**TECHNOLOGICAL EDUCATIONAL INSTITUTE**

**OF WESTERN GREECE**

**DEPARTMENT OF BUSINESS ADMINISTRATION, PATRAS**

**Study Guide**

**Academic Year 2014-2015**

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### Introduction

The world of work and business are changing. How do global markets operate, how can we make use of them and what do ethical business and entrepreneurship really mean? These are some of the key questions when studying management science (business, management, marketing, management information systems, accounting and finance), which involve the application of both practical and conceptual knowledge. As organizations seek to meet business challenges, their futures will increasingly depend on the abilities of their staff. Gaining a management, marketing, finance and management information systems qualification opens doors to new opportunities.

### Why Study Business Administration with Us

The world of work and business are changing. How do global markets operate, how can we make use of them and what do ethical business and entrepreneurship really mean? These are some of the key questions when studying Business, Administration & Management Science, which involve the application of both conceptual and practical knowledge. As organizations seek to meet business challenges, their futures will increasingly depend on the abilities of their staff. Gaining a business, management, marketing, accounting and finance and management information systems qualification opens doors to new opportunities.

The Department of Business Administration at Patras offers a modern and solid core study program, along with three distinct study modules to choose from, each leading to specialized degrees. Our fourteen tenure and nineteen adjunct staff provide practically decades of combined working and teaching experience, along with high academic qualifications.

Upon successful completion of studies, graduates will acquire skills and be able to very adequately perform (depending on the chosen study module, see next section) a variety of tasks, such as: authoring of business, strategic, tactical and operational plans, rational decision-making, project management, operations management, logistics, enterprise resource planning (ERP), statistical research, forecasting, marketing and market research, financial management, quality management, management of information systems.

The Department has at its disposal several lecture halls and laboratories, using modern computers and software. Several of the halls and laboratories also use projection systems. Synergies among our Department and other Departments of the Business School, cooperation with the office of International Relations and with the office of Practical Training placement offer a total study experience on a par with any comparable Technological Education Institute, and with several University Departments.

Moreover, the Department is currently planning an independent and very competitive postgraduate study program, expected to be fully implemented during the 2015 – 16 academic year, at the latest.

Finally, the Department has a vibrant student community, currently more than 3000 strong, which makes for an interestingly rich and colorful student experience.

### Study Structure

The duration of studies is four (4) years, divided in eight (8) academic semesters. During the first seven (7) semesters, taught courses include lectures, laboratory teaching, seminars, and projects assigned to individuals and to groups. Some of the courses only include lectures, while courses of a more applied nature provide laboratory teaching as well. The final semester consists of a six month Practical Training assignment and the writing of a Degree Thesis.

The degree awarded upon successful completion of studies is a Level 6 Bachelor of Science (BSc.). There are three study modules to choose from (students choose their desired module at the beginning of their third year of study) and these are reflected on the degree awarded:

* Business Administration,
* Marketing,
* Management Information Systems

Successful completion of any of the study modules requires successfully attending to a total of thirty nine (39) courses, consisting of twenty four (24) compulsory courses, nine (9) module – specific courses, and an additional six (6) electives. In addition, students must successfully complete a six – month Practical Training assignment, and defend a Degree Thesis.

The applied nature of the curriculum allows considerable emphasis to be placed on working with real – world and with simulated case studies, using information technology software tools. Thus, the curriculum is structured in order to encourage student participation and help them develop initiative and independent rational thinking, based on current management knowledge.

The curriculum is designed to provide an evolution in difficulty and complexity of the subjects offered. Thus, as a student progresses from one semester to the next, he or she will be become familiar with increasingly specialized topics.

A total of 51 taught courses are offered, as follows:

* For the first four semesters, a total of twenty four (24) compulsory courses is being offered (six courses per semester).
* For the remaining three semesters that include taught courses, a total of twenty seven (27) courses is being offered. These include a total of nine (9) module – specific courses. For each of the final three semesters, each student will attend to three (3) module – specific courses and another two (2) electives, freely chosen from any of the other two modules, for a total of five (5) courses per semester.

The following tables present courses per semester, course category, lecture and laboratory hours per week, workload and credit units.

