

FINANCIAL ACCOUNTING I

- Basic concepts and aims,
- Philosophy of accounting,
- Goodwill,
- Generally Accepted Accounting Principles,
 - Historical cost,
 - Matching principle,
 - Revenue recognition,
 - Full disclosure,
 - Accrual basis.
- Accounting period,
- Balance sheet,
- Assets,
- Liabilities,
- Owner's equity,
- Debt,
- Fixed assets,
- Current assets,
- Profit and loss statement,
 - Cost of goods sold,
 - Extraordinary and non-operating profits,
 - Extraordinary and non-operating expenses.
- The accounting equation,
- Accounting events,
- Bookkeeping,
- Debits & credits,
- Double-entry accounting system,
- Chart of accounts,
- Journal – special journals,
- Ledger,
- Trial balance,
- General ledger,
- Greek General Chart of Accounts,
- Greek Tax Code.

FINANCIAL STATEMENT ANALYSIS

- Basic concepts and general perspective of accounting analysis;
- Horizontal analysis;
- Vertical analysis;
- Ratio analysis;
- Working capital;
- Accounting ratios;
- Liquidity ratios
 - current ratio,
 - cash ratio,
 - defensive interval ratio.
- Activity ratios
 - receivables turnover ratio,
 - inventories turnover ratio etc.
- Profitability ratios
 - gross profit margin,
 - net profit margin,
 - ROA,
 - ROE,
 - the Du Pont equation.
- Financial structure ratios,
 - ratio of owner's equity to total assets,
 - ratio of owner's equity to total liabilities,
 - ratio of fixed assets to long term liabilities etc.
- Investment ratios
 - earnings per share,
 - current dividend yield,
 - price earnings ratio.
- Cash flow statements

BANK MANAGEMENT

- Basic concepts and definitions,
- Aim and structure of banking system,
- Intermediation,
- Securitization,
- Banking functions of transformation,
- Types of banks,
- Commercial banks,
- Investment banks,
- Financial supermarkets,
- Financial statements of banks,
- Bank marketing,
- Retail banking,
- Wholesale banking,
- Business strategy of banking institutions,
- Bank lending,
- Mergers & acquisitions,
- Strategic alliances – financial conglomerates,
- Financial crises and bank risks,
- Internationalization of banking,
- Bank lending and SMEs in Greece,
- Foreign banks in Greece.

TRANSNATIONAL CORPORATIONS

- Basic concepts and definitions;
- New regional trends and changes;
- Globalization;
- International production;
- Modes of foreign entry;
 - Foreign Direct Investment (FDI);
 - Greenfield FDI;
 - Cross-border mergers & acquisitions;
 - Licensing agreements;
 - Subcontracting;
 - Outsourcing;
 - Management contracts;
 - Marketing contracts.
- Specific ownership advantages;
- Location advantages;
- Internalization vs. externalization;
- FDI theories;
 - Industrial organization approach,
 - Internalization theory,
 - The eclectic paradigm.
- Multiple sourcing;
- Intra-firm trade;
- Joint-ventures
 - stability,
 - performance,
 - control,
 - life cycles,
 - duration,
 - survival.
- Strategic alliances (e.g., types, motives),
- Foreign divestitures.

REORGANIZATION OF COMPANIES

- Basic concepts and definitions
- Financial approach/ shareholder value
- Strategic divestment
- Organizational change
- Evolution and selection
- Greenfield entry, growth and mortality rate of enterprises
- Life cycles of industries, products and companies
- Corporate lifecycles
 - Adolescence
 - Stability
 - Bureaucracy
 - Death
- Manager & leader
- Innovator's dilemma
- "Myopia of learning"
- The "death valley" of change
- Strategic reorganization
- Operational reorganization
- Stages of reorganization
 - Initiating stage
 - Managing the transition
 - Sustaining the momentum
- Regional reorganization
 - Pan-European companies
 - "National champions"
- Business turnaround-strategies
- Mergers & acquisitions
 - Strategic management of acquisitions
 - Forms of integration