To understand the scope, growth and multi-dimensionality of the services.
- To understand the role of management and marketing in enhancing the experience of the service consumer.
- To measure and improve the perceived value of the services.

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

- To effectively apply appropriate management and marketing theories and practices in the service management process.
- To design new services or enhance existing ones with innovative measures.
- To enhance the experience of the service consumer
- To effectively handle problems related to service delivery.

### 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?*

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

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	
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

<p>Introduction to service industry and management.  Service related frameworks, typologies and characteristics.  Competitive service strategies.  Designing new services.  Service quality management.  Consumer experience with service delivering.  Supporting facilities and process in service.  Service encounter.  Service demand and supply.  International services and internet.</p>
--

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational</i>	<b>Δραστηριότητα</b>	<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures	26
	Tutorials	
	Laboratory practice	
	Essay writing	37
	Seminars	
	Exercises	13
	Project	
	Study and analysis of bibliography	

<i>visits, project, essay writing, artistic creativity, etc.</i>  <i>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</i>	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		49
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<p align="center"><b>STUDENT ASSESSEMENT</b></p> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report	x	50%
	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	20%
	Public presentation	x	30%
	Mid-term exam (formative)		

	Laboratory work		
	Art interpretation		
	Others :		

#### 4. RECOMMENDED LITERATURE

Fitzsimmons JA and Fitzsimmons MJ, *Service Management*, McGraw-Hill, 2010.

Cook, David, Chon-Huat Goh, and Chen H. Chung: "Service Typologies: A State of the Art Survey," *Production and Operations Management*, vol. 8, no. 3, fall 1999, 318-338.

Karmarkar, U. S. and R. Pitbladdo: "Service Markets and Competition," *Journal of Operations Management*, vol. 12, no. 3-4, June 1995, pp. 397-412.

A. Parasuraman, V.A. Zeithaml, and L.L. Berry, "SERVQUAL: A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, vol. 64, no. 1, spring 1988, pp. 12-40.

Cronin, J. J. and S. A. Taylor: "SERVPERF Versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality," *Journal of Marketing*, vol. 58, January 1994, pp. 125-131.

Hill, Arthur V., Julie M. Hays, and Eitan Naveh: "A Model for Optimal Delivery Time Guarantees," *Journal of Service Research*, vol. 2, no. 3, February 2000, pp. 254-264.

Bitner, Mary Jo: "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, vol. 58, April 1992, pp. 57-71.

Durrande-Moreau, Agnes: "Waiting for Service: Ten Years of Empirical Research," *International Journal of Service Industry Management*, vol. 10, no. 2, 1999, pp. 171-189.

McLaughlin, Curtis P., and Sydney Coffy: "Measuring Productivity in Services," *International Journal of Service Industry Management*, vol. 1, no. 1, 1990, 46-64.

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.

## MASTER THESIS

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS											
DEPARTMENT	BUSINESS ADMINISTRATION											
LEVEL OF COURSE	POSTGRADUATE											
COURSE CODE	MBA_TH301	SEMESTER OF STUDIES		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
						X						
COURSE TITLE	MASTER 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			TEACHING HOURS PER WEEK		ECTS CREDITS							

whole of the course, give the weekly teaching hours and the total credits		
Lectures	1	30
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		
<b>COURSE TYPE</b> general background, special background, specialised general knowledge, skills development	Field of science	
<b>PREREQUISITE COURSES:</b>	There are no Prerequisite Courses:	
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek	
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>		
<b>COURSE WEBPAGE (URL)</b>		

## 5. LEARNING OUTCOMES

### Lerning 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 master 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,
- \* synthesize findings in generalizations,
- \* analyze the relationships of findings.

### 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

Project planning and management  
Respect for difference and multiculturalism  
Respect for the natural environment



<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	.....
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	.....

  

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	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:

## 6. COURSE CONTENT

<p>Sections:</p> <ol style="list-style-type: none"> <li>1. Cover</li> <li>2. Summary in Greek</li> <li>3. Summary in English</li> <li>4. Contents</li> <li>5. Thanks (optional)</li> <li>6. Introduction to the subject</li> <li>7. Bibliographic approach of the subject</li> <li>8. Methodological approach to implementation</li> <li>9. Application to new situation</li> <li>10. Conclusions</li> <li>11. Bibliography</li> <li>12. Glossary (optional)</li> <li>13. Appendices (optional, including questionnaire, implementation code, etc.).</li> </ol>
---

## 7. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
--	--------------	---

	Distance learning (asynchronous)	x	
	Distance learning (synchronous)	x	
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		
	Tutorials		
	Laboratory practice		
	Essay writing		80
	Seminars		
	Exercises		
	Project		120
	Study and analysis of bibliography		100
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		75
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMENT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report	x	
	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	
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

## 8. RECOMMENDED LITERATURE

*Η βιβλιογραφία σχετίζεται άμεσα με την επιλογή του γνωστικού αντικείμενου 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.*

# Operational Research

## COURSE OUTLINE

<b>SCHOOL</b>	SCHOOL OF ECONOMICS AND BUSINESS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF COURSE</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	MBA_K103	<b>SEMESTER OF STUDIES</b>	FIRST
<b>COURSE TITLE</b>	OPERATIONAL RESEARCH		
<b>INDEPENDENT TEACHING ACTIVITIES</b> σε περίπτωση που οι πιστωτικές μονάδες απονέμονται σε διακριτά μέρη του μαθήματος π.χ. Διαλέξεις, Εργαστηριακές		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>

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		
Lectures and laboratory work	3 (lect.) or 3 (lab.)	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.		
<b>COURSE TYPE</b> Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων	Field of Science	
<b>PREREQUISITE COURSES:</b>	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.	
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek.	
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	No	
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.upatras.gr/courses/BMA424/">https://eclass.upatras.gr/courses/BMA424/</a>	