Courses are categorized as follows:

* AFLH (Administration - Finance - Law - Humanities)
* GBC (General Background Courses)
* SBC (Special Background Courses)
* SC (Specialization Courses)

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| **No** | **CORE COURSES - 1ST SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **101** | Business Administration – Management | **GBC** | **4** |  | 137,5 | 5,5 |
| **102** | Introduction to Marketing | **GBC** | **4** |  | 137,5 | 5 |
| **103** | Introduction to Law | **AFLH** | **4** |  | 100,0 | 4,5 |
| **104** | Accounting | **GBC** | **3** | **2** | 125,0 | 5,0 |
| **105** | Introduction to Information Technology | **GBC** | **2** | **2** | 125,0 | 5,0 |
| **106** | Mathematics | **GBC** | **4** |  | 125,0 | 5,0 |
|  | **TOTAL / WEEK** |  | **21** | **4** | 750,0 | 30,0 |

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| **No** | **CORE COURSES – 2ND SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **201** | Elements of Commercial Law | **AFLH** | **3** |  | 100,0 | 4,0 |
| **202** | Microeconomics | **GBC** | **3** |  | 112,5 | 4,5 |
| **203** | Accounting for Companies | **GBC** | **3** |  | 112,5 | 4,5 |
| **204** | Fundamental Algorithms / Structured Programming | **GBC** | **3** | **2** | 137,5 | 5,5 |
| **205** | Financial Mathematics | **GBC** | **4** |  | 137,5 | 5,5 |
| **206** | Introduction to Business Statistics | **GBC** | **4** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **20** | **4** | 750,0 | 30,0 |

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| **No** | **CORE COURSES – 3RD SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **301** | Total Quality Management | **SBC** | **3** | **1** | 112,5 | 4,5 |
| **302** | Operational Research | **SC** | **3** | **2** | 137,5 | 5,5 |
| **303** | Human Resources Management | **SBC** | **3** |  | 112,5 | 4,5 |
| **304** | Macroeconomics | **GBC** | **3** |  | 112,5 | 4,5 |
| **305** | Data Structures and File Organization | **GBC** | **3** | **3** | 137,5 | 5,5 |
| **306** | Advanced Business Statistics | **SBC** | **3** | **2** | 137,5 | 5,5 |
|  | **TOTAL / WEEK** |  | **18** | **8** | 750,0 | 30,0 |

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| **No** | **CORE COURSES – 4TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **401** | Game Theory | **SBC** | **3** | **1** | 112,5 | 4,5 |
| **402** | Business Planning | **SC** | **3** | **2** | 137,5 | 5,5 |
| **403** | Financial Management | **SBC** | **3** |  | 112,5 | 4,5 |
| **404** | Managerial Economics | **GBC** | **3** |  | 112,5 | 4,5 |
| **405** | Business Network Applications and Internet | **SC** | **3** | **2** | 137,5 | 5,5 |
| **406** | Database Management Systems | **GBC** | **3** | **2** | 137,5 | 5,5 |
|  | **TOTAL / WEEK** |  | **18** | **7** | 750,0 | 30,0 |

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| **No** | **MODULE «BUSINESS ADMINISTRATION» COURSES - 5TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **501\_1** | Operations Management | **SC** | **3** | **2** | 150,0 | 6,0 |
| **502\_1** | Managerial Decision Making | **SC** | **3** | **2** | 150,0 | 6,0 |
| **503\_1** | Forecasting and Control Techniques | **SC** | **3** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **9** | **6** | 450,0 | 30,0 |

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| **No** | **MODULE «MARKETING» COURSES - 5TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **501\_2** | Advertising and Public Relations | **SC** | **4** | **1** | 150,0 | 6,0 |
| **502\_2** | Services Marketing | **SBC** | **4** |  | 150,0 | 6,0 |
| **503\_2** | Consumer Behavior | **SC** | **4** | **1** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **12** | **2** | 450,0 | 30,0 |

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| **No** | **MODULE «MANAGEMENT INFORMATION SYSTEMS» COURSES - 5TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **501\_3** | Business Computer Networks | **SBC** | **3** | **2** | 150,0 | 6,0 |
| **502\_3** | Information Systems and Software Engineering | **SC** | **3** | **2** | 150,0 | 6,0 |
| **503\_3** | Advanced Database Management Systems | **SC** | **3** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **9** | **6** | 450,0 | 30,0 |

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| **No** | **MODULE «BUSINESS ADMINISTRATION» COURSES - 6TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **601\_1** | Innovation and Entrepreneurship | **SBC** | **4** |  | 150,0 | 6,0 |
| **602\_1** | Advanced Operational Research | **SC** | **3** | **2** | 150,0 | 6,0 |
| **603\_1** | Supply Chain Management | **SC** | **3** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **10** | **4** | 450,0 | 30,0 |

