

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY:	Undergraduate		
COURSE UNIT CODE:	3101101	SEMESTER OF STUDY	1
COURSE TITLE:	Organisation and Business Administration		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures - Project Work		4	4
COURSE UNIT TYPE:	General Background Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/view.php?id=67		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of this course is to introduce students to the philosophy and principles of Organisation and Business Administration as well as to provide them with the underlying principles and techniques of Organisation and Business Administration with emphasis on their application to organizations.</p> <p>Upon the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Evaluate the contribution of the Organization and Business Administration to an organisation. ▪ Describe the components of the business environment. ▪ Analyse the impact of the business environment on administrative management. ▪ Understand what Organization and Business Administration is and the role a manager plays in an organization. ▪ Recognize the importance of planning and control within an organization, and the tools required to effectively do this. ▪ Develop a systematic approach to identifying business opportunities. ▪ Recognize the necessary functional areas needed to run a successful business: marketing, finance/accounting, operations/productions, sales and human resources. ▪ Develop the necessary skills to become a “good” communicator and “inspirational” leader.
General Skills
<ul style="list-style-type: none"> ▪ Teamwork ▪ Autonomous Work ▪ Search, analysis and synthesis of data with the use of new technologies ▪ Decision-making ▪ Planning and management of projects

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> ▪ Business Categories. ▪ Organizational patterns. ▪ Multinational Corporations - Business Coalitions. ▪ The Business Environment.
--

- Concept of environment.
- The external business environment.
- The internal business environment.
- The Business Social Responsibility.
- Administration and Management.
- The evolution of management thinking.
- Business Objectives.
- Management by Objectives
- The systems theory
- Programming.
- The Concept Programme
- The stages of planning
- Basic types of programs
- Categories programs in terms of time.
- Decision Making
- Types of decisions.
- The conditions of making
- The stages of the decision-making process.
- Leadership and Human Capital.

4. TEACHING METHODS - ASSESSMENTS

MODE OF DELIVERY	In-Class												
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Software: Business Game, Word Processing, Presentations, Spreadsheets, Support of the learning process through the e-class platform (Moodle).#</p> <p>Communication Technology : Email, Course Website, Lecturer Website, Social Networks (Facebook, Twitter)</p>												
TEACHING METHODS	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Method description</i></th> <th style="text-align: center;"><i>Semester Workload</i></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Lectures</td> <td style="text-align: center;">26</td> </tr> <tr> <td style="text-align: center;">Class work/Workshop</td> <td style="text-align: center;">26</td> </tr> <tr> <td style="text-align: center;">Preparation of Group Project</td> <td style="text-align: center;">14</td> </tr> <tr> <td style="text-align: center;">Independent and Directed Learning</td> <td style="text-align: center;">34</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	<i>Method description</i>	<i>Semester Workload</i>	Lectures	26	Class work/Workshop	26	Preparation of Group Project	14	Independent and Directed Learning	34	Total	100
<i>Method description</i>	<i>Semester Workload</i>												
Lectures	26												
Class work/Workshop	26												
Preparation of Group Project	14												
Independent and Directed Learning	34												
Total	100												
ASSESSMENT METHODS	<p>Language Assessment: Greek</p> <p>Final Examination (50%) (Summative Evaluation) includes: Multiple choice questions or true/false questions. Short answer questions and problems solve. The examination would take place with open books and notes.</p> <ul style="list-style-type: none"> ▪ <u>Evaluation Objective:</u> To understand the fundamentals of the course. ▪ <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation. <p>Group Project (40%) (Summative Evaluation): Company selection and the presentation of data such as: purpose, mission, vision, internal and external environment, organizational structure.</p> <ul style="list-style-type: none"> ▪ <u>Evaluation Objective:</u> To examine students' skills and to 												

	<p>enhance students' teamwork skills.</p> <ul style="list-style-type: none"> ▪ <u>Evaluation Criteria</u>: Functionality of the project, the degree of specifications' satisfaction, organization and management of teamwork project and presentation. <p>Oral Presentation (10%):</p> <ul style="list-style-type: none"> ▪ <u>Evaluation Objective</u>: The presentation of teamwork project. ▪ <u>Evaluation Criteria</u>: The use of professional presentation software, conclusions and recommendation, the language use, correct tone, the completeness of answers to questions <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>
--	---

5. RESOURCES

- Recommended Book :

In Greek

- Tzortzakis K., Tzortzaki A., (2007), Business Administration - Management The New Age, Rosili Publications. (In Greek).
- Robbins Stephen P., Decenzo David A., Coulter Mary, (2012), Business Management - Principles and Applications, Kritiki Publications. (In Greek).
- Kefis, V. (2005), Integrated Management, 1st Edition, Kritiki Publications. (In Greek).
- Williams K. & Johnson, B., (2005), Introduction to Management, Kritiki Publications. (In Greek).
- Bourantas D., (2001), Management, Benos Publications. (In Greek).
- Chitiris L. (2006), Management: Business Administration, Interbooks Publications. (In Greek).
- Cholevas D (2004), Principles of Organization and Management, Interbooks Publications. (In Greek).
- Prastacos, G. (2002), Management Science, Stamoulis Publications. (In Greek).

In Foreign Language

- Michael A., Hitt, Stewart, Black, Lyman W., Porter (2008), Management, Pearson Education (US)
- Gary, Dessler (2003), Management, Pearson Education (US)
- Stephen P., Robbins, Mary, Coulter (2007), Management, Pearson Education (US)
- Allen I. A., (1988), Management and Organization, McGraw - Hill, New York.
- Bateman, T., Zeithami, C. and Snell, S., (2001), Management, McGraw-Hill Education.
- Jones, G., (2008), Organizational Theory, Design and Change, Pearson Education.
- Hunger, J. and Wheelen, T., (2007), Strategic Management and Business Policy, Pearson Education.
- Friend, G. and Zehle, S., (2004), Guide to Business Planning, The Economist in association with Profile Books Ltd, U.K.

Internet resources:

- <http://www.epistimonikomarketing.gr>
- <http://www.ease.gr>
- <http://www.paratiritirio.gr>
- <http://www.euroinfo.gr>
- <http://www.sev.org.gr>
- <http://www.efqm.org>
- <http://www.hba.gr>
- <http://www.iobe.gr>
- <http://www.ase.gr>
- <http://www.statistics.gr>

- <http://www.uhc.gr>

Selected articles from the following journals:

- Business Process Management Journal – Emerald.
- Management Development Review – Emerald.
- Journal of Management History – Emerald.
- Journal of Management Development – Emerald.
- European Management Journal – Elsevier.
- Information and Management – Elsevier.
- International Business Review – Elsevier.
- Journal of International Management – Elsevier.
- Journal of Business Venturing – Elsevier.

#