

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ECONOMICS AND BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDY</b>	HIGHER EDUCATION (BACHELOR'S)		
<b>COURSE CODE</b>	<b>810101</b>	<b>SEMESTER</b>	Winter – 1 <sup>st</sup>
<b>COURSE TITLE</b>	MICROECONOMICS		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>	<b>HOURE PER WEEK</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE TYPE</b>	Foundation		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE URL</b>	<a href="http://eclass.acc.teithe.gr/openeclass/">http://eclass.acc.teithe.gr/openeclass/</a>		

### 2. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• understand consumer and company behavior issues through the application of basic economic meanings and rules.</li> <li>• approach and analyze the reasons for the creation of the supply and demand of the economic units and of the market shaping up.</li> </ul>
<b>General skills</b>

### 3. COURSE CONTENTS

<ul style="list-style-type: none"> <li>• The meaning of demand and of the customer's behavior</li> <li>• The law and the curve of demand</li> <li>• The meaning of production, the law and the curve of supply</li> <li>• Prices</li> <li>• The elasticity of supply and demand</li> <li>• Types of elasticity</li> <li>• Consumer's theory</li> <li>• Production and cost theory</li> <li>• Perfect competition.</li> <li>• Imperfect competition and strategic behavior.</li> <li>• Monopoly.</li> <li>• Special issues</li> </ul>
--

#### 4. INSTRUCTION METHODS - ASSESSMENT

<b>MODE OF INSTRUCTION</b>	Lectures	
	Distance learning	
<b>TUITION METHODS</b>	<b><i>Method</i></b>	<b><i>Workload per semester</i></b>
	Lectures	52
	Study and analysis of bibliography	21
	Autonomous study	52
	Total contact hours and training	<b>125</b>
<b>ASSESSMENT</b>	Final Exam	

#### 5. PRESCRIBED TEXTS-REFERENCES - BIBLIOGRAPHY

- 1) Besanko D. – Braeutigan R.R. Gutenberg Publications, Athens 2009
- 2) Chacholiades Miltiades: Microeconomics I, II. Kritiki Publications
- 3) Krugman Paul, Wells Robin: Microeconomics, Epikentro Publications, 2011
- 4) Samuelson Paul: Economics
- 5) Stiglitz E. Joseph-Walsh E Carl: Principles of Microeconomics, Papazisi Publications, thens 2010
- 6) Varian Hall: Microeconomics, a Contemporary Approach. I Publications 2006
- 7) Varsakelis Nikos: Theory of Microeconomics, Applications and Exercises. Zygos Publications
- 8) Kintis A. – Pournarakis E.: Introduction to Economics, Volume II, Microeconomics

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	BUSINESS & ECONOMICS		
<b>DEPARTMENT</b>	ACCOUNTING & FINANCE		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	810201	<b>SEMESTER</b>	Winter (C')
<b>COURSE TITLE</b>	MANAGEMENT		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>		<b>HOURS PER WEEK</b>	<b>ECTS</b>
Lectures & Practice Exercises		4	6
<b>COURSE TYPE</b>	Foundation		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes (Only with project and/or essay)		
<b>COURSE URL</b>	<a href="http://eclass.acc.teithe.gr/openeclass/">http://eclass.acc.teithe.gr/openeclass/</a>		

### 2. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>Upon successful completion of this course, students you will be able to:</p> <ul style="list-style-type: none"> <li>• To develop managerial thinking and organizational skills, starting with the analysis and review of specific examples (case studies) from business reality.</li> <li>• To understand the various aspects of administrative practice and develop skills in analyzing organizational problems and making decisions.</li> <li>• To collaborate with their classmates to create and present a project or putting together a teamwork on a matter relating to the Management.</li> <li>• To plan, in a virtual environment (business game), deciding on a company and then adapt it to the needs of the real environment.</li> </ul>
<b>General skills</b>
<ul style="list-style-type: none"> <li>• Search, analyze and synthesize data and information, and the use of essential technologies</li> <li>• Understand the complex and dynamic business environment</li> <li>• Decision making</li> <li>• Sharpen skills of analytical and critical consideration</li> <li>• Work in an international environment</li> <li>• Promotion of free and creative thinking</li> </ul>

### 3. COURSE CONTENTS

<ul style="list-style-type: none"> <li>• Meaning, definition, objectives, content of management,</li> <li>• Historical development of the science and practice of management,</li> <li>• Management and productivity,</li> <li>• Operational Functions,</li> </ul>
--

- Business environment,
- Corporate Social Responsibility,
- Operations of Management (Planning, decision making, organization, management, human resources management, control),
- New Trends for Management,
- Future problems,
- Practical Applications - Case Studies. Business game.

