

MODULE OUTLINE

1. GENERAL INFORMATION

SCHOOL	SOCIAL SCIENCES		
PROGRAM	DEO		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE UNIT CODE	DEO40	YEAR OF STUDY	4 th
MODULE TITLE	Management of Businesses and Organizations		
INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		HOURS	ECTS
Weekly Workload		16-18	20
Yearly Workload		512-576	
MODULE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special background, Mandatory		
PREREQUISITE MODULES:	-----		
LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT:	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/business-administration/business-organizational-management-topics/#deo40 Each module has, also, its own site on the education website of HOU (http://study.eap.gr), with restricted access (use of password) for students and teaching staff.		

2. LEARNING OUTCOMES

LEARNING OUTCOMES

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework.*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B*
- *Guidelines for writing Learning Outcomes*

Upon the successful completion of the subject: **STRATEGIC MANAGEMENT** of the module DEO40, students will be able to:

1. Define the concept of strategy and analyze its utility for a business.
2. Distinguish the ways in which it is possible to formulate the strategy of a company.
3. Analyze the components of the macro-wider environment, the micro-sectoral environment and the internal environment of a company.
4. Analyze the internal and external environment of a company through a rational process of implementing a strategy.
5. Explain how companies define corporate mission.
6. Formulate appropriate business strategies.
7. Evaluate strategic moves of companies, both at the level of growth and at the level of shrinkage or divestment.
8. Recognize the differences between the different levels of strategy.
9. Distinguish between the basic choices of a company at the level of corporate strategy and compare their advantages and disadvantages.

Upon the successful completion of the subject: **INTERNATIONAL BUSINESS MANAGEMENT** of the module DEO40, students will be able to:

1. Define the concepts of "Multinational Company" and "Foreign Direct Investment".
2. Identify the reasons for the internationalization of companies and the factors that affect their activities.
3. Distinguish between the different types of Foreign Direct Investment and the different ways of a company penetrating into foreign markets.
4. Analyze the elements of the international external environment that Multinational Companies must take into account in formulating their business plans.
5. Describe the evolution of the main theories for Foreign Direct Investment and assess the role of Multinational Companies in shaping international economic relations.
6. Distinguish between the types of subsidiaries, the types of organizational structure of Multinational Companies and the characteristics of international production strategies.
7. Evaluate the benefits and the negative impacts of the activities of Multinational Companies in their host countries and their countries of origin.

With the successful completion of the subject **ORGANIZATIONAL BEHAVIOR** of the Module DEO40, students will be able to:

1. Define the concept of Organizational Behavior and analyze its importance in modern organizations.
2. Describe the main features of organizational theories and evaluate their applicability in modern management.
3. Utilize Systems Theory for the study of organizations.
4. Describe the basic characteristics of individual behavior and the role of the causes that determine it.
5. Define the concept of Communication and identify the skills required for effective interpersonal communication, as well as the obstacles encountered.
6. Identify the reasons for the formation of groupings in organizations and the factors that contribute to their effectiveness.
7. Analyze the process of conflict and determine the ways to resolve it.
8. Distinguish the concepts of Management and Leadership and describe the methodological approaches regarding the study of Leadership.
9. Define the concept of Organizational Culture and describe the process of its creation.
10. Define the concepts of Ethics and Business Ethics and analyze the importance of ethical behavior issues for organizations.

With the successful completion of the subject **PROJECT MANAGEMENT** of the Module DEO40, students will be able to:

1. Define the concepts program, project, sub-project, activity and work, as well as to distinguish the differences between them.
2. Define the project management and describe the life cycle of a project.
3. Describe the ways of organizing for the execution of projects and to explain their advantages and disadvantages.
4. Apply the following project planning and control methods: Gantt charts, progress curves, scheduling tables, balance lines and Graphical Evaluation & Review Technique (GERT).
5. Apply the following network analysis methods: Critical Path Method (CPM), Metra Potential Method (MPM) and Program Evaluation and Review Technique (PERT).
6. Explain and apply the planning process of production means for projects with constraints on implementation time and for projects with constraints on available production means, as well as optimization techniques in project scheduling.
7. Explain and apply the techniques of monitoring the time and financial progress of a project.
8. Analyze the budget of a project and explain the cost monitoring.
9. Understand the operation and limitations of project management information systems in decision making.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aims

*Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case
Adapting to new situations*

*Project planning and management
Respect for difference and multiculturalism
Environmental awareness
Social, professional and ethical responsibility
and sensitivity to gender issues*

<i>Decision-making</i> <i>Independent work</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i>	<i>Critical consciousness, criticism and self-criticism</i> <i>Development of free, creative and inductive thinking</i>
• Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case • Adapting to new situations • Decision making • Independent work • Working in an interdisciplinary environment • Project planning and management • Development of free, creative and inductive thinking	

3. MODULE CONTENT

The aim of the module is to present:

1. The strategies developed by enterprises
2. The challenges facing enterprises in the contemporary global business environment and internationalization strategies
3. The concept of organizational behavior and its significance in contemporary organizations
4. The basic principles of project management

4. TEACHING METHODS – ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i>	Distance education, assisted by conducting five Group Counseling Meetings (GCM) during the academic year, which take place on weekends (Saturday or Sunday). Each GCM lasts four hours and can be either face to face in classrooms of Greek University Institutions or delivered online.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	GCMs are conducted by means of: <i>In online classes:</i> remote meeting tools (teleconferencing platforms) <i>In face-to-face classes:</i> modern audiovisual media The learning process is supported through the online study platform. For the assignments, the students have access to writing and editing software. All submitted assignments are checked for plagiarism in the Turnitin plagiarism detection service. In addition, students use office automation tools, web browsers and e-readers for digital books. Communication with students is carried out either via the study platform, email, telephone or

	through the tools of remote meetings or during the face to face GCMs.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods:</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop, Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of non- directed study are given according to the principles of the ECTS</i>	Activity	Yearly Workload
	5 GCM (x 4 hours)	20
	Study of student self-assessment material	16
	Preparation of assignments (4 assignments x 37,5 hours)	150
	Exams	3
	Self study	323-387
	Total module workload (hours)	512-576
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i> <i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i>	Language of exams: Greek Assessment methods: Four (4) written assignments in Greek language during the academic year. The average score of the written assignments is worth 30% of the student's final grade of the module, provided that the student manages a passing grade in the final or resit exams. The score of the written exams is worth 70% of the student's final grade of the module. Depending on the type of the exam (distance or face-to-face), students have to either answer 6 out of 8 topics, or 8 out of the 12 topics. The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a competent institution) is performed according to the relevant procedure decided by the University. All the assessment criteria for a written assignment are uploaded in the study and can also be found in the phrasing of the written assignment. Notification of the Assessment Criteria: The evaluation criteria made known during the first GCM and are clearly stated on the module's website in the study platform. The answers to the topics of the assignments are posted in the study site after the deadline for the submission of each	

	assignment. Students receive the grade of each assignment, a detailed assignment evaluation form and comments. The answers to the exam questions are posted in the study site after the exam. Students have the opportunity to discuss their exam paper after the announcement of the exam grades in order to receive explanations about their performance. The students may apply for paper re-evaluation, according to the procedure presented in the Regulation of Studies. For the last three years, the following are posted on the website of DEO40: • Exam questions and their indicative answers. • Assignments and their indicative answers.
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5. SUGGESTED BIBLIOGRAPHY

- *Suggested Bibliography:*

- Papadakis, B.M. (2016), Business Strategy: Greek and International Experience, Volume A', Theory, 7th Edition, Athens: Benou.
- Papanastasiou, M., Korres, G. and Sakellaropoulos, Sp. (2008), Administration of International Companies, 2nd edition, Volume D, Patra: EAP.
- Robbins, S. και Judge, T. (2018), Organizational Behavior: Basic concepts and contemporary approaches, 2nd Edition, Athens: Kritiki.
- Pantouvakis, P. (2002), Project Management, Volume B, Patra: EAP.
- Pantouvakis, P. (2008), Special Issues of Project Management, Volume B1, Patra: EAP.

-*Relevant Scientific Journals:* not applicable

-*Additional teaching material (in the study website):*

- Dimitriadis, G.S. and Michiotis, N.A. (2020), Management of Production Systems, 2nd edition, pp.325-388, Athens: Kritiki.