# COURSE OUTLINE

## 1. GENERAL INFORMATION

| | |
|---|---|
| **FACULTY** | ECONOMY AND MANAGEMENT |
| **DEPARTMENT** | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM |
| **LEVEL OF STUDY** | UNDERGRADUATE |
| **COURSE CODE** | 1605-210501     **SEMESTER** 5th |
| **TITLE** | **Management Information Systems** |

| Autonomous Teaching Activities | WEEKLY TEACHING HOURS | CREDITS |
|---|---|---|
| Lectures | 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**

The course aims to familiarize students with the concepts of management information systems, as well as to capture the role they play in the decision-making process and achieve a competitive advantage. The course introduces basic concepts of information systems related to infrastructure and their role in companies and organizations.

Upon completion of the course students will be able to:

1. KNOWLEDGE: Describe the contribution of information systems to business process restructuring and select the appropriate tools in decision making.

2. UNDERSTANDING: To prepare exploratory studies for information systems under really applicable scenarios and to distinguish and explain the individual cases.

3. IMPLEMENTATION: Examine marketing strategies with information systems support

4. ANALYSIS: To compare and evaluate information systems.

5. SYNTHESIS: To create and synthesize models, and to reorganize and reconstruct marketing strategies by reconstructing information data.

6. EVALUATION: Upon completion of the course students will be able to evaluate, compare and conclude, proposing the most appropriate method of approach to marketing by analyzing case studies.

**General Skills**

✓ Search, analysis and synthesis of data and information, using the necessary technologies

- ✓ Independent Work
- ✓ Teamwork
- ✓ Exercise criticism and self-criticism
- ✓ Promotion of free, creative, and inductive thinking
- ✓ Decision Making

## 3. COURSE CONTENT

1. Introductory Concepts and Importance of Information Systems in Business
2. Business Information Systems: Basic Elements of a Business, Types of Information Systems, Operation of Business Information Systems
3. Hardware and software technology management in the company
4. Information Systems and Business Strategy: Achieving Competitive Advantage, Competitive Power Model, Value Chain Model
5. Complex examples in achieving competitive advantage with information systems
6. Decision Making: Decision Types, Decision Making Process, Decision Making Systems (DSS - ESS - GDSS), Intelligent Decision-Making Systems
7. Knowledge management: Knowledge management systems, Knowledge handling systems
8. Information Systems Development: Information system life cycle analysis
9. Information Systems Development: Collection and processing of user requirements, Modeling, and systems design
10. Complex examples in the development of Information Systems
11. Evaluation of information systems
12. Management of supply/development projects of Information Systems
13. Issues of ethics, privacy, and security

## 4. TEACHING AND LEARNING METHODS - ASSESSMENT

| | |
|---|---|
| **TEACHING METHOD** | Face to face |
| **ICT USE** | Use of modern teaching methods by electronic means (where required). Learning process support through the electronic platform e-class |

| **TEACHING ORGANIZATION** | *Activities* | *Working Load per Semester* |
|---|---|---|
| | Lectures | 39 |
| | Practice Exercises | 25 |
| | Bibliographic study and analysis | 30 |
| | Progress | 15 |
| | Self-study | 51 |
| | | |
| | | |
| | | |
| | Σύνολο Μαθήματος | 150 |

| | |
|---|---|
| **ASSESSMENT** | Written final exam (100%) that includes: <br> • Theoretical content development questions <br> • Issues of analytical approach and thinking <br> • Multiple choice questions <br> The test material is posted on Moodle and time is spent before the test on answering questions about the test material. <br> A file of students' examination documents is kept until |

| | they receive their degree.<br>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade. |
|---|---|

## 5. REFERENCES

*-Suggested bibliography:*

- McKinney E., Kroenke D., Introduction to Management Information Systems: Processes, Systems, and Information, Broken Hill Publishers LTD, 2017.

- KENNETHC. LAUDON, JANE P. LAUDON, MANAGEMENT INFORMATION SYSTEMS, Kledarithmos Ltd publications, 11th American Edition, 2014.

- Hoffer J., George J., Valacich J., Information Systems: Contemporary Analysis & Design (6th edition), Tziola Publications, 2012

- Wallace Patricia, Management Information Systems, Kritiki SA publications, 2014.

- Giannakopoulos D., Papoutsis I., Administrative Information Systems, 2nd edition, Modern Publishing Ltd., ISBN: 978-960-6674-78-5, 2012.D