## 5. LEARNING OUTCOMES

<p><b>Lerning outcomes</b></p> <p>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.</p> <p>Συμβουλευτείτε το Παράρτημα Α (ξεχωριστό αρχείο στο e-mail)</p> <ul style="list-style-type: none"> <li>Περιγραφή του Επιπέδου των Μαθησιακών Αποτελεσμάτων για κάθε ένα κύκλο σπουδών σύμφωνα με Πλαίσιο Προσόντων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης</li> <li>Περιγραφικοί Δείκτες Επιπέδων 6, 7 &amp; 8 του Ευρωπαϊκού Πλαισίου Προσόντων Διά Βίου Μάθησης και Παράρτημα Β</li> <li>Περιληπτικός Οδηγός συγγραφής Μαθησιακών Αποτελεσμάτων</li> </ul>											
<p>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.</p> <p>At the end of this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Formulate linear programming (LP) and integer programming (IP) models.</li> <li>2. Understand the basic concepts related to the solution of LPs (reduced cost, duality, etc).</li> <li>3. Understand and interpret the solution results.</li> <li>4. Understand the main principles of Decision Analysis</li> <li>5. Understand the main principles of Multi-Criteria Analysis</li> </ol>											
<p><b>General Abilities</b></p> <p>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;</p> <table border="0"> <tr> <td>Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών</td><td>Σχεδιασμός και διαχείριση έργων</td></tr> <tr> <td>Προσαρμογή σε νέες καταστάσεις</td><td>Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα</td></tr> <tr> <td>Λήψη αποφάσεων</td><td>Σεβασμός στο φυσικό περιβάλλον</td></tr> <tr> <td>Αυτόνομη εργασία</td><td>Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου</td></tr> <tr> <td></td><td>Άσκηση κριτικής και αυτοκριτικής</td></tr> </table>		Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών	Σχεδιασμός και διαχείριση έργων	Προσαρμογή σε νέες καταστάσεις	Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα	Λήψη αποφάσεων	Σεβασμός στο φυσικό περιβάλλον	Αυτόνομη εργασία	Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου		Άσκηση κριτικής και αυτοκριτικής
Αναζήτηση, ανάλυση και σύνθεση δεδομένων και πληροφοριών, με τη χρήση και των απαραίτητων τεχνολογιών	Σχεδιασμός και διαχείριση έργων										
Προσαρμογή σε νέες καταστάσεις	Σεβασμός στη διαφορετικότητα και στην πολυπολιτισμικότητα										
Λήψη αποφάσεων	Σεβασμός στο φυσικό περιβάλλον										
Αυτόνομη εργασία	Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας σε θέματα φύλου										
	Άσκηση κριτικής και αυτοκριτικής										

<p>Ομαδική εργασία Εργασία σε διεθνές περιβάλλον Εργασία σε διεπιστημονικό περιβάλλον Παράγωγή νέων ερευνητικών ιδεών</p>	<p>Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης</p>
<p>At the end of the course the student will have further developed the following skills/competences:</p> <ol style="list-style-type: none"> <li>3. Solving LP and IP problems using relevant optimizers.</li> <li>4. Reporting and presenting the results.</li> </ol>	

## 6. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. Linear Programming (problem formulation, solution methods, solution by computer)</li> <li>2. Duality</li> <li>3. Sensitivity Analysis – Economic interpretation of the results</li> <li>4. Integer Programming (problem formulation, solution methods, special IP models)</li> <li>5. Elements of Decision Analysis</li> <li>6. Introduction to Multi-Criteria Analysis</li> </ol>
--

## 7. TEACHING AND LEARNING METHODS - ASSESSMENT

<p><b>TEACHING METHOD</b> Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.</p>	<p>Lectures and laboratory work face to face.</p>	
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές</p>	<p>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.</p> <p>Use of specialized Linear and Integer Programming optimization software</p>	
<p><b>TEACHING ORGANIZATION</b> Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας. Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη &amp; 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 δραστηριότητα καθώς και οι ώρες μη καθοδηγούμενης μελέτης ώστε ο συνολικός φόρτος εργασίας σε επίπεδο εξαμήνου να αντιστοιχεί στα standards του ECTS</p>	<p><b>Δραστηριότητα</b></p>	<p><b>Φόρτος Εργασίας Εξαμήνου</b></p>
	Lectures (3 contact hours per week x 13 weeks)	36
	Laboratories (1 contact hour per week x 13 weeks) - solving of representative problems	16
	Group project – formulation, solution and reporting on a realistic problem	23
	Hours for private study of the student and preparation of home-works	50
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>	<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSEMENT</b> 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,</p>	<p>I. Final written exam (70%) which includes:</p> <ul style="list-style-type: none"> <li>- Theoretical questions</li> <li>- Practical exercises</li> </ul> <p>II. Presentation of group projects (30%)</p> <ul style="list-style-type: none"> <li>- Students are given a realistic problem situation and are expected to analyze it and prepare an executive report indicating the appropriate courses of action</li> </ul>	

<p>Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη/ Άλλες</p> <p>Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;</p>	<p>The group project is compulsory.</p>
---	---

## 8. RECOMMENDED LITERATURE

1. Oikonomou G. and Georgiou A., «Quantitative Analysis for Managerial Decision Making», in Greek language only, Benos Publications, 2006
2. Ipsilantis P., «Operational Research: Modern Business Applications», in Greek language only, Propombos Publications, 2015
3. D.R. Anderson, D. Sweeney, T. Williams and K. Martin, «Management Science: Quantitative Methods for Decision Making», translated into Greek, Kritiki Publications, 2014
4. Siskos I., «Linear Programming», in Greek language only, New Technologies Publications, 1998
5. Vasileiou P. And Tsantas N., «Introduction to Operational Research», in Greek language only, Ziti Publications, 2000,
6. Eiselt H.A. and Sandblom C, “Operations Research: a Model Based Approach”, Springer 2012
7. Winston W. and Venkataramanan M., Cengage Learning, “Introduction to Mathematical Programming”, 2002
8. Hillier, F. και Lieberman, G. “Introduction to Operations Research”, (6th edition), McGraw-Hill International Editions, 2009
9. Taha H.A. “Operations Research: An Introduction”, (5th edition), Macmillan, 1992
10. Williams H.P. “Model Building in Mathematical Programming”, John Wiley and Sons, 1993
11. Winston, W. “Operations Research, Applications and Algorithms”, (3d edition), Duxbury Press, 1995.
12. Winston, W and Albright A. “Management Science”, (3d edition), Duxbury Press, 1995.

# STRATEGIC MANAGEMENT

## COURSE OUTLINE

<b>SCHOOL</b>	BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF COURSE</b>	POSTGRADUATE		
<b>COURSE CODE</b>	MBA_K202	<b>SEMESTER OF STUDIES</b>	2 <sup>ND</sup>
<b>COURSE TITLE</b>	STRATEGIC MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> 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		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
Lectures, seminars, case studies		3	5
Προσθέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.			
<b>COURSE TYPE</b> Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων	Field of Science, Skills & Knowledge Development		
<b>PREREQUISITE COURSES:</b>			
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.upatras.gr/courses/BMA506/">https://eclass.upatras.gr/courses/BMA506/</a>		

## 9. 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

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 strategy and strategic thinking is
- Become familiar with the factors that 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.

### General Abilities

Λαμβάνοντας υπόψη τις γενικές ικανότητες που πρέπει να έχει αποκτήσει ο πτυχιούχος (όπως αυτές αναγράφονται στο Παράρτημα Διπλώματος και παρατίθενται ακολουθώς) 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:

- 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

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*

## 10. 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.
- Corporate growth and stability strategies.
- Corporate turnover and retrenchment strategies
- Strategy implementation and evaluation.