#### 4. INSTRUCTION METHODS - ASSESSMENT

<b>Mode of instruction</b>	Teaching face to face in the class, Discussion of Practical Exercises, Weekly essay, Case Studies, Projects and Playing Game	
<b>Use of ICT</b>	Power point Presentations Using ICT in teaching and Communicating with Students Specialized software for the Business game	
<b>TUITION METHODS</b>	<b>Method</b>	<b>Workload per semester</b>
	Lectures	39
	Practical Exercises	13
	Weekly Essays	13
	Case Studies Analysis	10
	Developing Writing Projects or Final Work or Participating in the Business Game	20
	Autonomous Study	55
	Total contact hours and training	<b>150</b>
<b>Mode of instruction</b>	Practical Exercises, Projects Development and Writing final Essay or participate in Business Game, Preparation of Weekly Task, Case Studies Analysis (40%) Final test with multiple choice questions and development issues (60%)	

#### 5. PRESCRIBED TEXTS-REFERENCES

##### ***In Greek***

- Bourantas Dimitris, (2005). *Leadership. The Road to Lasting Success*, Kritiki Publishing, Athens.
- Bourdoukoutas Panos, (2004). *The Global Enterprise. Vision, Organization, Communication, Motivation*, Stamoulis Publications, Athens.
- Chitiris Leonidas, (2006). *Management. Business Administration*, Publications Interbooks, Athens.
- Georgopoulos Nikolaos, (2000). *Strategic Management*, Ed. Benos, Athens.
- Efstathiou P., (2006). *Modern Business Management - Theory and Practice*, Ed. Papazisis, Athens.
- Zavlanos Myron, (2002). *Management*, Stamoulis Publications, Athens.
- Kefis Vas., (2005). *Integrated Management*, Kritiki Publishing, Athens.
- Lazonick William, (2002). *The Organization of Business and the Myth of the Market Economy*, Crete University Press, Heraklion.
- Lock Denis, (2003). *General Management*, Publishing Ellin, Athens.

Maniatis Paraschos, (2005). *The Management Through the Practice*, Ed. Dimarakou, Athens.  
Montana Patrick, Charnov Bruce, (2002). *Management*, Klidarithmos Publishing, Athens.  
Petridou Eugenia, (2002). *Administration - Management, an Introductory Approach*, 2<sup>nd</sup> edition, Ed. Zygos, Thessaloniki.  
Sarmaniotis Christos, (2012). *Management an Integrated Approach*, Ed. Zygos, Thessaloniki.  
Taylor Winslow Frederick, (2007). *Principles of Scientific Management*, Ed. Papazisis, Athens.  
Templar Richard, (2006). *The Rules of Management. Basic Rules for Successful Managers*, Kritiki Publishing, Athens.  
Terzidis Constantine, (2004). *Management. Strategic Approach*, Modern Publishing, Athens.  
Tzortzakis Costas & Tzortzaki Alexia, (2002). *Management and Administration - Management - New Ideas & Techniques in the 21<sup>st</sup> Century*, ROSILI Publishing, Improved 2<sup>nd</sup> edition, Athens.  
Tsoukas H., Theocharakis Vas., Mylonopoulos Nick., (2004). *Current Trends in Management*, Kastaniotis, Athens.  
Williams Kate, Johnson Bob, (Kefis Vas. Editor), (2005). *Introduction to Management. A Practical Guide for Development*, Kritiki Publishing, Athens.

#### ***In English***

Drucker Peter, (1994). *The Practice of Management*, Harper-New York.  
Koontz H. & Weihrich H., *Essentials of Management*, 5<sup>th</sup> edition, McGraw-Hill.  
Morris & Willey, (1996). *The Corporate Environment*, Pitman Publishing Co.  
Welford & Prescott, (1996). *European Business*, 2<sup>nd</sup> edition, Pitman Publishing.

