

<b>Course title</b>	<b>Introduction to Business &amp; Management</b>			
<b>Course code</b>	<b>MGMT112</b>			
<b>Course type</b>	<b>Theoretical</b>			
<b>Level</b>	<a href="#">Undergraduate</a>			
<b>Year / Semester</b>	Year 1 Semester 1			
<b>Teacher's name</b>	Dr. Dedes Konstantinos			
<b>ECTS</b>	8	<b>Lectures / week</b>	4	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	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.			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Understand the evolution of the business organisation and management thought, identifying the interconnections between developments in these areas</li> <li>• Evaluate alternative theories of management critically, recognising the centrality of decision making and strategic thinking to the managerial role and functions</li> <li>• Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment</li> <li>• Explore the impact of key environmental factors on decision making and organisational behaviour</li> <li>• Evaluate the significance of contemporary issues in business and management.</li> </ul>			
<b>Prerequisites</b>	None	<b>Required</b>	None	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• <b>Concepts, definitions and origins:</b> A closer look at business and organisations, A closer look at management.</li> <li>• <b>Understanding the business organisation – a multidisciplinary approach:</b> A multidisciplinary view of business and management, Sociological perspectives, The anthropology of organisations, Economic approaches to organisations, The stakeholder model of the firm.</li> <li>• <b>The management role:</b> Organisational goals and objectives, What is a manager? What do managers do?, Decision making and effectiveness, Planning role, Leadership role, Motivating role, Controlling role.</li> <li>• <b>Managing the main functional areas:</b> Functional areas of business organisations, Finance, Human resource management, Production and operations, Marketing, Communications.</li> </ul>			

	<ul style="list-style-type: none"> <li>● <b>Key internal elements of the firm:</b> Organisational dynamics, Type, ownership, strategy and size, Organisational structure, New technology and business organisations, Understanding organisational culture.</li> <li>● <b>Key external elements of the business context:</b> Studying business within its external environment, The economic environment, The political environment, The technological environment, The social environment Analysing the business environment.</li> <li>● <b>The diverse and dynamic nature of the business context:</b> The international context, Globalisation and business, Management of multinational companies (MNCs), Small business organisations</li> <li>● <b>Contemporary issues; knowledge management, learning organisations, e-business:</b> Dynamics of business and management, Knowledge management, The learning organisation, Electronic business (e-business)</li> </ul>
<b>Teaching methodology</b>	<ul style="list-style-type: none"> <li>● Classroom based</li> <li>● Discussion and Analysis using case studies and examples</li> <li>● Use of Internet and associated I.T. infrastructure</li> <li>● Slideshow using Video Projector, Use of whiteboard</li> <li>● Q &amp; A Session</li> </ul>
<b>Bibliography</b>	<ul style="list-style-type: none"> <li>● Russell-Walling, Ed.(2011), 50 βασικές έννοιες που πρέπει να γνωρίζετε για το Μάνατζμεντ. Μοντέρνοι Καιροί, ISBN: 9789604940363</li> <li>● Schermerhorn, J.(2011), Εισαγωγή στο Management. Πασχαλίδη,ISBN: 9789604891436.</li> <li>● Kinicki W.(2017), Διοίκηση Επιχειρήσεων : Μια πρακτική εισαγωγή 6η εκδ. Επίκεντρο,ISBN: 9789604587025.</li> <li>● Μπουράντα, Δ., Παπαλεξανδρή, Ν.(2015), Εισαγωγή στη διοίκηση επιχειρήσεων. Εκδόσεις Ε. Μπένου,ISBN: 978-960-359-117-7.</li> </ul> <p><b>Αγγλική</b></p> <ul style="list-style-type: none"> <li>● MURUGESAN, G. (2012) Principles of Management. New Delhi: Laxmi Publications Pvt Ltd, v.,ISBN 9789381159422 <b>EBSCOhost</b></li> <li>● Robbins, S., Decenzo, D.(2011), Fundamentals of Management : Essential concepts and applications 7<sup>th</sup> ed. Prentice Hall, ISBN: 9780136109822.</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>● Class Participation: 10%</li> <li>● Assignment: 20%</li> <li>● Intermediate written Examination 20%</li> <li>● Final written Examination: 50%</li> </ul>
<b>Language</b>	English or Greek