COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	**1605-210305**	**SEMESTER**	3rd
TITLE	**Data and Information Management**		

Autonomous Teaching Activities	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures, Laboratory exercises	3	5

COURSE TYPE	GENERAL BACKGROUND
PREREQUISITE COURSES	NONE
TEACHING LANGUAGE	GREEK AND ENGLISH
COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	

2. LEARNING OUTCOMES

Learning outcomes
1. KNOWLEDGE: the student identifies and recognizes the concepts related to electronic data management 2. UNDERSTANDING: the student distinguishes the techniques of obtaining, managing, and utilizing information to explain decision-making and optimization of management. 3. APPLICATION: The student classifies the basic principles of organization, storage, and utilization of data on a PC. 4. ANALYSIS: the student combines his knowledge to be able to properly develop the data of a company. 5. COMPOSITION: the student organizes and proposes the appropriate IT tools to achieve business goals. Reconstructs and reorganizes computer approach techniques in case studies. 6. EVALUATION: the student evaluates the available IT tools and applies them according to the occasion. At the same time, it defines the appropriate information tools for the most correct scientific approach.
General Skills
• Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations • Decision making

- Autonomous work
- Teamwork
- Project design and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility

3. COURSE CONTENT

1. The concepts of data, information, and knowledge
2. Managing and utilizing data in a business.
3. Basic principles of organization and storage of data on PC.
4. Basic principles of modeling.
5. The relational model.
6. Entity-correlation diagrams and design of a Database.
7. Questions and work hypotheses for searching and updating data.
8. Relationship between data and information.
9. Export information depending on the user
10. References and forms.
11. Case study
12. Database software application
13. Business management and data utilization.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Theory lectures face to face or through modern distance learning. Laboratory exercises in a computer room.
ICT USE	Electronic presentations (e.g., PowerPoint). Using Database Software (MS-Access or Libre Office) Distance learning platform in the sharing of educational material and asynchronous learning.
TEACHING ORGANIZATION	

Activities	***Working Load per Semester***
Lectures	39
Laboratory	41
Solving laboratory exercises	30
Study	40
Total	150

ASSESSMENT	Written examination of theory (50%) Laboratory examination (50%) The test material is posted on Moodle and, before the test, time is spent on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.

5. REFERENCES

Suggested bibliography

1. Data management and business intelligence, Stalidis, G., Kardaras, D., [electr. book] Athens: Association of Greek Academic Libraries, 2015, Available freely at: http://hdl.handle.net/11419/1161
2. Relational databases - New revised edition, Kechris Evangelos, Kritiki Publications [Code 41955665]
3. Basic Principles of Database Management Systems, Gillenson Mark, Broken Hill Publications [Code 77107302]
4. HELLENIC MICROSOFT ACCESS 2010, VIMA VIMA, JOYCE COX, JOAN LAMBERT, Key Number Publications [Code 12278008]