#### ***Related Academic Journals***

Academy of Management Journal  
The Academy of Management Review  
Business Week  
Harvard Business Review  
Journal of Applied Business Research  
Journal of Business Research  
Journal of General Management  
journal of International Business Studies  
Journal of Management Studies  
Journal of World Business  
Management International Review  
Management Science  
Strategic Management Journal.

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ECONOMICS AND BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDY</b>	HIGHER EDUCATION (BACHELOR'S)		
<b>COURSE CODE</b>	810301	<b>SEMESTER</b>	Winter
<b>COURSE TITLE</b>	ACCOUNTING I		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>		<b>HOURE PER WEEK</b>	<b>ECTS</b>
Lectures		3+1	7
<b>COURSE TYPE</b>		Scientific Area	
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE URL</b>	<a href="http://eclass.acc.teithe.gr/openeclass/">http://eclass.acc.teithe.gr/openeclass/</a>		

### 2. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Introduce to the basic accounting principles and procedures.</li> <li>• Monitor Accounting cycle.</li> <li>• Engage in the preparation, analysis and interpretation of financial statements of companies with the purpose of decision making.</li> </ul>
<b>General skills</b>
<ul style="list-style-type: none"> <li>• Retrieve, analyze and synthesize data and information with the use of necessary technologies</li> <li>• Make decisions</li> <li>• Work autonomously</li> <li>• Work in teams</li> <li>• Work in an international context</li> <li>• Advance free, creative and causative thinking</li> </ul>

### 3. COURSE CONTENTS

<ul style="list-style-type: none"> <li>• Introduction to the concept of Business &amp; Accounting. Basic Accounting Principles and Accounting System.</li> <li>• Identification of assets &amp; monitoring of changes.</li> </ul>
---

- Accounting Books. Summary of the principles and operation of GAAP. The basics of double entry accounting systems.
- Accounting and Control.
- General Journal, General Ledger, Subsidiary Ledger, Trial Balance.
- Drafting & Interpretation of Financial Statements: Balance Sheet, Income Statement, Results of Operation.

#### 4. INSTRUCTION METHODS - ASSESSMENT

<b>Mode of instruction</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Asynchronous learning (e-class)</li> </ul>	
<b>Use of ICT</b>	<ul style="list-style-type: none"> <li>• Power point presentations</li> <li>• Lectures notes in e-class</li> <li>• Internet</li> <li>• E-mail contact with students</li> </ul>	
<b>TUITION METHODS</b>	<b>Method</b>	<b>Workload per semester</b>
	Lectures	39
	Laboratory work	13
	Autonomous study	123
	Total contact hours and training	<b>175</b>
<b>ASSESSMENT</b>	Written examinations (100 %)	

#### 5. PRESCRIBED TEXTS-REFERENCES

- *Prescribed Texts:*

- Μπάλλας Απ.-Χέβας Δ., « Χρημ.Λογιστική», 2011, Εκδόσεις Γ.Σ.Μπένου
- Μπατσινίλας Επ.-Πατατούκας Κυρ., «Σύγχρονη Λογιστική», 2012, Εκδόσεις Σταμούλη ΑΕ
- Στεφάνου Κων/νος, «Χρηματοοικονομική Λογιστική Ι», 2013 ,Εκδόσεις Κ.Ι.Στεφάνου
- Τσακλάγκανος Αγγ., «Χρηματοοικονομική Λογιστική Ι & ΙΙ», 2009,Εκδόσεις Αφοι Κυριακίδη.

- *Academic journals:*

- **Accounting, Organizations and Society**
- **Accounting Review**
- **Contemporary Accounting Research**
- **Financial Management**
- **Journal of Accounting and Economics**
- **Review of Accounting Studies**
- **Journal of International Accounting, Auditing and Taxation**



## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ECONOMICS AND BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDY</b>	HIGHER EDUCATION (BACHELOR'S)		
<b>COURSE CODE</b>	<b>810401</b>	<b>SEMESTER</b>	Winter – 1 <sup>st</sup>
<b>COURSE TITLE</b>	MATHEMATICS FOR ECONOMISTS		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>		<b>HOURE PER WEEK</b>	<b>ECTS</b>
Lectures		4	4
<b>COURSE TYPE</b>	Foundation		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE URL</b>	<a href="http://eclass.acc.teithe.gr/openeclass/courses/ACC1_100/">http://eclass.acc.teithe.gr/openeclass/courses/ACC1_100/</a>		