## 11. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Πρόσωπο με πρόσωπο, Εξ αποστάσεως εκπαίδευση κ.λπ.</i>	Lectures	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Χρήση Τ.Π.Ε. στη Διδασκαλία, στην Εργαστηριακή Εκπαίδευση, στην Επικοινωνία με τους φοιτητές</i>	Use of Information and Communication Technologies (ICTs) (e.g. powerpoint) in teaching and support through e-classplatform Use of educational documentaries in class	
<b>TEACHING ORGANIZATION</b> <i>Περιγράφονται αναλυτικά ο τρόπος και μέθοδοι διδασκαλίας. Διαλέξεις, Σεμινάρια, Εργαστηριακή Άσκηση, Άσκηση Πεδίου, Μελέτη &amp; ανάλυση βιβλιογραφίας, Φροντιστήριο, Πρακτική (Τοποθέτηση), Κλινική Άσκηση, Καλλιτεχνικό Εργαστήριο, Διαδραστική διδασκαλία, Εκπαιδευτικές επισκέψεις, Εκπόνηση μελέτης (project), Συγγραφή εργασίας / εργασιών, Καλλιτεχνική δημιουργία, κ.λπ.</i>  <i>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</i>	<b>Δραστηριότητα</b>	<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures	26
	Cases studies and seminars in class	13
	Team assignment on competitive strategies	40
	Hours for private study of the student and preparation of assignments	46
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>	<b>125</b>
<b>STUDENT ASSESSEMENT</b> <i>Περιγραφή της διαδικασίας αξιολόγησης</i>  <i>Γλώσσα Αξιολόγησης, Μέθοδοι αξιολόγησης, Διαμορφωτική ή Συμπερασματική, Δοκιμασία Πολλαπλής Επιλογής, Ερωτήσεις Σύνοψης Απάντησης, Ερωτήσεις Ανάπτυξης Δοκιμίων, Επίλυση Προβλημάτων, Γραπτή Εργασία,</i>	1. Team Assignment with presentation (60%)  2. Final Exam (40%)	

<p>Έκθεση / Αναφορά, Προφορική Εξέταση, Δημόσια Παρουσίαση, Εργαστηριακή Εργασία, Κλινική Εξέταση Ασθενούς, Καλλιτεχνική Ερμηνεία, Άλλη/ Άλλες</p> <p>Αναφέρονται ρητά προσδιορισμένα κριτήρια αξιολόγησης και εάν και που είναι προσβάσιμα από τους φοιτητές;</p>	
--	--

## 12. RECOMMENDED LITERATURE

1. Papadakis, V. (2016). Strategic Management, Mpenos, Athens (7<sup>th</sup> ed).
  2. A. Thompson., A.J Strickland III., & J.E. Gamble (2010). Design and implementation of corporate strategy, Athens, Utopia.
- Additional Readings (indicative)**
3. Bowman, E., & Helfat C. (2001). Does Corporate Strategy Matter?. Strategic Management Journal, 22, 1-23.
  4. Porter, M. (1987): "From competitive advantage to corporate strategy." *Harvard Business Review*, 65(3):43-59
  5. Porter, M (1996). What is Strategy? *Harvard Business Review*. 74(3), November-December, 61-78.
  6. Tsoukas, H. and E. Vladimirou (2001). 'What is organisational knowledge?', *Journal of Management Studies* 38(7), pp.974–93.
  7. Wu, Q., He, Q., Duan, Y., & N. O'Regan (2012). Implementing Dynamic Capabilities for Corporate Strategic Change Toward Sustainability. *Strategic Change*, 21, 231-247.

# Market Research

## COURSE OUTLINE

SCHOOL		SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT		BUSINESS ADMINISTRATION									
LEVEL OF COURSE		POSTGRADUATE									
COURSE CODE	MBA_B202	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE		Market Research									
INDEPENDENT TEACHING ACTIVITIES			TEACHING HOURS PER WEEK		ECTS CREDITS						
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											
Lectures			3		5						
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).											
COURSE TYPE		Field of science									
general background, special background, specialised general knowledge, skills development											

<b>PREREQUISITE COURSES:</b>	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.upatras.gr/courses/BMA615/">https://eclass.upatras.gr/courses/BMA615/</a>

## 1. LEARNING OUTCOMES

### Lerning 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 aim of this course is to analyze the fundamental methods of market research, with emphasis on the problems that marketing managers are required to tackle. With use of case studies and practical problems, by the end of the course the postgraduate student is expected to:

1. Understand the basic concepts and process of market/marketing research
2. Distinguish between primary and secondary data, as well as evaluate their different uses
3. Understand the basic methods of quantitative and qualitative market research, as well as the circumstances in which they are applied
4. Comprehend the predominant primary and secondary data collection methods, in relation to the nature of the research
5. Understand the nature, process and limitations of statistical and non-statistical sampling methods
6. Understand the different uses of univariate, bivariate and multivariate statistical analyses, and select the appropriate method depending on the administrative / research problem and the nature of the data (application of the SPSS statistical software)
7. Interpret research findings and transform them into practical implications for the marketing function

### 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	X
--	---

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	
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: Use of the SPSS statistical software	

## 2. COURSE CONTENT

1. Basic concepts and the process of market / marketing research
2. Primary and secondary data
3. Quantitative and qualitative market research methods
4. Primary and secondary data collection methods
5. Statistical and non-statistical sampling
6. Univariate, bivariable and multivariate statistical data analysis (with use of the SPSS statistical software)
7. Interpretation of research findings and their transformation into practical implications for the marketing function

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	Internet browsing
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>	<b>Activity</b>	<b>Semester Work-load</b>
	Lectures	39
	Tutorials	
	Laboratory practice	

<p>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.</p> <p>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</p>	Essay writing	60
	Seminars	
	Exercises	
	Project	26
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	
	Others:	
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>	<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSMENT</b></p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Written work, essay/report	x 50% of final 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 30% of final mark
	Public presentation	
	Mid-term exam (formative)	
	Laboratory work	
	Art interpretation	
	Others: Case Study (20% of final mark)	

#### 4. RECOMMENDED LITERATURE

Σιώμκος Ι. Γεώργιος, Μαύρος Α. Δημήτριος (2018) Έρευνα και Μετρικές Μάρκετινγκ. Εκδόσεις BROKEN HILL.  
 Σταθακόπουλος Βλάσης (2017) Μέθοδοι Έρευνας Αγοράς. Εκδόσεις UNIBOOKS IKE.

# E Governance

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	POSTGRADUATE									
COURSE CODE	MBA_A202	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
				X						
COURSE TITLE	E Governance									
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

#### Lerning 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.

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x		
	Distance learning (asynchronous)			
	Distance learning (synchronous)			
	Others:			
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x		
	E-class			
	Virtual (simulated) laboratory training			
	Others			
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>	
	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:			
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>	
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>	Written work, essay/report	x	20%
		Problem solving		



<p><i>presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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

1. Εισαγωγή στην ηλεκτρονική διακυβέρνηση, Πομπόρτσας Ανδρέας, Εκδόσεις ΤΖΙΟΛΑ, 1η έκδοση, 2006.
2. Ψηφιακή Ελλάδα: Ιστορική Διαδρομή, Σύγχρονο Ρυθμιστικό Πλαίσιο, Προτάσεις για το Μέλλον, Βαγγέλης Παπακωνσταντίνου, 1η έκδοση 2010, Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.
3. Άρθρα επισκόπησης για διάφορες περιοχές της Ηλεκτρονικής Διακυβέρνησης.

# E Commerce

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_B204	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				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 ofteaching 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

#### Lerning 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?*

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

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.

