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Course title	Introduction to Business & Management			
Course code	MGMT112			
Course type	Theoretical, Compulsory Course			
Level	Undergraduate			
Year / Semester	Year 1 Semester 1			
Teacher's name	Dr. Achilleas Karayiannis			
ECTS	8	Lectures / week	4	Laboratories / week
Course purpose and objectives	This course aims to provide a comprehensive introduction to the key elements of the business organization, and to competing theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management. To build also a foundation of knowledge on the different theoretical approaches to management and decision making by developing analytical skills.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Understand the evolution of the business organisation and management thought, identifying the interconnections between developments in these areas • Evaluate alternative theories of management critically, recognising the centrality of decision making and strategic thinking to the managerial role and functions • Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment • Explore the impact of key environmental factors on decision making and organisational behaviour • Evaluate the significance of contemporary issues in business and management. 			
Prerequisites	None	Required	None	
Course content	<ul style="list-style-type: none"> • Concepts, definitions and origins: A closer look at business and organisations, A closer look at management. • Understanding the business organisation – a multidisciplinary approach: A multidisciplinary view of business and management, Sociological perspectives, The anthropology of organisations, Economic approaches to organisations, The stakeholder model of the firm. • The management role: Organisational goals and objectives, What is a manager? What do managers do?, Decision making and effectiveness, Planning role, Leadership role, Motivating role, Controlling role. 			

	<ul style="list-style-type: none"> • Managing the main functional areas: Functional areas of business organisations, Finance, Human resource management, Production and operations, Marketing, Communications. • Key internal elements of the firm: Organisational dynamics, Type, ownership, strategy and size, Organisational structure, New technology and business organisations, Understanding organisational culture. • Key external elements of the business context: Studying business within its external environment, The economic environment, The political environment, The technological environment, The social environment Analysing the business environment. • The diverse and dynamic nature of the business context: The international context, Globalisation and business, Management of multinational companies (MNCs), Small business organisations • Contemporary issues; knowledge management, learning organisations, e-business: Dynamics of business and management, Knowledge management, The learning organisation, Electronic business (e-business)
<p>Teaching methodology</p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Russell-Walling, Ed.(2011), 50 βασικές έννοιες που πρέπει να γνωρίζετε για το Μάνατζμεντ. Μοντέρνοι Καιροί, ISBN: 9789604940363 • Schermerhorn, J.(2011), Εισαγωγή στο Management. Πασχαλίδη, ISBN: 9789604891436. • Kinicki W.(2017), Διοίκηση Επιχειρήσεων : Μια πρακτική εισαγωγή 6η εκδ. Επίκεντρο, ISBN: 9789604587025. • Μπουράντα, Δ., Παπαλεξανδρή, Ν.(2015), Εισαγωγή στη διοίκηση επιχειρήσεων. Εκδόσεις Ε. Μπένου, ISBN: 978-960-359-117-7. <p>English Bibliography</p> <ul style="list-style-type: none"> • MURUGESAN, G. (2012) Principles of Management. New Delhi: Laxmi Publications Pvt Ltd, v., ISBN 9789381159422 EBSCOhost • Robbins, S., Decenzo, D.(2011), Fundamentals of Management : Essential concepts and applications 7th ed. Prentice Hall, ISBN: 9780136109822.
<p>Assessment</p>	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment: 20% • Intermediate Written Examination: 30% • Final Written Examination: 40%
<p>Language</p>	<p>English or Greek</p>