

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 166	SEMESTER OF STUDY	1 ST
COURSE TITLE	PRINCIPLES OF MANAGEMENT		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Practice - Workshops		1	
<i>Total</i>		4	6
COURSE UNIT TYPE	Compulsory, Management-Economy-Law-Humanities Course		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=47		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of the course is to provide students with an overview of the discipline, the basic theories and principles of management. In this course, students will be presented with the basic management functions and approaches. Moreover, the challenges that businesses are facing in a contemporary, dynamic and highly competitive environment will be analyzed. Students will also be introduced to the various business strategies for developing and maintaining a competitive advantage.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • To assess the importance of management for the development and well-functioning of organizations. • To analyze in depth the internal as well as the external business environment. • To compare alternative strategies for the development of a competitive advantage. • To criticize the different leadership styles for motivating employees. • To employ-incorporate corporate social responsibility initiatives in the strategic management plans of businesses. • To judge the appropriateness and effectiveness of strategic plans and programs. • To decide and recommend solutions to specific business problems and issues presented in the form of case studies.
General Skills
<ul style="list-style-type: none"> - Teamwork - Decision making - Critical Thinking - Free, creative and inductive thought

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> • Organizational structure • Leadership and human resource management • Corporate culture, ethics and social responsibility

- Strategic management and planning process
- Competitive analysis
- Case studies

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Practice - Workshops	13
	Project Work (non-compulsory)	39
	Personal Study	59
	Total Work Load for student with project work	150
	Lectures	39
	Practice - Workshops	13
	Personal Study	98
Total Work Load for student without project work	150	
ASSESSMENT METHODS	I. End of Semester Formal Examination (60%-100%) - Short answer questions - Essay questions - Questions of applying theories and models of management on real case studies and problems. II. Presentation of Group Projects (40%-0%)	

5. RESOURCES

- Recommended Book Resources:

- Rothaermel, F. (2013), *Strategic Management, Concepts and Cases*, McGraw Hill.
- David, F.R. (2007), *Strategic Management: Concepts and Cases*, Prentice Hall.
- Robins, S., De Cenzo, D., and Coulter, M. (2011), *Fundamentals of Management* (7th Edition), Pearson Education.
- Montana, P. J., & Charnov, B. H. (2008), *Management*, New York, Barron's Educational Series. Inc.
- Schermerhorn, J. (2011), *Introduction to Management*, Wiley.
- Bartol, K.M., and Martin, D.C. (1994), *Management International Edition*, McGraw-Hill, New York, NY.
- Mullins, L. J. (2007), *Management and Organizational Behaviour*, Pearson Education.
- Sarmaniotis, C. (2012), *Management*, Zygos, Thessaloniki (in Greek).
- Zavlanos, M. (2002), *Management*, Stamoulis, Athens (in Greek)
- Mantzaris, J. (2011), *Business Administration*, Mantzaris Ioannis (in Greek)
- Tzortzakis, K. and Tzortzaki A. (2008), *Business Administration: The Management of a New Era*, Tzortzakis M. and Co., Athens (in Greek).
- Terzidis, K. (2011), *Management* (2nd Edition), Sigxroni Ekdotiki, Athens (in Greek)

- Recommended Article/Paper Resources:

- Bloom, N., Genakos, C., Sadun, R., & Van Reenen, J. (2012), *Management Practices Across Firms and Countries*, *Academy of Management Perspectives*, Vol. 26, No. 1, pp. 12-33.
- Schoemaker, P., Krupp, S., Howland, S. (2013), *Strategic Leadership: The Essential Skills*, *Harvard Business Review*, Jan/Feb 2013, Vol. 91, No. 1, pp. 131-134.
- Kavali, S., Tzokas, N., & Saren, M. (2001), *Corporate Ethics: An Exploration of Contemporary Greece*, *Journal of Business Ethics*, Vol. 30, No. 1, pp. 87-104.