## 2. 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.
---

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class		
	Virtual (simulated) laboratory training		
	Others	Internet	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		26
	Seminars		
	Exersices		
	Project		
	Study and analysis of bibliography		
	Placements		

<p>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</p>	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		60
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSEMENT</b></p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Written work, essay/report	x	50%
	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 :		

#### 4. 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).*

## Game Theory and Decision Making

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	POSTGRADUATE									
COURSE CODE	MBA_A204	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
				X						
COURSE TITLE	Game Theory and Decision Making									
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									

<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	The course is not offered to Erasmus students
<b>COURSE WEBPAGE (URL)</b>	

## 1. LEARNING OUTCOMES

<p><b>Lerning outcomes</b></p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>																			
<p>Game Theory studies rational decision making in a setting with multiple agents (players), where the outcome of an agent's actions depends on the actions of the other players. Rationality is also studied (from a different point of view) in other areas, like Rational Choice Theory and Formal Logic.</p> <p>The core topic of this course is Game Theory and its applications. However additional topics from other areas that are related to Rationality and Decision Making will also be discussed.</p> <p>The learning outcomes of this course include:</p> <ul style="list-style-type: none"> <li>- understanding the basic classes of games</li> <li>- solving simple games</li> <li>- understanding the basic notions of Rational Choice Theory.</li> <li>- understanding the basic concepts of Formal Logic and Reasoning</li> <li>- understanding the range and limitations of the models discussed in the course.</li> </ul>																			
<p><b>General Abilities</b></p> <p><i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td><td><i>Project planning and management</i></td></tr> <tr> <td><i>Adapting to new situations</i></td><td><i>Respect for difference and multiculturalism</i></td></tr> <tr> <td><i>Decision-making</i></td><td><i>Respect for the natural environment</i></td></tr> <tr> <td><i>Working independently</i></td><td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td></tr> <tr> <td><i>Team work</i></td><td><i>Criticism and self-criticism</i></td></tr> <tr> <td><i>Working in an international environment</i></td><td><i>Production of free, creative and inductive thinking</i></td></tr> <tr> <td><i>Working in an interdisciplinary environment</i></td><td><i>.....</i></td></tr> <tr> <td><i>Production of new research ideas</i></td><td><i>Others...</i></td></tr> <tr> <td></td><td><i>.....</i></td></tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>	<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>	<i>Decision-making</i>	<i>Respect for the natural environment</i>	<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Team work</i>	<i>Criticism and self-criticism</i>	<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>	<i>Working in an interdisciplinary environment</i>	<i>.....</i>	<i>Production of new research ideas</i>	<i>Others...</i>		<i>.....</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>																		
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>																		
<i>Decision-making</i>	<i>Respect for the natural environment</i>																		
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>																		
<i>Team work</i>	<i>Criticism and self-criticism</i>																		
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>																		
<i>Working in an interdisciplinary environment</i>	<i>.....</i>																		
<i>Production of new research ideas</i>	<i>Others...</i>																		
	<i>.....</i>																		
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	
<p>Others:</p> <p>Upon successful completion of the course, the student will</p> <ul style="list-style-type: none"> <li>• be able to analyze systematically real-world situations for rational decision making</li> <li>• be able to interpret correctly the outcomes of such theoretical analysis</li> <li>• have an enhanced ability to undertake complex rational reasoning</li> </ul>	

## 2. COURSE CONTENT

<p>Introduction to:</p> <ul style="list-style-type: none"> <li>• games with sequential moves</li> <li>• games with simultaneous moves</li> <li>• mixed strategies</li> <li>• combining sequential and simultaneous moves</li> <li>• uncertainty and information</li> <li>• repeated games</li> <li>• evolutionary games</li> <li>• auctions</li> <li>• Rational Choice Theory</li> <li>• Formal Reasoning</li> <li>• applications of Game Theory</li> </ul>
---

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
	Distance learning (asynchronous)	x (in exceptional cases)
	Distance learning (synchronous)	x (in exceptional cases)
	Others:	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x
	E-class	x
	Virtual (simulated) laboratory training	
	Others	
<b>TEACHING ORGANIZATION</b>	<b>Δραστηριότητα</b> <b>Φόρτος Εργασίας Εξαμήνου</b>	



<p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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</i></p>	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:	
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>	<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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, "Εισαγωγή στην Θεωρία Παιγνίων", Εταιρεία Αξιοποίησης και Διαχείρισης Περιουσίας Πανεπιστημίου Πατρών, 2016.  
 Χ.Δ. Αλιπράντης, S.K. Chakrabarti, "Παίγνια και Λήψη Αποφάσεων", Ελληνική Μαθηματική Εταιρεία, 2004.  
 Γ. Βαρουφάκης, "Θεωρία Παιγνίων", Γ. Δαρδανός - Κ. Δαρδανός Ο.Ε., 2007.  
 M.J. Osborne, "Εισαγωγή στην Θεωρία Παιγνίων", Εκδόσεις Κλειδάριθμος ΕΠΕ, 2010.  
 Avinash Dixit, Susan Skeath, David H. Reiley Jr. "Games of Strategy", 4th Edition, W. W. Norton & Company, 2014.  
 J. Watson, "Strategy: An Introduction to Game Theory", 3rd Edition, W. W. Norton & Company, 2013.

# Management Accounting

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_C205	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				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 <i>general background, special background, specialised general knowledge, skills development</i>	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)	<a href="https://eclass.upatras.gr/courses/">https://eclass.upatras.gr/courses/</a>										

### 5. LEARNING OUTCOMES

#### Lerning 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 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 cost management 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	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:

## 6. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. Introduction to Cost Accounting terms</li> <li>2. Classification of costs and Cost accumulation for stock valuation and profit measurement (cost accounting techniques)</li> <li>3. Flow of costs in a process costing system (cost accounting methods: job and batch costing)</li> <li>4. Cost – volume – profit analysis (CVP analysis)</li> <li>5. Measuring costs and benefits for decision making (standard costing system).</li> <li>6. Examples of calculating costs in manufacturing companies under a job costing system</li> <li>7. Examples of calculating costs in manufacturing companies under a batch costing system</li> <li>8. The analytical accounting system according to the Greek Accounting Standards</li> </ol>
---

## 7. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>	Written work, essay/report	
Problem solving			

<p><i>presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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 :			

## 8. RECOMMENDED LITERATURE

Βενιέρης Γ. Κοέν Σ. Διοικητική Λογιστική, εκδόσεις Ιωαννίδου Π και ΣΙΑ ΕΕ 2006  
 Σαρσέντης Β., Λογισμός επιχειρηματικής δράσεως – Διοικητική Λογιστική, εκδ. Αθ. Σταμούλης 1993.  
 Drury R. Management and Cost Accounting, Cengage 2015  
 Horngren C., Datar S, Rajan M. Cost Accounting – A managerial emphasis, Prentice Hall, 2012

# Accounting

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_K105	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	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)	<a href="https://eclass.upatras.gr/courses/BMA599/">https://eclass.upatras.gr/courses/BMA599/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 underlying principles and concepts related to financial accounting. More specifically, students will acquire technical proficiency in the use of double entry accounting techniques under the national regulatory framework (Greek Accounting Standards) and the preparation and analysis of financial statements. Also, some basic cost accounting notions will be provided.

