

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	1605-210101	<b>SEMESTER</b>	<b>1st</b>
<b>TITLE</b>	<b>MANAGEMENT PRINCIPLES</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
LECTURES AND LABORATORY EXERCISES		5	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>1. Knowledge: Description of the concept and content of management, defining the way of management of a business unit, its operation, the roles that exist in it, and the processes that are performed in combination with its internal and external environment.</p> <p>2. Understanding: Upon completion of the course students have the opportunity to discern the functions of management and to draw conclusions about the management of an organization.</p> <p>3. Application: Students are allowed to apply the available theoretical models in practice, consider possible alternatives of management and employee management, and make the necessary changes in the decision-making process.</p> <p>4. Analysis: Students are able to combine strategic choices and develop solutions to complex business problems.</p> <p>5. Composition: Students are able to understand how decisions are made in an organization and propose possible changes, as well as synthesizing a new way of governing by improving the operation of the business.</p> <p>6. Evaluation: Upon completion of the course, students can evaluate the administrative structure and operation of an organization, judge the decision-making process, and evaluate the role of the leader.</p>

General Skills
<p>The student through the course will develop skills:</p> <ul style="list-style-type: none"> <li>• 1. In decision making</li> <li>• 2. In the analysis and synthesis of data and information</li> <li>• 3. In autonomous work</li> <li>• 4. Work in an interdisciplinary environment</li> <li>• 5. Exercise criticism and self-criticism</li> </ul>

### 3. COURSE CONTENT

<p>1: Introduction to management  2: Business and business environment  3: Management theories  4: Case study A.  5: Basic concepts and functions of design  6: Making strategic decisions  7: Corporate social responsibility  8: Case study B.  9: Market segmentation  10: Organizational change and organizational culture  11: Human resource management  12: Leadership and communication  13: Control: Principles, procedure, and areas of control</p>
---

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	In class	
<b>ICT USE</b>	Multimedia, internet, PowerPoint	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	65
	Thesis writing	34
	Presentations of works	15
	Interactive teaching	28
	Bibliography study and analysis	8
	Total	150
<b>ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• Written exams and elaboration of a semester paper</li> <li>• The test material is posted on Moodle and before the test time is spent on answering questions about the test material.</li> <li>• A file of students' examination documents is kept until they receive their degree.</li> <li>• After the exam, time is available to each student to clarify his / her mistakes and explain</li> </ul>	

	his / her grade.
--	------------------

## 5. REFERENCES

***-Suggested bibliography:***

- 1. Strategic Management: Theory, Practice, Exercises, Business Cases, 2019 second edition, Sarmaniotis, Ch., Zygos Publications.
- 2. Introduction to Management, 2nd Edition 2018, Bachrach G. Daniel, Schermerhorn R. John Jr., Broken Hill Publications
- 3. Business Organization and Management, MANTZARIS IOANNIS