

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 <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>		WEEKLY TEACHING HOURS	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>	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

Learning outcomes <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> <i>Consult Appendix A</i> • 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 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.

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?

<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>

- *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

- 1st lecture: Introduction, Business Environment,
Micro & Macro External Environment, Internal Environment
- 2nd lecture: Definition of Management, Theories and literature review
- 3rd lecture: Decision Making, Programming
- 4th lecture: Organizational Structure, Organizational changes,
Human Resource Management
Case Study in Decision making process

5th lecture: Leadership, Communication, Motivation, Conflicts

Case Study in Organizational Structure

6th lecture: Control, Industrial Management

Case Study in Motivation

7th lecture: Project Management

8th lecture: Business and Legal forms

Case Study – Negotiation Meeting

9th lecture: Business Plan – Business Model Canvas

10th lecture: Benchmarking - Balance Scorecard

11th lecture: Case Study – Benchmarking / Balance Scorecard

12th lecture: Case Study - Business Plan / Project Management

13th lecture: Conclusions – Exams past papers

(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	<i>Evaluation in Greek</i> <i>Evaluation with short-answer and open-ended questions</i> <i>Evaluation with semester project</i>	

(5) ATTACHED BIBLIOGRAPHY

<u>Suggested bibliography</u> Business Administration T. Bateman, S. Snell Tziolas Editions, 2020 Business Administration Robbins Stephen, Decenzo Davida, Coulter Mary Kritiki Editions, 2012 Management Schermerhorn J. Paschalidis Editions, 2012
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Strategic Management

Johnson Gerry, Scholes Kevan, Whittington Richard

Kritiki Editions, 2011

Strategy, Theory

Vasilis Papadakis

Mpenos Editions, 2011

Strategy, Case Studies

Vasilis Papadakis

Mpenos Editions, 2011