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| **No** | **MODULE «MARKETING» COURSES - 6TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **601\_2** | Marketing - Brand Management | **SBC** | **4** |  | 150,0 | 6,0 |
| **602\_2** | Advertising Campaign Planning and Organization / Communications Policy | **SC** | **4** | **1** | 150,0 | 6,0 |
| **603\_2** | Research Methodology & Market Research | **SC** | **4** | **1** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **12** | **2** | 450,0 | 30,0 |

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| **No** | **MODULE «MANAGEMENT INFORMATION SYSTEMS» COURSES - 6TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **601\_3** | Object Oriented Programming / Java | **SBC** | **3** | **2** | 150,0 | 6,0 |
| **602\_3** | Web Technologies / Semantic Web | **SC** | **3** | **2** | 150,0 | 6,0 |
| **603\_3** | E-Business | **SC** | **3** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **9** | **6** | 450,0 | 30,0 |

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| **No** | **MODULE «BUSINESS ADMINISTRATION» COURSES - 7TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **701\_1** | Business Strategy | **SC** | **4** |  | 150,0 | 6,0 |
| **702\_1** | Quantitative Methods in Managerial Decision Making | **SC** | **3** | **3** | 150,0 | 6,0 |
| **703\_1** | International Relations and Institutions | **AFLH** | **4** |  | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **11** | **3** | 450,0 | 30,0 |

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| **No** | **MODULE «MARKETING» COURSES - 7TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **701\_2** | Strategic Marketing | **SC** | **4** |  | 150,0 | 6,0 |
| **702\_2** | Sales Organization and Management | **SC** | **4** | **1** | 150,0 | 6,0 |
| **703\_2** | Internet Marketing - Customer Relationship Management (e-CRM) | **SC** | **3** | **2** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **11** | **3** | 450,0 | 30,0 |

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| **No** | **MODULE «MANAGEMENT INFORMATION SYSTEMS» COURSES - 7TH SEMESTER** | **COURSE CATEGORY** | **THEORY (h/week)** | **LAB (h/week)** | **WORKLOAD** | **CREDIT UNITS** |
| **701\_3** | Project Management | **SBC** | **3** | **2** | 150,0 | 6,0 |
| **702\_3** | Enterprise Resource Planning and Management (ERP) | **SC** | **3** | **2** | 150,0 | 6,0 |
| **703\_3** | Management Information Systems | **SC** | **4** | **1** | 150,0 | 6,0 |
|  | **TOTAL / WEEK** |  | **10** | **5** | 450,0 | 30,0 |

Finally, in the fifth semester students can attend the elective course «Foreign Language**-**Terminology», a Special Background Course (SBC) consisting of lectures (4 hours per week). This course has no Credit Units and is not required for the completion of studies.

### Description of Courses

**1. Business Administration - Management**

Introduction to Business Organization, The Concept of Management, Planning and Decision Making, Organizational Structure and Organizational Design, Elements of Organizational Behavior, Motivation, Leadership, Group Dynamics, Communication, Modern Trends in Management of Business, Learning Organization, Knowledge Management, Empowerment, Emotional Intelligence, Total Quality Management, Business Process Reengineering, benchmarking, Balanced Card, Organizational Culture, Change Management. Applications in Modern Business Environment.

**2. Introduction to Marketing**

The process of marketing, management of marketing, marketing environment, marketing systems, consumer behavior, decision-making process of the consumer markets and organizational buying behavior, segmentation - purpose - position, measure the capacity of the market and sales.

**3. Introduction to Law**

Concept of law and distinctions. Private and Public Law, Rules between Greek and European Community Law. Creating legal rules and distinctions. Litigants. Persons and distinctions. Right of discrimination and protection, transaction contract, concept, content, discrimination - Representation - Limitation. Creation, modification and elimination of contractual obligations. Discrimination creditor contracts. Important contractual agreements. Tort, Unjust enrichment. Ownership, Pledge and Mortgage, Inheritance.

**4. Accounting**

Introduction to the concept of business and accounting. Assets and monitoring changes in consecutive balance sheets. Accounts. Understanding basic concepts - Assets, Fixed, Current, Equity, Liabilities, Census. Route accounting tasks, journal entries, preparation of Balance Sheet, Income Statement drafting, drafting Table of Results, Balance retirement, compliance ELGS, Depreciation of fixed assets, valuation of assets, Computerized Accounting Applications.

**5. Introduction to Information Technology**

The role of Informatics in Business, Historical evolution. Material, basic concepts, Tour. Software, Software Products, The use of software in the enterprise. Organization. Operating systems, historical development, types, basic concepts of Operating Systems. Examination of Operating Systems for Personal Computer and UNIX. PC Architecture . Number systems. Computer Application in Business, effects and outcomes on staff and operational procedures. Introduction to Databases, Tables, Relationships, Queries, Forms, Reports. Applications of Informatics in modern business.

**6. Mathematics**

Real functions of one variable, limits and continuity of functions. Elements of differential calculus: derivative, differential, extrema and inflection points of the function, tangent and asymptotes of a graph. Applications to problems of business planning. Basic theorems of differential calculus and the De l 'Hospital rule. Elements of combinatorics: counting principles, binomial coefficients, combinations. Introduction to linear algebra: tables and operations, inverse table, calculation of determinants, solving systems of linear equations. Characteristic polynomial of a square table, eigenvalues and eigenvectors. Applications to economic issues.

**7. Elements of Commercial Law**

Division - discrimination, the objective of trade, on the subject of trade, presumption of commerciality. Commercial books. Dealers in formal and effective system. Acquisition - loss of commercial property. Consequences. Industrial property name, mark, patents - inventions, competition law - mergers. Companies - discrimination. The general partnership, establishing - operation - dissolution. The Limited or silent Company Foundation - operation - dissolution. The Limited Liability Company, Foundation - operation - dissolution. The SA, Foundation - operation - dissolution of securities law. The bill, the check, the promissory note. Applications of commercial law - statutes, check, bill of exchange - information bankruptcy law.

**8. Microeconomics**

Theory of Demand and Supply, Elasticity, Cost and Production Markets - Development and Competition, Monopoly, and various forms of oligopoly, Efficiency and regulation, Demand inputs and productivity, wages inputs, annuity, interest and profits.

**9. Accounting for Companies**

General partnership concepts - Limited Partnership, Limited Liability Company, Limited Company - Determination of Net Operating Income, net profit, tax entities, tax office filling out forms for legal entities, E3 - E5 - D10 - clearing corporation tax - Editors financial statements - analysis of financial statements - analysis of ratios - liquidity ratios - profitability ratios - ratios of activity - capital structure ratios - introduction to market ratios - vertical and horizontal analysis enterprises - companies and valuation of listed and non-ASE - utility and Cash Flow Budgets.

**10. Fundamental Algorithms / Structured Programming**

Basic concepts of algorithms. Technical drawing algorithms. Programming structures, Sequence Control and Repeat. Development Tools software (pseudocode, program flowcharts, programming languages). Complexity of algorithms. The language C, Program Structure in C, Data Types, Declarations Variables, Loops. Tables, Functions, Structures, Pointers, Character Sequences. Computer Programming in the language C, Development of programs and functions in C.

**11. Financial Mathematics**

Elements of Linear Algebra. Sequences, Series. Real functions of one and two variables: operations, partial derivatives, total differential, local extrema. Limits of functions. Maximizing and minimizing functions. Applications of local extrema on the economy, a process bound to find local extrema – Lagrange multipliers. Combinatorial analysis. Differential and integral calculus. Introduction to differential equations: Separable and exact differential equations, homogeneous and linear. Financial applications. Integrals and their applications to problems in economics. Exponential and logarithmic functions and financial applications mainly due to problems of financial analysis. Computer Applications using Mathematica.

**12. Introduction to Business Statistics**

Introduction to Sampling Methods - Organization - Survey Data, Numerical Descriptive Measures (Measures of Central Location, Measures of Dispersion), Introduction to Probability (Standard Rules, Conditional probability, Bayes), Discrete Random Variables and their Probability Distributions, Continuous random variables and the normal Distribution, Computer Applications.

**13. Total Quality Management**

Introduction to Quality Assurance. Definitions, philosophy, axioms, principles. The need for adjustments and changes in management styles. Tools of quality control. The organization for quality. Development of the ISO control and quality assurance of projects and actions. Editing quality manuals and procedures records. The European certification framework. Cost of quality. Methodologies of statistical quality control SPC. Laboratory applications of the above with the use of special software packages.

**14. Operational Research**

Introduction to Operational Research. Business Models, Linear Programming (Framing and solving the Problem, Algebraic and Graphical methods, Simplex, quirky Cases, Duality and Sensitivity Analysis), Integer Programming (Branch and Bound Methods, planning 0-1) Problems Transmission (Definition and Problem Solving, Special Circumstances: Replacement Problem, Logistics). Computer Applications.

**15. Human Resources Management**

The course aims to facilitate a thorough understanding of management of human resources, which is essential for the efficient, effective and competitive operation of the various business units and production in general. Specifically focuses on the examination and analysis of the processes of planning, job analysis, the attraction and selection, training and development of human resources, evaluation of employee performance, the policy of pay, health and safety at work and the end of industrial relations by the method of case studies, group projects and review relevant scientific literature.

**16. Macroeconomics**

Calculation of National Production - Systems of National Accounts, Total Demand and Supply - the Keynesian model, the monetarist model, Fiscal Policy, Monetary Policy, Public Choice, and external influences, inflation and unemployment, wages - labor and trade unions, the International Trade Data.

**17. Data Structures and File Organization**

Data Structures, basic concepts. Tables, Lists, Queues, Trees, Graphs. Editing data structures, introduction, retrieval and deletion. Types and file organization, sequential, trees, indexed files. Edit files, search, sort, file indexes. Processing large files. How to save files. Improving efficiency in the processing of files. Applications management data structures the programming language C.

**18. Advanced Business Statistics**

Estimation (Mean Assessment and Analogies), Confidence Intervals, Samples, Sample Definition, Hypothesis Testing (Unilateral, Two-sided), Tests (Independence, Adjustment), analysis of variance (ANOVA), Simple Regression Analysis (Linear, Logarithmic, Exponential, Quadratic) and Analysis of Relationship of Two Variables, Computer Applications.

**19. Game Theory**

Data analysis using operational data, typical reactions models, automation modeling, evaluation and control models, documentation, models, business scenarios, and optimization objectives, control of competing reactions, method of Monte Carlo, the mechanisms of the simulation, the simulation as a tool for business planning.

**20. Business Planning**

Effective decision making and devices, managing diversity, promotion of innovation and creativity. Planning process, the nature of organizational goals, management objectives, control as a function of management, application control approaches. Using business plans, places - keys. Standard tables and charts, long term planning. Starting a new business, calculation of realistic cost levels, understanding risks, financing, licensing, legal entities, trade names, trademarks, etc.. Strategic thinking, basic numbers, team management. Analysis of competition and competitiveness, sources, suppliers and implementation. Technology and future products / services. Sales promotion. Analysis of industry / market. Identifying information, practical market research. Sales Forecasting, background information, market analysis. Correlation budget and milestones of the project. Business ratios. Implementation, milestones, summaries, long-term planning. Financing small business. Present project.

**21. Financial Management**

The financial operation and the environment, the time value of money, analysis of financial information, the effects of changing the level of prices, financial ratios and discriminant analysis, forecasting financial needs, financial planning and control, working capital policy, management and policy credits .

**22. Managerial Economics**

Decisions on optimization, risk management decisions, decisions on individual business operations, determinants of demand, efficient production, cost prediction, specific technical pricing, investment planning, decisions based on balance sheet analysis, decisions based on cost / benefit analysis, government and business, budget capital.

**23. Business Network Applications and Internet**

Types of networks in business, distributed business applications, basic concepts for distributed processing, standard protocols, the distributed control, the major issues of distributed systems. Applications of the Internet (Internet) in business, commerce, early electronic document exchange (EDI), the advertising business on the Internet, intranets. Familiarity with distributed systems, internet and integration with business applications (databases, spreadsheets). Familiarity with HTML and existing publishers. Implementation and publish web page.

**24. Database Management Systems**

Basic concepts, use of databases in business, types of databases. Foundations of Databases, relational algebra, functional dependencies. Relational Model of Databases, tables, keys, chart entities - relationships. Basic functions of database management systems, updating deleting, importing and optimization. Document management systems, indexing techniques, performance measurement, data models, their use in business. Object Databases, basic concepts, their use in business. Multivariate Data Bases, basic concepts, methods of implementation, their role in the analysis of business data. The Management Language Database SQL. Using trade management system, SQL language, familiarity with document management systems and multidimensional databases.

**25. Operations Management**

Introduction to Operations Management, businesses and organizations, products and services distinction, The Strategic Role of Operations Management in the global competitive environment, Demand Forecast, Installation Site Selection, Selection Process and Strategic Planning, Designing Productive Capacity , Deterministic and Probabilistic inventory management, Systems JIT, Competition based on time.

**26. Managerial Decision Making**

Types of Business Decisions, Decisions Environment (Conditions of Certainty, Uncertainty, Risk), Rational Approach to Decision Making, Methods of Creative Thinking (Brainstorming Method Delphi, etc. Ratios.), Welfare Functions - Utility, Bayes Approach, Qualitative Methods (Decision Trees , Decision Tables, Event Sequence Diagrams, Analytical Hierarchy process), Computer Applications.

**27. Forecasting and Control Techniques**

Introduction to Predictive Methods, Classical Time Series Models, Trends under Linear Approximation Method of Least Squares, Seasonal Variation, Exponential Smoothing Methods: Box - Jenkins, GAF (Generalized Filtering), Econometric Models, Computer Applications.

**28. Advertising and Public Relations**

Concept, objectives and development of advertising. The inclusion of advertising in the field of Marketing. The role and importance of research in the design and organization of advertising proposals. Pumping Marketing information for customer service, creative, media advertising. The effect of advertising on the cost of goods to the value of the goods, a country's economy, the social sphere Stages effects of advertising. The advantages and disadvantages of advertising. Advertising companies, departments and processes for their organization. Objectives Marketing and Advertising objectives. Strategic advertising message. Creative approaches to advertising. Checking creative idea. Production of commercial messages. Programming tools. Determination and allocation of advertising budget. Principles of Public Relations. Public Relations Programs. Techniques, tools and applications for Public Relations. The profession of the Board The Practice Board (organization, planning conferences, press releases, invitations, international presentations, etc.). Journalistic investigation. Using media. Public opinion, communication.

**29.**  **Services Marketing**

Special features of the service. Analysis of demand for services. Understanding the expectations and perceptions of services through consumer marketing research. Design and installation service. The role of employees and consumers in the creation and delivery of service. The role of promotion. The cost of quality. The quality performance. Domestic Marketing. Marketing relationships. Case study.

**30. Consumer Behavior**

The consumer decision-making process. The psychology of consumer behavior. Motivation and behavior. Personality and consumer behavior. Structure and management of consumer attitudes. The economics of consumer behavior. The structure of individual preferences. The individual demand and basic characteristics. The social context of consumer behavior. Reference groups and consumer behavior. Cultural and social influences on consumer behavior. The heterogeneity of consumer preferences and behavior. Principles and methods of segmenting consumer markets. Modern analysis of consumer choice. The consumer and the product features and services. Modern analysis of perceptions of consumer products and services. The consumer versus innovation. Issues of consumer protection. Specific issues of consumer’s behavior.

**31. Business Computer Networks**

Basic concepts of networks, their development, their role in business. Transmission media. Types of networks, local, wide area, metropolitan. Equipment lines and network devices. Network Operating Systems. Telematics, telematics services in business, file transfer, electronic mail, remote login, new telematics services. Public networks in Greece, key features, services. Internet, historical development, the Web. Connecting P.C.’s, key functions to local networks, management of local networks and users. The web, browsers. E-mail services, ftp, telnet.

**32. Information Systems and Software Engineering**

Structured analysis and design software : introductory concepts. Flowcharts. Symbols of flowcharts. Features of flowcharts. Types of flowcharts. Data flow diagrams. Components. Edition. Common mistakes. Multilevel analysis. Workflow. Diagrams award procedures. Components. Object-oriented analysis and design. Class and inheritance. Purpose and snapshot. Unified Modelling Language (UML). Types of diagrams. Charts classes. Classes relations. Graphs use cases. Relations. Sequence diagrams, state diagrams. Activity diagrams. Design of interactive applications based on their usage scenarios : methodology ICONIX. Structure of the methodology. Requirement analysis. Initial design. System design. Application.

**33. Advanced Database Management Systems**

Database Design (normalization). Entities correlation model to relational model. Views, constraints, transactions, stored procedures, Triggers. Role and tasks of Database Manager. Safety and jurisdiction in Databases. Back up and recovery of database. Concurrency in environments with many users. Query optimization. Distributed database. Newsreel topics of database (multimedia databases, databases on the internet, security of databases, knowledge management and bases of data and knowledge, XML, OLAP, Data Warehouse, etc.). Oracle technology (PL/SQL, triggers, stored procedures, etc.). Open source database management systems. Development of applications over standard communication interfaces to databases (ODBC, JDBC), distributed databases, architectures client-server, three-tier architecture, databases and internet.

