

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

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

1. Exhibit an understanding of the concepts, principles, and operations of the private enterprise system.
2. Evaluate and contrast major economic systems in businesses throughout the world.
3. Describe the various legal forms of business ownership such as sole proprietorship, partnership and corporation, the nature of each, the processes involved in creating each and the advantages and disadvantages of each.
4. Identify the functions of modern management in business organizations and how these functions are evolving in response to changes in the external and internal environments in technology, diversity, competition and governmental regulations.
5. Exhibit an understanding of the marketing function and describe the concepts and processes involved in designing product strategy, promotional strategy, distribution strategy, and pricing strategy.
6. Explain the importance of and the role of the financial management function and illustrate the concepts and processes involved in managing the acquisition and allocation of short- and long-term funds.
7. Explain the importance of and the role of the human resources management function and illustrate the concepts and processes involved in human resources management.
8. Describe the risk management functions and explain the concepts, processes and strategies involved in managing risk in a business.
9. Demonstrate the importance of business ethics and social responsibility to the long-term success of businesses and society's well being.

Textbook(s)

List the textbook(s), if any, and other related main course material.

Author(s)	Title	Publisher	Publication Year	ISBN
O.C. Ferrell, G. Hirt and L. Ferrell	Business: A Changing World	McGrawHill	2016	978-1-259-17939-6

Reference Books

List, if any, other reference books to be used as supplementary material.

Author(s)	Title	Publisher	Publication Year	ISBN

Teaching Policy

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

Three hours of lecturing and quizzes for each chapters. As well as the reading assignments that will be specified within each chapter, students will find it helpful to read up on current issues in major journals, specialist magazines and the business sections of newspapers, etc.

Laboratory/Studio Work

Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

Course Outline <i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	The Dynamics of Business and Economics
2	Business Ethics and Social Responsibility
3	Business in a Borderless World
4	Options for Organizing Business
5	Small Business, Entrepreneurship and Franchising
6	The Nature of Management
7	Midterm Exam
8	Organization, Teamwork and Communication
9	Managing Service and Manufacturing Operations
10	Motivating the Workforce
11	Managing Human Resources
12	Customer Driven Marketing
13	Dimensions of Marketing Strategy
14	Financing the Enterprise

Grading Policy <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Quiz	10	30						
Midterm Exam	1	30						
Final Exam	1	40						

ECTS Workload <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	13	3	39
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	-
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	13	0,5	6,5
Collection and selection of relevant material (<i>once</i>)	1	2,5	2,5
Self study of relevant material (<i>weekly basis</i>)	13	3	39
Take-home assignments	-	-	-
Preparation for quizzes	10	2	20
Preparation for mid-term exams (<i>including the duration of the exams</i>)	1	10	10
Preparation of term paper/case-study report (<i>including oral presentation</i>)	-	-	-
Preparation of term project/field study report (<i>including oral presentation</i>)	-	-	-
Preparation for final exam (<i>including the duration of the exam</i>)	1	10	10
TOTAL WORKLOAD / 25			127
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.					X
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.	X				
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.		X			
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.		X			
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.		X			
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.		X			
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.			X		
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.		X			

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest