

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	BUSINESS ADMINISTRATION		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE		SEMESTER	FIRST
COURSE TITLE	BUSINESS ADMINISTRATION		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
<i>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</i>			
Lectures	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	http://eclass.chios.aegean.gr/courses/DBA242/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</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"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is to provide the student with a complete knowledge of the business disciplines of Business Administration so that he / she is able to organize and manage a company at both a tactical and a strategic level. In this direction, the student will acquire specialized knowledge in the use of modern tools and methodologies for the design, operation, re-engineering and optimization of an enterprise.</p>

General Competences

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

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

- *Production of free, creative and inductive thinking*
- *Search for, analysis and synthesis of data and information, with the use of the necessary technology*
- *Working independently*
- *Team work*
- *Criticism and self-criticism*

(3) SYLLABUS

1 st lecture:	Introduction, Business Environment, Micro & Macro External Environment, Internal Environment
2 nd lecture:	Definition of Management, Theories and literature review
3 rd lecture:	Decision Making, Programming
4 th lecture:	Organizational Structure, Organizational changes, Human Resource Management Case Study in Decision making process
5 th lecture:	Leadership, Communication, Motivation, Conflicts Case Study in Organizational Structure
6 th lecture:	Control, Industrial Management Case Study in Motivation
7 th lecture:	Project Management
8 th lecture:	Business and Legal forms Case Study – Negotiation Meeting
9 th lecture:	Business Plan – Business Model Canvas
10 th lecture:	Benchmarking - Balance Scorecard
11 th lecture:	Case Study – Benchmarking / Balance Scorecard
12 th lecture:	Case Study - Business Plan / Project Management

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	<i>Face-to-face</i>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching, laboratory education, communication with students</i>	
TEACHING METHODS <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>	Activity	Semester workload
	<i>Lectures</i>	<i>39</i>
	<i>Case study analysis</i>	<i>41</i>
	<i>Study Hours</i>	<i>45</i>
	<i>Course total</i>	<i>125</i>
STUDENT PERFORMANCE EVALUATION	Evaluation in Greek Evaluation with short-answer and open-ended questions Evaluation with semester project	

(5) ATTACHED BIBLIOGRAPHY

<p><u><i>Suggested bibliography</i></u></p> <p>Business Administration T. Bateman, S. Snell Tziolas Editions, 2020</p> <p>Business Administration Robbins Stephen, Decenzo Davida, Coulter Mary Kritiki Editions, 2012</p> <p>Management Schermerhorn J. Paschalidis Editions, 2012</p> <p>Strategic Management Johnson Gerry, Scholes Kevan, Whittington Richard Kritiki Editions, 2011</p> <p>Strategy, Theory Vasilis Papadakis Mpenos Editions, 2011</p> <p>Strategy, Case Studies Vasilis Papadakis Mpenos Editions, 2011</p>
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