### 2. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts of Mathematics and their use in Economics.</li> <li>• Understand what the concepts represent and produce in the real world.</li> <li>• Acquaint the use as tools helping in the description and solution of practical problems.</li> <li>• Carry out economic applications.</li> </ul>
<b>General skills</b>
<ul style="list-style-type: none"> <li>• Make decisions</li> <li>• Work autonomously</li> <li>• Work in teams</li> <li>• Advance free, creative and causative thinking</li> </ul>

### 3. COURSE CONTENTS

<ul style="list-style-type: none"> <li>• One variable function, limits and continuity.</li> <li>• The concept of derivative, rules of differentiation, maxima and minima.</li> <li>• Definite and indefinite integrals.</li> <li>• Applications to Economics.</li> <li>• Introduction to Linear Algebra, matrices, determinants, linear systems</li> </ul>
--

#### 4. INSTRUCTION METHODS - ASSESSMENT

<b>Mode of instruction</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Asynchronous learning (e-class)</li> </ul>	
<b>Use of ICT</b>	<ul style="list-style-type: none"> <li>• Power point presentations</li> <li>• Lectures notes in e-class</li> <li>• Internet</li> <li>• E-mail contact with students</li> </ul>	
<b>TUITION METHODS</b>	<b>Method</b>	<b>Workload per semester</b>
	Lectures	52
	Laboratory work	
	Autonomous study	48
	Total contact hours and training	<b>100</b>
<b>ASSESSMENT</b>	Written examinations (100 %)	

#### 5. PRESCRIBED TEXTS-REFERENCES

<p>Prescribed Texts:</p> <ul style="list-style-type: none"> <li>• Γ. Δρόσος και Γ. Τσολακίδης, Μαθηματικά στην Οικονομική Επιστήμη, εκδ. Ανικούλα, 2006</li> <li>• Μ. Λουκάκης, Πρόσκληση στα Μαθηματικά Οικονομικών και Διοικητικών Επιστημών, εκδ. Σοφία, 2012.</li> <li>• Ross L. Finney – Maurice D. Weir – Frank R. Giordano J, Απειροστικός Λογισμός (Τόμος Ι), Πανεπιστημιακές Εκδόσεις Κρήτης, 2004.</li> <li>• Knut Sydseater and Peter Hammond, Economic Analysis, 4th ed., Pearson Education Limited, 2012</li> <li>• Michael Klein, Mathematical Methods for Economics, Pearson Education Limited, 2001.</li> </ul> <p>Academic journals:</p> <ul style="list-style-type: none"> <li>• Journal of Economic Methodology</li> <li>• Journal of mathematical economics</li> <li>• Mathematics and Financial Economics</li> </ul>
---

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ECONOMICS AND BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDY</b>	HIGHER EDUCATION (BACHELOR'S)		
<b>COURSE CODE</b>	810501	<b>SEMESTER</b>	Winter
<b>COURSE TITLE</b>	Information Technology		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>		<b>HOURE PER WEEK</b>	<b>ECTS</b>
Lectures		4	4
<b>COURSE TYPE</b>		General Knowledge	
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE URL</b>	<a href="http://www.acc.teithe.gr/e-class">http://www.acc.teithe.gr/e-class</a>		

### 2. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>The course is introductory in Information Technology (IT). It briefly covers major part of concepts, achievements and capabilities of IT. Specifically it includes issues of computer architecture, hardware, system software, application software, networks, Internet and artificial intelligence. Also refers to the main applications of IT in modern business. The tutorials help the student to obtain practical skills about computer usage, working in the web and the use of Microsoft Office</p> <p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand basic concepts of information technology</li> <li>▪ Know and compare the characteristics of modern computer systems and peripherals</li> <li>▪ Understand the functions of the operating system</li> <li>▪ Know the multiple computer applications</li> <li>▪ Understand key technical issues of computer networks and the Internet</li> <li>▪ Know the potentialities of IT applications in the modern enterprise</li> <li>▪ Use the operating system</li> <li>▪ Navigate in the web and use e-mail</li> <li>▪ Use fluently MS Word and Power Point</li> </ul>
<b>General skills</b>

Retrieve, analyse and synthesise data and information with the use of necessary technologies  
 Adapt to new situations  
 Make decisions  
 Work autonomously  
 Work in teams