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

1. Demonstrate the use of double entry through recording transactions and events

2. Prepare and analyze financial statements

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

1. record transactions and events

2. understand the principles and concepts of recognition and measurement of assets and liabilities

3. Prepare and interpret 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

<ol style="list-style-type: none"> <li>1. The existing accounting and tax operating framework.</li> <li>2. Reviewing basic concepts and principles relating to the use of double-entry accounting records</li> <li>3. Analysing financial accounts: Assets, Liabilities, Income, Expenses</li> <li>4. Initial recognition, measurement and valuation of Assets and Liabilities</li> <li>5. Accounting entries at the end of financial year (adjusting accounting entries)</li> <li>6. Preparing a trial balance with a detection of incomplete records</li> <li>7. The preparation of basic financial statements (Balance Sheet, Profit and Loss statement, disclosure notes)</li> <li>8. The analysis of financial statements with the use of accounting ratios</li> <li>9. Explanation of some basic cost accounting concepts.</li> </ol>
---

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		13
	Seminars		
	Exercises		
	Project		
	Study and analysis of bibliography		
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		73
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>	Written work, essay/report	

<p><i>presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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

Αγγελόπουλος Ε. Γεωργόπουλος Α. Ντόκας Ι. Προχωρημένη Λογιστική: Μία προσέγγιση βασισμένη στα ελληνικά και διεθνή λογιστικά πρότυπα. Εκδόσεις Ε. Μπένου Α' έκδοση 2018.

Χέβας Δ. Προχωρημένη Χρηματοοικονομική Λογιστική (2010), Εκδόσεις Μπένου Γ.

Γκίκας Δ. Χρηματοοικονομική Λογιστική - IFRS (2008). Εκδόσεις Μπένου Η.

Γεωργόπουλος Αντώνιος. Σύγχρονη Χρηματοοικονομική Λογιστική (Νέα ΕΛΠ-ΔΠΧΑ) 2016, Εκδόσεις Ε. Μπένου  
 Elliott B, and Elliott J. (2011). Financial Accounting and reporting, 14th edition, Prentice Hall, 2011.  
 Libby R, Libby P. Short D. Financial Accounting, 7TH edition, Mc Graw-Hill Irwin

## Marketing

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_K104	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
			X								
COURSE TITLE	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)	<a href="https://eclass.upatras.gr/courses/BMA410/">https://eclass.upatras.gr/courses/BMA410/</a>										

#### 1. LEARNING OUTCOMES

##### Lerning 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 this course is to lead MBA students to a thorough understanding of the current concepts of the global strategic marketing practices, searching also of ways that these may be implemented by the Greek companies. The course is not focused on the narrow scope of the marketing disciplinary per se, but aims to drive students to combine knowledge from neighboring academic fields, such as management, microeconomics, accounting and IT technology. This is achievable, since our MBA students that possess diverse undergraduate academic backgrounds have to share their knowledge, experience and skills, as they work in teams. The course involves academic lectures and presentations of current empirical research in the classroom, as well as student assignments on selected case studies and specific projects.

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

1. The contemporary marketing strategy concepts in the global environment.
2. The importance of value creation for the global target markets
3. The role of environment and the position of a company on a positioning map
4. The competition analysis and the competitive advantage pursuit
5. The market segmentation, targeting and positioning
6. The marketing plan process
7. The product, pricing, marketing channels and promotion strategies
8. The matching of the appropriate strategy according to the business structure and global market attractiveness.

#### 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 analyze the global business environment
- To identify the role of marketing plan in the business plan.
- To identify the value and mission of a business in a contemporary context of business ethics.
- To formulate the SWOT analysis and the gap analysis
- To identify the positioning of a company in the positioning map
- To apply contemporary marketing strategies of cooperation and long term relationships
- To apply segmentation, targeting and positioning strategies
- To make competition analysis and identify the company's competitive advantage
- To develop a complete marketing plan
- To evaluate a marketing plan
- To form appropriate strategies for ascending/descending markets
- To form appropriate strategies for leaders, challengers and laggards
- To form appropriate competitive global marketing strategies.

## 2. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. Evaluation of the marketing concept - the role of value as a strategic intent. Market-driven strategy.</li> <li>2. Marketing ethics in modern organizations. Values, rules and business codes of ethics.</li> <li>3. Market vision. The role of marketing strategy on business strategy. Developing a strategic vision about the future.</li> <li>4. Environmental analysis.</li> <li>5. Market analysis. Market size estimation.</li> <li>6. Competition analysis. Power distribution in the market. Competitive advantage.</li> <li>7. Segmenting markets.</li> <li>8. Market and Product Positioning strategies.</li> <li>9. Strategies for emerging markets. Strategies for mature and declining markets. Strategies for leaders, challengers, followers and niche markets.</li> <li>10. Relationship strategies. Managing value-chain relationships.</li> <li>11. Product planning as a customer-driven process. Variations in the Generic new product planning process.</li> <li>12. Strategic brand management. The role of brands. Category management. Global brands, private labels, Internet brands.</li> <li>13. Pricing, promotion and sales force, internet and direct marketing strategies.</li> <li>14. Designing market-driven organizations. Strategy and organization. The challenge of integration. Partnering with other organizations. The impact of the Internet on organizational design. New forms of marketing organizations. Organizing global marketing strategies.</li> <li>15. Marketing strategy implementation and control. Marketing metrics. Evaluation. Opportunities and performance gaps. Determining normal and abnormal variability. Deciding corrective actions.</li> </ol>
---

## 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:	speeches from invited academics and knowledgeable marketing managers	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		63
	Seminars		
	Exercises		
	Project		23
	Study and analysis of bibliography		
	Placements		
	Clinical practice		
	Art workshop		
	Interactive teaching		
	Educational visits		
	Artistic creativity		
	Private study		
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMENT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report	x	30%
	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	50%
	Public presentation	x	20%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

*Strategic Marketing, Cravens and Piercy, ISBN-13: 978-0078028908.*  
*ΣΤΡΑΤΗΓΙΚΟ ΜΑΡΚΕΤΙΝΓΚ, ΣΙΩΜΚΟΣ Γ., ΕΚΔΟΤΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΛΙΒΑΝΗ ΑΒΕ, 2015*  
*Διαλέξεις και διαφάνειες στα Ελληνικά.*

# Research Methods and Data Analysis

## COURSE OUTLINE

SCHOOL		SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT		BUSINESS ADMINISTRATION									
LEVEL OF COURSE		POSTGRADUATE									
COURSE CODE	MBA_K203	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
			x								
COURSE TITLE		Research Methods and 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			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)		<a href="https://eclass.upatras.gr/courses/BMA414/">https://eclass.upatras.gr/courses/BMA414/</a>									

### 1. LEARNING OUTCOMES

#### Lerning 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 postgraduate students of the Department regarding data analysis and research methodology.

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

- design surveys,



- perform multidimensional statistical analysis,
- use item response theory,
- perform structural equation models.

