



**ΣΧΟΛΗ ΔΙΟΙΚΗΤΙΚΩΝ ΟΙΚΟΝΟΜΙΚΩΝ &  
ΚΟΙΝΩΝΙΚΩΝ ΕΠΙΣΤΗΜΩΝ**

Τμήμα Διοίκησης Επιχειρήσεων

**SCHOOL OF ADMINISTRATIVE ECONOMIC &  
SOCIAL SCIENCES**

Business Administration Dpt



**ACADEMIC YEAR  
2020 - 2021**

# **ACADEMIC PROGRAM**

<http://www.ba.uniwa.gr/>



ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ  
UNIVERSITY OF WEST ATTICA

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University of West Attica

Business Administration Department

Egaleo, November 2020

<http://www.ba.uniwa.gr/>

Ancient Olive Grove Campus

250 Thivon & P. Ralli str, 12 241, Egaleo

<http://www.uniwa.gr/>



# CONTENTS

1. The Business Administration Department at a Glance.....	3
2. Curriculum at a Glance.....	3
3. Semester 1.....	6
4. Semester 2.....	8
5. Semester 3.....	10
6. Semester 4.....	12
7. Semester 5: Organisation and Business Administration Stream (Management).....	14
8. Semester 5: Health and Welfare Management Stream.....	15
9. Semester 5: Marketing Stream.....	16
10. Semester 5 : Information Systems and Decision-Making Science Stream.....	17
11. Semester 6: Organisation and Business Administration Stream (Management).....	19
12. Semester 6: Health and Welfare Management Stream.....	20
13. Semester 6: Marketing Stream.....	21
14. Semester 6: Information Systems and Decision-Making Science Stream.....	22
15. Semester 7: Organisation and Business Administration Division (Management).....	24
16. Semester 7: Health and Welfare Management Stream.....	25
17. Semester 7: Marketing Stream.....	26
17. Semester 7: Information Systems and Decision-Making Science Stream.....	27
19. Semester 5: Organisation and Business Administration Division (Management).....	29
20. Semester 8 : Health and Welfare Management Stream.....	30
21. Semester 8: Marketing Stream.....	31
22. Semester 8: Information Systems and Decision-Making Science Stream.....	32

## **1. The Business Administration Department at a Glance**

The Business Administration Department of the University of West Attica is a dynamic department that specialises producing managers with a high level of training, innovative thinking, and business intelligence.

The purpose of the Department is the provision of general and specialized knowledge and the development of the necessary skills and competences in the field of Business Administration Science and related sciences that will lead to the emergence of competent executives that can successfully meet the Challenges of Modern Enterprises and Organizations.

The Business Administration Department emerged from the merge of the Business Administration Dept. and, Marketing Dept. of the Technological Educational Institute of Athens and the Business Administration Dept. of the Piraeus University of Applied Sciences.

The Business Administration Department operates in the Ancient Olive Grove Campus, in the area of Ancient Olive Grove (Eleonas), where the famous "Walking School" of the Philosopher Plato was established. During the 11th century AD, the Church of Agios Ioannis was built; during the difficult years that followed the fall of Constantinople it was the foundation of the "Hidden School".

## **2. Curriculum at a Glance**

The Department holds a 4-year Undergraduate Graduate Program that provides its graduates with the ability to acquire specialized scientific knowledge, skills and competencies of the various operations of a business is offered. For graduation, students must successfully complete a number of courses. The Curriculum includes compulsory core courses and streams - free election courses. During the first four semesters, compulsory core courses are taught, which introduce students to the key concepts and fundamentals of Management Science.

From the 5th semester the student will choose the streams - free election courses. At the beginning of that semester, students select the stream in which they specialize and thus obtain in-depth knowledge and experience. Currently, the Business Administration Department offers the streams of:

- Business Administration.
- Health and Welfare Management.
- Marketing.
- Information Systems and Decision-Making Science.

### **Academic divisions**

There are five academic divisions within Business Administration Department.

- Business Informatics & Decision-Making Science Division.
- Economics, Finance and Accounting Division.
- Marketing and Communication Division.
- Organisation and Business Administration Division.
- Social Policy Division.

After the completion of their studies our graduates will be able to:

- Work productively and effectively in groups, applying appropriate tools for delivering their tasks.
- Communicate and collaborate effectively both within and outside the business environment in which they operate.
- Recognize, understand, understand business management concepts (management, marketing, finance, accounting, information systems).
- Effectively use modern IT tools to support business operations management and decision making.
- Plan and describe operations-organizations functions and suggest upgrade actions.
- Evaluate the effectiveness of decision making and suggest future development strategies

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ADMINISTRATION  
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Business Administration Dpt