**34. Innovation and Entrepreneurship**

Change at the individual level, group level, models and approaches of business change, management change. Innovation and competitive advantage, innovation types, innovation means, new challenges. Innovation as a process management, as a fundamental business process, consequences of incomplete understanding of the innovation process, successful innovation management. Strategic innovation, technological trajectories, effective external interfaces for learning, creation of an agency that innovates. Strategies for research and development, creativity, selection and evaluation of projects, financial evaluation of projects of research and development, design and control of projects of research and development, technological foresight.

**35. Advanced Operational Research**

Queuing theory (components of the Standard Model mode, common distributions, Arrivals and Priorities Laws, Service Stations Capacity, Parallel or Serial Queueing Creation, Data Collection and Control), Simulation (Objectives and Design of Simulation Applications, Modelling Supplies and Discrete Simulation Approaches, random Numbers and Monte Carlo method, Collection of Observations and Optimization), Inventory Theory (Definition of the general problem, Definite and probabilstic models, PC’s Applications).

**36. Supply Chain Management**

Analysis of the methods and techniques that are focused on the design, testing and implementation of the flow of goods and services, in an integrated system that includes suppliers, production processes and distribution channels to final consumers. Inventory Theory (General Problem Determination, Determined and probabilistic Models, PC’s Applications).

**37. Marketing - Brand Management**

The meaning of the brand name, Basic concepts of brand name, brand name selection, logo selection, Copyright of brand name, The role of the Internet in brand name management, international brands, Advantages and disadvantages of international brands, formulation and adaptation strategy, Basic Rules of international brand product management, development and maintenance over time of strong brands, the theory Guidance in Brand Name, brand development philosophy within the company, Development and design of successful brands.

**38. Advertising Campaign Planning and Organization / Communication Policy**

Media, advertising media above the line and below the line, Media shops, sponsorship, Greek Code of Advertising, Advertising and European law, ethics of advertising function, the identity and characteristics of the target public and the advertising media, strategic objectives and planning of advertising media, types and forms of advertising campaign, Budget and clarification of the advertising account, selection and cost of advertising media, Strategy Power campaign, area market, time market, fees market, Methods of assessing the effectiveness of the advertising campaign.

**39. Research Methodology & Market Research**

Introduction to research methodology, principles of market research, research design, types of research, sources of primary and secondary data for marketing research, quantitative and qualitative market research, modern ways of collecting data, the concept of measurement and measurement scales in market research, surveys, questionnaire design, primary data collection methods using exit-polls, the concept and procedures of sampling, basic principles and main methods of analysis of empirical data, special topics of market research.

**40. Object Oriented Programming / Java**

The object-oriented approach, Background and applications, Concepts of object-oriented philosophy (object, class, method, message, creator, information hiding, abstraction, inheritance, assembly, encapsulation, polymorphism), Methodologies for object-oriented analysis and design of information systems, object-oriented languages programming, Implementation user interfaces, exceptions, threads, file management. Programming language Java.

**41. Web Technologies / Semantic Web**

Fundamental components of the web, basic definitions. Client – server model. Web customer. Web browser architecture. Web Server. Types of web servers. Types of websites. Web and websites design: philosophy and design. The role of appearance and usability. Critical points of web and website design. Usability criteria. Developing a website for a company: starting up. What’s the use of the development of a site? Operating benefits, strategic benefits, occasional benefits. Requirements. Lifecycle. Focal Points design. Examination of the current situation and problems of global web and general objectives and architectures which have been proposed for the Semantic Web. Cascading Style Sheets (CSS). Definition format. Editors. Class parameter. CSS application. Javascript. Comparison with Java. Scripts in the head section and the body section. Scripts in an external file. Variables. Option commands. Popups. Structures of recurrence. Events. Functions. Function calls. Technologies and languages of representation of metadata (XML, RDF, OWL). Presentation of ontologies and logical inference in the Semantic Web. Intelligent Agents and Web services to implement them. Applications.

**42. E-Business**

Introduction to e-Business, e-Business and e-Commerce, Main categories of Electronic Commerce, Electronic Commerce Business Models, Online Store (e-shop), Financial Security, Symmetric and asymmetric cryptography, digital signatures, Technologies and Services of Personalization, personalization techniques, Recommendations Systems, Algorithms and techniques, electronic payments, e-cards and smart cards, electronic checks (e-checking), Security of electronic payments, Evaluation of e-Business, e-Banking, e-work. Powered Applications of e-Business and e-Commerce, solutions development tools of e-business and e-commerce (commercial and open source), Websites development of integrated e-business and e-commerce solutions, programming languages for creating e-business and e-commerce systems.