### 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	
Working independently	x
Team work	x
Working in an international environment	
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	

Others:

## 2. COURSE CONTENT

1. Confidence intervals and hypothesis testing
2. Analysis of Variance
3. Linear Regression
4. Multiple and nonlinear regression
5. Statistical Modeling
6. Item Response Theory
7. Principal Components Analysis

8. Factor Analysis  
9. Structural Equation Modeling

### 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b>  <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report		
	Problem solving	x	50% Δίνονται πραγματικά δεδομένα από πρόσφατη πανελλαδική έρευνα και ζητούνται η ανάλυση τους για την ερμηνεία κάποιας από τις μεταβλητές Όλοι οι στόχοι κάθε διάλεξης αποτελούν ξεχωριστό υποερώτημα της άσκησης
	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 :			

#### 4. RECOMMENDED LITERATURE

Βιβλίο [59394390]: Στατιστική Σκέψη στον Κόσμο των Επιχειρήσεων, Aczel Amir  
Βιβλίο [32997808]: Στατιστική Ανάλυση με το R, Crawley M.J.

# Econometrics

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_C201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	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	Field of science										
PREREQUISITE COURSES:	There are no Prerequisite Courses: The students should possess knowledge of mathematics and statistics										
TEACHING AND ASSESSMENT LANGUAGE:	Greek										
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/modules/document/?course=BMA528">https://eclass.upatras.gr/modules/document/?course=BMA528</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 advanced methods of econometric analysis. Particular emphasis will be given to their application to problems in finance and economics.

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

1. Understand modern methods of econometric analysis

2. Handles practical applications: Specialization of models according to economic theory, evaluation and explanation of the results.

3. Use of specific econometric package (EViews).

### 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*

*Respect for difference and multiculturalism*

*Adapting to new situations*

*Respect for the natural environment*

*Decision-making*

*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	
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:  
Solving Macroeconomic and Economic problems using relevant software.  
Reporting and presenting the results.

## 2. COURSE CONTENT

1. BLUE estimators
2. Non Linear regression.
3. Panel Data and SUR models.
4. VAR-VEC-VECM
5. ARDL, GVAR, Granger causality
6. Introduction to Bayesian Econometrics.

### 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x		
	Distance learning (asynchronous)			
	Distance learning (synchronous)			
	Others:			
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x		
	E-class	x		
	Virtual (simulated) laboratory training			
	Others	EVIEWES		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>	
	Lectures	26		
	Tutorials			
	Laboratory practice	26		
	Essay writing			
	Seminars			
	Exersices	13		
	Project			
	Study and analysis of bibliography			
	Placements			
	Clinical practice			
	Art workshop			
	Interactive teaching			
	Educational visits			
	Artistic creativity			
	Private study	60		
	Others:			
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>	
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written work, essay/report	x	75
		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	10%
	Mid-term exam (formative)		
	Laboratory work	x	15%
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

Συριόπουλος Κ. και Φιλίππας Δ., «ΟΙΚΟΝΟΜΕΤΡΙΚΑ ΥΠΟΔΕΙΓΜΑΤΑ ΚΑΙ ΕΦΑΡΜΟΓΕΣ ΜΕ ΤΟ EViews», Εκδόσεις Ανίκουλα, 2010

Χρήστου Κ.Γ. «ΕΙΣΑΓΩΓΗ στην ΟΙΚΟΝΟΜΕΤΡΙΑ» Α και Β τόμος, Γ έκδοση, εκδόσεις Gutenberg 2007.

Asteriou, D., Hall, S. (2011). *Applied Econometrics*. Palgrave.

Wooldridge, J. M. (2002). *Econometric Analysis of Cross Section and Panel Data*, Cambridge/Massachusetts.

Gujarati N. D. and Porter C. D. (2008). *Basic Econometrics, Fifth Edition*, McGraw-Hill

Koop, G., (2003). *Bayesian Econometrics*. Wiley.

# Organizational Theory and Behavior

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_A201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	Organizational Theory and 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 MBA students have at least basic knowledge of Management.										
TEACHING AND ASSESSMENT LANGUAGE:	Greek										
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA425/">https://eclass.upatras.gr/courses/BMA425/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 content and contemporary issues in the field of Organizational Behavior. In particular, the objective is mainly to develop 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 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 managerial practices and business adjustment to turbulent 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:

Analyzing theoretical concepts giving emphasis on their implementation in today's organization.

Propositions development for problem solving and handling weaknesses related to organization effectiveness and transformation.

Handling Conflicts for effective cooperation.

## **2. COURSE CONTENT**

1. Organizational Culture
2. Emotional Intelligence

3. Transformational Leadership
4. Mentoring
5. Motivation
6. Teams
7. Communication
8. Organizational Change
9. Conflict Management

### 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b>  <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>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</i>	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	x	50%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

Bass B. and Bass R. (2008). *The Bass Handbook of Leadership: Theory, Research, and Managerial Applications*, Free Press.

Bateman T. and Snell S. (2013). *Management: Leading & Collaborating in a Competitive World*, McGraw-Hill/Irwin.

Mullins L. και Christy G. (2014). *Μάνατζμεντ και Οργανωσιακή Συμπεριφορά*, Εκδόσεις UTOPIA.

Rahim A. (2010). *Managing Conflict in Organizations*, Transactions Publishers.

Robbins S. and Judge T. (2012). *Organizational Behavior*, Prentice Hall.

Schermerhorn J., Osborn R., Uhi-Bien M. and Hunt J. (2012). *Organizational Behavior*, John Wiley & Sons Pte Ltd.

Senior B. και Dr Swailes S. (2016). *Οργανωσιακή Αλλαγή*. Εκδόσεις BROKEN HILL.

Πολυχρονίου Π. (2015). *Διοίκηση Συγκρούσεων*, Πάτρα: Πανεπιστήμιο Πατρών.

# Management Information Systems

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_K201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
			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)	<a href="https://eclass.upatras.gr/courses/BMA582/">https://eclass.upatras.gr/courses/BMA582/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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. It presents both development/exploitation issues and application of specific models: Decision Support Systems and Enterprise Resource Planning Systems.

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

1. apply the SSADM and RUP design and analysis methodologies,
2. apply the Data Mining techniques,
3. apply the Balanced Scorecard methodology,
4. use Expert Systems,
5. use Enterprise Resource Planning 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*

*Project planning and management*

*Respect for difference and multiculturalism*

*Adapting to new situations*

*Respect for the natural environment*

*Decision-making*

*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	
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

<p>Fundamentals of MIS</p> <p>MIS types</p> <p>design and analysis methodologies</p> <p>Data Flow Diagrams</p> <p>Entity Life History Diagrams</p> <p>The SSADM methodology</p> <p>CASE tools,</p> <p>reporting and data visualization,</p> <p>types of Decision Support Systems,</p> <p>data mining techniques (clustering/classification-market basket analysis, etc),</p> <p>Expert Systems,</p> <p>Balanced Scorecard,</p> <p>ERP systems,</p> <p>CRM systems.</p>
--

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>

<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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. "Θέματα Επιχειρηματικής Νοημοσύνης - Θεωρητική Θεμελίωση και Εφαρμογές", Βουτσινάς Βασίλειος, εκδόσεις Κωσταράκη Π. Ευρυδίκη, 2003, Αθήνα.
2. D. Avison, G. Fitzgerald, (Επιμέλεια: Ν.Σ. Βώρος, Γ.Ν. Μπεληγιάννης, Γ.Α. Τσιρογιάννης), «Ανάπτυξη Προηγμένων Πληροφοριακών Συστημάτων: Μεθοδολογίες & Εργαλεία», Εκδόσεις Νέων Τεχνολογιών, 2006.
3. Ν. Ματσατσίνης, «Συστήματα Υποστήριξης Αποφάσεων», Εκδόσεις Νέων Τεχνολογιών, 2010.

