



UNIVERSITY OF PIRAEUS

FACULTY/SCHOOL	School of Economics, Business and International Studies		
DEPARTMENT	Department of Economics		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	OKAΔE20	SEMESTER	2
COURSE TITLE	PRINCIPLES OF BUSINESS MANAGEMENT		
WEEKLY TEACHNG HOURS	4	CREDITS (ECTS)	5
COURSE TYPE	Compulsory		
PREREQUISITE COURSES	-		
INSTRUCTION LANGUAGE	Greek	ASSESSMENT LANGUAGE	Greek
OPEN TO ERASMUS	No		

LEARNING OUTCOMES	<p>The aim of the course is to understand and connect the theoretical framework of Management and the real Greek business environment. In addition, the course aims to develop students' analytical and critical skills.</p> <p>Management as a field of scientific inquiry, as well as every day practice, is particularly important because it is critically associated with the efficient and effective functioning of firms and organizations. As such the main objective of this course is to introduce students to the basic Management principles and functions. Topics include: (a) management fundamentals, (b) analysis of internal and external environment, (c) planning and decision making, (d) organizational architecture, (e) and leadership and human capital.</p> <p>The course is introductory and provides undergraduate students with a sound knowledge of essential management issues. The course creates managerial know-how and focuses also on skills necessary for managing business functions.</p>
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GENERAL COMPETENCES	<p>Upon completion of the course, undergraduate students will:</p> <ul style="list-style-type: none"> • be able to understand key business functions • acquire the skills to manage organizations • be able to critically assess business functions' activities • be able to use models, techniques and tools in practice understand how enterprises and nonprofit organizations operate • design key performance indicators to monitor organizational performance • utilize quantitative and qualitative management tools and methodologies
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COURSE CONTENT	<ul style="list-style-type: none"> - Organizational Environment - Managerial Skills Development - Management Tools and Methodologies - Company Objectives Setting - Organization Design - Organizational Monitoring & Key Performance Indicators - Organizational Change & Company Restructuring - Corporate Governance - Corporate Social Responsibility - Crisis Management - Reputation Management - Strategic Human Resources Management & Talent Management - Knowledge Management - Business Etiquette - Corporate Universities
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USE OF ICT IN TEACHING	<p>Use of ICT in lectures</p> <p>Communication with the students : face to face and through e-mail</p>
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COURSE DESIGN		Activity/Method	Semester workload
		Lectures	52
		Essay writing	36
		Study	35
		Exercises	35
		Exam	2
		Total	160

COURSE ASSESSMENT	<p>Teaching methods Lectures and students' presentations</p> <p>Assessment methods Final written exams and assignment (optional)</p>
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SUGGESTED BIBLIOGRAPHY

-Suggested bibliography:

1. **"Introduction to Management"** (by John Schermerhorn, Jr., 11th Edition, John Wiley & Sons Publishing), Pashalidis Publishing, Athens.
2. *MIT-Sloan Management Review* (<http://sloanreview.mit.edu/>),
3. *California Management Review* (<http://cmr.berkeley.edu/>)
4. *Harvard Business Review* (<https://hbr.org/>)
5. Montana, P. J., &Charnov, B. H. (2002), Kleidarithmos publishing
6. Robins, S., DeCenzo, D., andCoulter, M. (2012) KRITIKI publishing.