

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230501	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
<p>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.</p> <p>Upon completion of the course students will be able to:</p> <ol style="list-style-type: none"> 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
<ul style="list-style-type: none"> ✓ 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	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Practice Exercises	25
	Bibliographic study and analysis	30
	Progress	15
	Self-study	51
	Σύνολο Μαθήματος	150
ASSESSMENT	<p>Written final exam (100%) that includes:</p> <ul style="list-style-type: none"> • Theoretical content development questions • Issues of analytical approach and thinking • Multiple choice questions <p>The test material is posted on Moodle and time is spent before the test on answering questions about the test material.</p> <p>A file of students' examination documents is kept until</p>	

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