**43. Business Strategy**

The process of strategic change, the business environment, approaches to strategic planning, the objectives, gap analysis, SWOT analysis, other analysis techniques, strategic of expansion - contraction - horizontal and vertical integration, setting of performance standards, performance measurement, evaluation of performance, preliminary checks, checks on process, outflow checks, audits, the importance of innovation and entrepreneurship, encouraging innovation.

**44. Quantitative Methods in Managerial Decision-making**

Applied Quantitative Methods in Decision Making, Case Studies Using Statistical Methodology (Decision Making in Primary Information), Probability Studies (Decision Making with Posteriori Information) and Operational Research Studies (Multi Criteria Decision Making Optimal Efficiency Standards, Linear Programming, Simulation), PC’s Applications.

**45. International Relations and Institutions**

Public International Law, International Contracts - discriminations. International organizations, Recommendation - discriminations. The historical context of the creation of the EU - EEC - ECSC - EAEC. The evolution of the EEC, ECSC, EAEC. The creation of the EU – her evolution until today. The institutions of the EU, the European Council, the Council of Ministers, the Commission, the European Parliament, The European Court of Justice, The European Law, Court and subordinate institutions, EMU.

**46. Strategic Marketing**

Perceptions and timeless mission business, Marketing Management in the Marketing subsystem (the asset value of the brand, the analysis of value for the customer, marketing using databases, e-commerce, value networks, hybrid channels, the supply chain management, integrated marketing communications, etc.), decision-making in marketing Management (Methods and criteria for decision-making). The process steps of Marketing Management, Business Plans. New forms of communication such as marketing of experiences, the entertainment marketing and the contagious marketing.

**47. Sales Organization and Management**

Introduction to Sales Organization and Management. Defining the roles of director of sales and sellers. The design strategy and budget. The organization of the sales staff. Assessment opportunities and sales forecasts. Search and selection of vendors. The sellers training. Creating incentives. Compensation of sellers. Design of sales territories. Determination of efficiency measures. Assessment and control.

**48. Internet Marketing & Customer Relationship Management (e-CRM)**

Theoretical foundations of CRM, relationship marketing, customer orientation of the firm, satisfaction and client retention, change of business, business adapt to environment, a culture of learning. Basic functions of CRM: two-way communication with customers, customer data mining. Stages of implementation of CRM, determinants of success of CRM. The role of the CRM strategy in the broader business strategy. Business applications with suitable software and using the Internet, interactive communication with customers, extracting and analyzing customer information.

**49. Project Management**

The familiarity of the students with basic concepts involving elements of operations management, project scheduling and solution of problems related to the implementation of business decisions and processes. Also a detailed description of methodologies of scheduling and streamlining tasks or of mechanized activities of project construction on the basis of the optimal allocation of human and financial resources, or the acceleration of work. Lattice programming and technique of lattice diagram construction, cruise control operation of project with the lattice diagram. Gant charts, optimizing time, cost and resources. Introduction to the Project Management. Tour project. Estimated cost. Contractor selected. Project control. Administrative skills. Managed risk.

**50. Enterprise Resource Planning and Management (ERP)**

Concept and philosophy of business resources management, Business functions and processes, relations and dependencies between business functions, the role of information systems in processes and basic functions of an enterprise, ERP systems structure, technologies, client / server architecture, Integrating business applications, Supply Chain Management, Restructuring business processes - BPR, Lifecycle of ERP systems, Selection - Qualification - Supply of ERP systems, installation and customization of ERP systems, ERP implementation case study systems in enterprises of various industries and sizes. Use and operation of ERP system.

**51. Management Information Systems**

Concept and definition of management information systems in modern business. Structure and analysis framework. Relation between information systems and management. Data technology. Processing data. Organization data. Analysis and design of systems, applications. Evaluation and strategic planning of information systems. Basic concepts of Management Information Systems (MIS). Structure of Management Information System (MIS). Setting the MIS. Methodology and development of MIS procedures. Analysis of cases. Applications, risks. Test and evaluation of MIS. Issues of communication and human relationships in MIS. Competitive advantages. Greek reality. Analysis of cases. Strategic planning for the operation and MIS.

**52. Foreign Language-Terminology**

Special Topics of foreign language-terminology