COURSE OUTLINE

1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL:</th>
<th>BUSINESS AND ECONOMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT:</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>DIVISION:</td>
<td>TOURISM AND HOSPITALITY MANAGEMENT</td>
</tr>
<tr>
<td>LEVEL OF STUDY:</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>COURSE UNIT CODE:</td>
<td>3101101</td>
</tr>
<tr>
<td>SEMESTER OF STUDY:</td>
<td>1</td>
</tr>
<tr>
<td>COURSE TITLE:</td>
<td>Organisation and Business Administration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSEWORK BREAKDOWN</th>
<th>TEACHING WEEKLY HOURS</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures - Project Work</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE UNIT TYPE:</th>
<th>General Background Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREREQUISITES:</td>
<td></td>
</tr>
<tr>
<td>LANGUAGE OF INSTRUCTION/EXAMS:</td>
<td>Greek</td>
</tr>
<tr>
<td>COURSE DELIVERED TO ERASMUS STUDENTS:</td>
<td>Yes</td>
</tr>
</tbody>
</table>

2. LEARNING OUTCOMES

Learning Outcomes

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.

Upon the successful completion of this course, students will be able to:

- 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

- 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

The course is organized around topics such as:

- Business Categories.
- Organizational patterns.
- Multinational Corporations - Business Coalitions.
- The Business Environment.
4. TEACHING METHODS - ASSESSMENTS

MODE OF DELIVERY

In-Class

USE OF INFORMATION AND COMMUNICATION TECHNOLOGY

Software: Business Game, Word Processing, Presentations, Spreadsheets, Support of the learning process through the e-class platform (Moodle).

Communication Technology: Email, Course Website, Lecturer Website, Social Networks (Facebook, Twitter)

TEACHING METHODS

<table>
<thead>
<tr>
<th>Method description</th>
<th>Semester Workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>26</td>
</tr>
<tr>
<td>Class work/Workshop</td>
<td>26</td>
</tr>
<tr>
<td>Preparation of Group Project</td>
<td>14</td>
</tr>
<tr>
<td>Independent and Directed Learning</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

ASSESSMENT METHODS

Language Assessment: Greek

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.

- Evaluation Objective: To understand the fundamentals of the course.
- Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.

Group Project (40%) (Summative Evaluation): Company selection and the presentation of data such as: purpose, mission, vision, internal and external environment, organizational structure.

- Evaluation Objective: To examine students' skills and to
enhance students' teamwork skills.

- **Evaluation Criteria**: Functionality of the project, the degree of specifications' satisfaction, organization and management of teamwork project and presentation.

**Oral Presentation (10%)**:

- **Evaluation Objective**: The presentation of teamwork project.
- **Evaluation Criteria**: The use of professional presentation software, conclusions and recommendation, the language use, correct tone, the completeness of answers to questions

Evaluation criteria are explicitly referred on the site of the course for each learning activity.

5. **RESOURCES**

- **Recommended Book**:

**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)

**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:

- Information and Management – Elsevier.