

## 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>	1605-230101	<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		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH (ERASMUS STUDENTS)		
<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>
<b>General Skills</b>

The student through the course will develop skills:

- 1. In decision making
- 2. In the analysis and synthesis of data and information
- 3. In autonomous work
- 4. Work in an interdisciplinary environment
- 5. Exercise criticism and self-criticism

### 3. COURSE CONTENT

- 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

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	In class	
<b>ICT USE</b>	Multimedia, internet, PowerPoint	
<b>TEACHING ORGANIZATION</b>	<b>Activities</b>	<b>Working Load per Semester</b>
	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 his / her grade.</li> </ul>	

## 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