COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM
LEVEL OF STUDY	UNDERGRADUATE
COURSE CODE	**1605-230305** **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-Relationship diagrams and design of a Database.
7. Questions and work hypotheses for searching and updating data.
8. Relationship between data and information.
9. Information extraction.
10. Reports and forms.
11. Case study.
12. Usage of Database software
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 (in Greek)
2. Relational databases - New revised edition, Kechris Evangelos, Kritiki Publications (in Greek)
3. Basic Principles of Database Management Systems, Gillenson Mark, Broken Hill Publications [Code 77107302]
4. MICROSOFT ACCESS 2010, Step-by-Step, JOYCE COX, JOAN LAMBERT