## Multinational Firms

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_D201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
				X							
COURSE TITLE	Multinational Firms										
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 on management and organization										
TEACHING AND ASSESSMENT LANGUAGE:	Greek										
THE COURSE IS OFFERED TO ERASMUS STUDENTS											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA541/">https://eclass.upatras.gr/courses/BMA541/</a>										

### 1. LEARNING OUTCOMES

#### Lerning 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 some special issues on the strategies and management of multinational corporations.

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

1. familiarity with specific aspects of the global development and organization of transnational corporations
2. deepening the international division of labor of these corporations
3. rich knowledge in relation to the relationship of transnational companies with the host countries.

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

1. deepen the analysis of internationalization,
2. assess the international competitiveness of transnational corporations,
3. critically discuss contemporary issues of the international division of labor and the transnational firms.

**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

<ol style="list-style-type: none"> <li>1. Basic concepts and definitions</li> <li>2. Business internalization and externalization</li> <li>3. Market entry forms</li> <li>4. Transnational corporations in the light of FDI theories</li> <li>5. Internationalization motivations</li> <li>6. International divestment</li> <li>7. Management of joint-ventures</li> <li>8. Management of strategic alliances</li> <li>9. Management of licensing agreements</li> <li>10. Mergers &amp; acquisitions</li> <li>11. Intra-firm trade and transnational corporations</li> <li>12. Economic integration and FDI</li> </ol>
--

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides		
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		

	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Written work, essay/report	x	50%
	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	50%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

1. Georgopoulos A., and Glaister K. (2017), *Firm Heterogeneity and Performance in a Turbulent Economic Environment: Evidence from Greece*, *European Management Review*, 10.1111/emre.121.41.
2. Georgopoulos A., Lalountas D. and I. Salavrakos (2014). "Foreign vs. domestic survival in a changing environment", *International Journal of the Economics of Business*, 21(2), 209-229.
3. Georgopoulos A. and H.-G. Preusse (2009), "Cross-border acquisition vs. Greenfield investment: a comparative performance analysis in Greece", *International Business Review*, 18, 6, 592-605.
4. Μυλώνη Β. και Α. Γεωργόπουλος (2016), "Διεθνοποίηση και Διεθνικές Επιχειρήσεις", Ηλεκτρονική Έκδοση, Κάλυπτος Αθήνα, <http://repository.kallipos.gr/handle/11419/3877>
5. Χατζηδημητρίου Α.Ι. (2003), «Διεθνείς επιχειρηματικές δραστηριότητες», εκδόσεις Ε.&Δ. ΑΝΙΚΟΥΛΑ – Ι. ΑΛΕΞΙΚΟΣ ΟΕ, Θεσσαλονίκη,
6. Θανόπουλος Ν. Γ. (2012), «Διεθνής Επιχείρηση», εκδόσεις Interbooks,
7. Παπαγεωργίου Π.Π., και Χιόνης Δ.Π. (2003), «Διεθνής επιχειρηματική δραστηριότητα και οργανισμοί», εκδόσεις Σταμούλη.
8. UNCTAD, several years. *United Nations, World Investment Report*, New York and Geneva.
9. Dunning J.H. (1993), "Multinational enterprises and the global economy", Reading, MA: Addison-Wesley.
10. Barkema, H.G. and F. Vermeulen (1998), "International expansion through start-up or acquisition: a learning perspective", *Academy of Management Journal*, 41 (1), pp. 7-26.
11. Child J. and Y. Yan (1999), "Investment and Control in International Joint Ventures: The Case of China", *Journal of World Business*, 34 (1), pp. 3-15.
12. Dunning, J.H. (2000), "The eclectic paradigm as an envelope for economic and business theories of MNE activity", *International Business Review*, 9 (2), pp.163-190.
13. Larimo, J. (2003). "Form of investment by Nordic firms in world markets", *Journal of Business Research*, vol. 56, Issue 10, October, pp. 791-803.

## Consumer Behavior

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	POSTGRADUATE									
COURSE CODE	MBA_B201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
				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									

<b>PREREQUISITE COURSES:</b>	There are no Prerequisite Courses: It is recommended that students have at least a basic knowledge of marketing principles.
<b>TEACHING AND ASSESSMENT LANGUAGE:</b>	Greek
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.upatras.gr/courses/BMA554/">https://eclass.upatras.gr/courses/BMA554/</a>

## 5. LEARNING OUTCOMES

### Learning 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 postgraduate 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 postgraduate 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 influence 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*

*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 postgraduate 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 influence of Consumer Behavior  
 Product positioning and communication strategy that appeal to consumers  
 After-purchase consumer behavior (customer satisfaction-product advocacy)

## 6. 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

## 7. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures		39
	Tutorials		
	Laboratory practice		
	Essay writing		60
	Seminars		
	Exersices		
	Project		26
	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		
	Others:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<p align="center"><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Written work, essay/report	x	50%
	Problem solving	x	20%
	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	30%
	Public presentation		
	Mid-term exam (formative)		
	Laboratory work		



	Art interpretation		
	Others :		

## 8. RECOMMENDED LITERATURE

*Nessim Hanna, Richard Wozniak, Consumer behavior, An Applied Approach, 2017, An Applied Approach*  
*Σιώμκος Γεώργιος, Συμπεριφορά Καταναλωτή, Εκδόσεις Λιβάνη, 2016*  
*Γεώργιος Μπάλτας και Πολίνα Παπασταθοπούλου, Συμπεριφορά Καταναλωτή, Rossili, 2013.*  
*Σημειώσεις και διαφάνειες στα Ελληνικά.*

# BUSINESS INTELLIGENCE SYSTEMS

## COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICSAND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	POSTGRADUATE									
COURSE CODE	MBA_E201	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
				X						
COURSE TITLE	BUSINESS INTELLIGENCE 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 Databases and Management Information Systems.									
TEACHING AND ASSESSMENT LANGUAGE:	Greek									
THE COURSE IS OFFERED TO ERASMUS STUDENTS										
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA583/">https://eclass.upatras.gr/courses/BMA583/</a>									

## 1. LEARNING OUTCOMES

### Lerning 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

Training in commercial and open software for the integration of Information Systems of an enterprise, aiming at both the management of operational data and their analysis, within a framework imposed by relationships among customers, employees and vendors.