### 3. COURSE CONTENTS

Introduction to IT  
 Computer architecture  
 Peripherals  
 Operating system  
 Application software  
 Computer networks  
 The Internet  
 Information systems in business  
 e-Commerce  
 MS Windows  
 WWW and e-mail  
 MS Word  
 Power Point

### 4. INSTRUCTION METHODS - ASSESSMENT

<b>Mode of instruction</b>	Lectures, assignments, tutorials	
<b>Use of ICT</b>	Tutorials with computers Power point presentations Assignments requiring computer usage Lecture notes in e-class E-mail contact with students	
<b>TUITION METHODS</b>	<b>Method</b>	<b>Workload per semester</b>
	Lectures -tutorial	52
	Assignment	28
	Autonomous study	20
	Total contact hours and training	<b>100</b>
<b>ASSESSMENT</b>	Multiple choice examinations (60%) Assignment (40%)	

### 5. PRESCRIBED TEXTS-REFERENCES

- *Prescribed Texts:*  
 Εισαγωγή στην πληροφορική, Beekman & Beekman, Γκιούρδας  
 Εισαγωγή στους Υπολογιστές, Norton, Τζιόλα

Lecture notes in e-class

- **References:**

- **Academic journals:**

<b>SCHOOL</b>	ECONOMICS AND BUSINESS ADMINISTRATION		
<b>DEPARTMENT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDY</b>	HIGHER EDUCATION (BACHELOR'S)		
<b>COURSE CODE</b>	<b>810601</b>	<b>SEMESTER</b>	Winter (A)
<b>COURSE TITLE</b>	CUSTOMER AND SUPPLIER RELATIONSHIP MANAGEMENT		
<b>AUTONOMOUS TEACHING ACTIVITIES</b>		<b>HOURS PER WEEK</b>	<b>ECTS</b>
LECTURES		4	4
<b>COURSE TYPE</b>	General Knowledge		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATION</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE URL</b>	<a href="http://eclass.acc.teithe.gr/openeclass/">http://eclass.acc.teithe.gr/openeclass/</a>		

## 1. LEARNING OUTCOMES

<b>Intended learning outcomes of the course</b>
<p>The primary purpose of the course is for the students to comprehend the strategic philosophy and important role of customer and supplier relationship management within a company. Upon successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. evaluate and plan all business processes, on the basis of the customer-centred philosophy.</li> <li>2. work in new business environments and particularly in the management of customers' and suppliers' relations.</li> <li>3. successfully implement Customer Relationship Management (CRM) and Supplier Relationship Management (SRM) Systems in corporations.</li> </ol>
<b>General skills</b>
<ul style="list-style-type: none"> <li>• Adapt in new conditions</li> <li>• Work in an international environment</li> <li>• Advance free, creative and causative thinking</li> <li>• Decision making</li> <li>• Work autonomously</li> </ul>

## 2. COURSE CONTENTS

- Philosophy and Models, Elements, Functions of CRM and SRM
- Life-Cycle Management of Customer and Supplier
- Development and Implementation of a CRM/SRM System
- Investment Performance measurement of CRM και SRM Systems

## 3. INSTRUCTION METHODS - ASSESSMENT

<b>Mode of instruction</b>	Lectures, distant learning	
<b>Use of ICT</b>	Power point presentations E Class	
<b>TUITION METHODS</b>	<b>Method</b>	<b>Workload per semester</b>
	Lectures	52
	Case Study	9
	Autonomous study	39
	<b>Total contact hours and training</b>	<b>100</b>
<b>ASSESSMENT</b>	Multiple Choice Written Examination (100%)	

## 4. PRESCRIBED TEXTS-REFERENCES

### *Greek Bibliography*

**Stafyla A. (2013) Customer and Supplier Relationship Management, Thessaloniki**

### *Foreign Language Bibliography*

**DeGregor, D. (2011) Customer-Transparent Enterprise: Beyond 20th Century CRM Motivational Press.**

**Greenberg, P. (2009) CRM at the Speed of Light (4th ed.), McGraw Hill.**

### *Academic Journals*

**Business Process Management Journal**

**Industrial Marketing Management**

**International Journal of Customer Relationship Marketing and Management**

**Marketing Intelligence & Planning**