At the end of the course the student should be able to use commercial software for:

1. Enterprise Resource Planning Systems(ERP)
2. Customer Relationship Management (CRM)
3. Data Mining
4. Expert Systems
5. Balanced Scorecard
6. Business Process Modeling

### 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

<p>Methodologies for integration of Information Systems (ERP, EAI, middleware, etc.)</p> <p>Use of the commercial software Microsoft Business Solutions–Navision</p> <p>Use of the commercial software WebCRM - Interworks</p> <p>Use of the commercial software Oracle Balanced Scorecard and BSC Designer</p> <p>Use of the freeware WEKA and of the custom data mining software Diogenis</p> <p>Use of the commercial software Visual Paradigm</p> <p>Use of freeware Expert System Shell</p>
--

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x
	Distance learning (asynchronous)	
	Distance learning (synchronous)	
	Others:	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	
	E-class	x
	Virtual (simulated) laboratory training	
	Others	
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>	<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures	13
	Tutorials	
	Laboratory practice	26
	Essay writing	56
	Seminars	
	Exercises	
	Project	
	Study and analysis of bibliography	
	Placements	
	Clinical practice	
	Art workshop	
	Interactive teaching	
	Educational visits	
	Artistic creativity	
	Private study	30
	Others:	

	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>
<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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	x	100%
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

“Θέματα Επιχειρηματικής Νοημοσύνης - Θεωρητική Θεμελίωση και Εφαρμογές”, Βουτσινάς Βασίλειος, εκδόσεις Κωσταράκη Π. Ευρυδίκη, 2003, Αθήνα.  
Ολοκληρωμένα Συστήματα Διαχείρισης Επιχειρησιακών Πόρων, Γιώργος Ιωάννου, εκδόσεις Αθ. Σταμούλης, 2006, Αθήνα.  
Εγχειρίδια Χρήσης

## Tourism Management

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS									
DEPARTMENT	BUSINESS ADMINISTRATION									
LEVEL OF COURSE	POSTGRADUATE									
COURSE CODE	MBA_B205	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
				x						
COURSE TITLE	Tourism 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)	<a href="https://eclass.upatras.gr/courses/BMA569/">https://eclass.upatras.gr/courses/BMA569/</a>									

#### 1. LEARNING OUTCOMES

##### Learning 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 particular conditions characterizing the tourism market and how to implement proper marketing within this framework. The course explores both destination marketing as being performed by destination marketing organizations (DMOs) as well as hotel marketing being performed at the individual business level.

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

1. determine and analyze the main characteristic of the tourism market
2. approach the planning process of a destination marketing campaign
3. plan a marketing program on behalf of a hotel.

### 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?*

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

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:  
ability of preparing and assessing a destination marketing campaign  
ability of preparing and assessing the marketing of a hotel.

## 2. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. The main characteristics of the tourism market</li> <li>2. Distribution in tourism</li> <li>3. The concept and organizational characteristics of Destination Marketing Organisations (DMOs)</li> <li>4. Strategic destination marketing planning from the perspective of a DMO</li> <li>5. Destination branding</li> <li>6. Online marketing for a tourist destination</li> <li>7. Other marketing activities for a tourist destination</li> <li>8. The main characteristics and the framework of hotel marketing</li> <li>9. Strategic marketing planning for hotels</li> <li>10. Hotel branding</li> <li>11. Online marketing for hotels</li> <li>12. Other marketing activities for hotels</li> <li>13. Setting up the marketing department of a hotel</li> </ol>
--

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x	
	Distance learning (asynchronous)		
	Distance learning (synchronous)		
	Others:		
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x	
	E-class	x	
	Virtual (simulated) laboratory training		
	Others		
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>
	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:		
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>

<p><b>STUDENT ASSESSEMENT</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	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	x	
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			



#### 4. RECOMMENDED LITERATURE

1. Reid, Robert and Bojanic, David (2006). *Hospitality Marketing Management*. 4th edition. Hoboken, NJ: Wiley
2. Williams, Alistair (2002). *Understanding the Hospitality Consumer*. Oxford: Butterworth-Heinemann
3. McGuire, Kelly A. (2016). *Hotel pricing in a social world: Driving value in the digital economy*. Hoboken, NJ: Wiley
4. Green, Cindy Estis and Lomanno, Mark V. (2012). *Distribution Channel Analysis: A Guide for Hotels*. McLean, VA: HSMAI Foundation
5. Chehimi, Nadine (2014). *The Social Web in the Hotel Industry*. Wiesbaden: Springer Gabler
6. Bowie, David and Buttle, Francis (2014). *Hospitality Marketing: An Introduction*. Oxford: Elsevier Butterworth-Heinemann

## Financial Management

### COURSE OUTLINE

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS										
DEPARTMENT	BUSINESS ADMINISTRATION										
LEVEL OF COURSE	POSTGRADUATE										
COURSE CODE	MBA_K102	SEMESTER OF STUDIES	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	
			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	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											
COURSE WEBPAGE (URL)	<a href="https://eclass.upatras.gr/courses/BMA529/">https://eclass.upatras.gr/courses/BMA529/</a>										

#### 1. LEARNING OUTCOMES

##### Learning 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 advanced methods of financial management. Particular emphasis will be given on their applications to real problems using EXCEL.

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

1. Understand the methods of financial management.
2. Analyze the financial statements of enterprises.
3. Make financing and investment decisions using the EXCEL.

### 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?*

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

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:

1. Takes financial and investment decisions under any economic conditions.
2. Presentation of results in summary form.

## 2. COURSE CONTENT

1. Corporate Financing: Some stylized facts.
2. Outside financing capacity.
3. Liquidity and risk management.
4. Corporate financing under asymmetric information.
5. Product markets and earnings manipulation.
6. Ito calculus – Black-Scholes model.
7. Pricing market securities.
8. Interest rates.

## 3. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	x		
	Distance learning (asynchronous)			
	Distance learning (synchronous)			
	Others:			
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Slides	x		
	E-class	x		
	Virtual (simulated) laboratory training			
	Others			
<b>TEACHING ORGANIZATION</b> <i>The manner and methods of teaching are described in detail.</i>  <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>		<b>Φόρτος Εργασίας Εξαμήνου</b>	
	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:			
	<b>Total number of hours for the Course (25 hours of work-load per ECTS credit)</b>		<b>125 hours (total student work-load)</b>	
	<b>STUDENT ASSESSEMNT</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice</i>	Written work, essay/report		

<p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	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	90%
	Public presentation	x	10%
	Mid-term exam (formative)		
	Laboratory work		
	Art interpretation		
Others :			

#### 4. RECOMMENDED LITERATURE

Brealey R., Myers S., Allen F. «Αρχές Χρηματοοικονομικής των Επιχειρήσεων», 1η Ελληνική έκδοση, εκδόσεις Utopia 2014.  
 Emery D., Finnerty D. and Stowe D. (2007). *Corporate Financial Management*, 3rd Edition Prentice-Hall, Upper Saddle River, New Jersey.  
 Tirole, J. (2006). *The Theory of Corporate Finance*. Princeton University Press.

*Baxter, M., Rennie, A. (1996). Financial Calculus: An introduction to derivative pricing. Cambridge University Press.*