**1<sup>st</sup> SEMESTER OF  
STUDIES**

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## SEMESTER: 1

COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
10-A.1	Mathematics for Managers	Compulsory/ Core Course	3h Lectures	150	6	Economics, Finance & Accounting
10-A.2	Microeconomic Analysis I	Compulsory/ Core Course	3h Lectures	150	6	Economics, Finance & Accounting
10-A.3	Principles of Management	Compulsory/ Core Course	3h Lectures	150	6	Organisation & Business Administration
10-A.4	Introduction to Computer Science	Compulsory/ Core Course	2h Lectures + 1h Tutorials + 1 Lab Exercises	150	6	Business Informatics & Decision-Making Science
10-A.5	Principles of Financial Accounting	Compulsory/ Core Course	2h Lectures + 2h Tutorials	150	6	Economics, Finance & Accounting
<b>Total</b>			<b>17</b>	<b>750</b>	<b>30</b>	

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SCIENCES**

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ADMINISTRATION  
DEPARTMENT**



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## SEMESTER: 2

COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
20-B.1	Advanced Financial Accounting	Compulsory/ Core Course	2h Lectures + 2h Tutorials	150	6	Economics, Finance & Accounting
20-B.2	Introduction to Law	Compulsory/ Core Course	2h Lectures + 1h Tutorials	150	6	Organisation & Business Administration
20-B.3	Organizational Behavior	Compulsory/ Core Course	2h Lectures + 1h Tutorials	150	6	Organisation & Business Administration
20-B.4	Macroeconomic Analysis	Compulsory/ Core Course	3h Lectures	150	6	Economics, Finance & Accounting
20-B.5	Business Statistics	Compulsory/ Core Course	2h Lectures + 2h Tutorials	150	6	Economics, Finance & Accounting
<b>Total</b>			<b>17</b>	<b>750</b>	<b>30</b>	

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## SEMESTER: 3

COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
30-Γ.1	Corporate Finance I	Compulsory/ Core Course	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
30-Γ.2	Operations Research	Compulsory/ Core Course	3h Lectures + 1h Lab Exercises	125	5	Business Informatics & Decision-Making Science
30-Γ.3	Commercial Law	Compulsory/ Core Course	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
30-Γ.4	Statistical Analysis	Compulsory/ Core Course	2h Lectures + 1h Tutorials + 1h Lab Exercise	125	5	Economics, Finance & Accounting
30-Γ.5	Entrepreneurship & Innovation Management	Compulsory/ Core Course	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
30-Γ.6	Principles of Marketing	Compulsory/ Core Course	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Total</b>			<b>17</b>	<b>750</b>	<b>30</b>	

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ATTICA**

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ADMINISTRATION  
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**SCHOOL OF ADMINISTRATIVE ECONOMIC &  
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Business Administration Dpt

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## SEMESTER: 4

COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
40-Δ.1	Operations Management	Compulsory/ Core course	3h Lectures	125	5	Organisation & Business Administration
40-Δ.2	Management Information Systems	Compulsory/ Core course	2h Lectures + 1h Tutorials + 1h Lab exercises	125	5	Business Informatics & Decision-Making Science
40-Δ.3	Human Resources Management and Development	Compulsory/ Core course	3h Lectures	125	5	Organisation & Business Administration
40-Δ.4	Management Accounting	Compulsory/ Core course	2h Lectures + 2h Tutorials	125	5	Economics, Finance & Accounting
40-Δ.5	Consumer Behaviour	Compulsory/ Core course	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
40-Δ.6	EU Institutions and Policies	Compulsory/ Core course	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>Total</b>			<b>17</b>	<b>750</b>	<b>30</b>	

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ADMINISTRATION  
DEPARTMENT**



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Business Administration Dpt

**5<sup>th</sup> SEMESTER OF  
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## ORGANISATION AND BUSINESS ADMINISTRATION STREAM (MANAGEMENT)

<b>SEMESTER: 5</b>						
COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
51-Y1-MKT5	Public Relations	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
51-Y2-ΠΣΛΑ5	E-Business	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
51-Y3-ΔΕ5	Financial Statement Analysis	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
51-Y4-ΔΕ5	Research Methodology	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
51-Y5-ΔΕ5	Supply Chain and Inventory Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>Select 1 Out 3 Courses</b>						
COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
51-EY1-ΔΕ5	Microeconomic Analysis II	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
51-EY8-ΔΕ5	Organization & Institutions of Public Administration	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
51-EY3-ΔΕ5	Tax Accounting	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
<b>Total</b>			<b>21</b>	<b>750</b>	<b>30</b>	

## HEALTH AND WELFARE MANAGEMENT STREAM

<b>SEMESTER: 5</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
52-Y1-ΔΜΥΠ5.	Social Protection Systems	Compulsory in Specialization	3h Lectures	125	5	Social Policy
52-Y2-ΔΜΥΠ5.	Organizational Behaviour In Health Care Organizations	Compulsory in Specialization	3h Lectures	125	5	Social Policy
52-Y3-ΔΜΥΠ5.	Social Insurance Law	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
52-Y4-ΔΜΥΠ5.	Health Economics	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
52-Y5-ΔΜΥΠ5.	Health Systems	Compulsory in Specialization	3h Lectures	125	5	Social Policy
52-Y6-ΔΜΥΠ5.	Health Information Systems	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
<b>Total</b>			<b>24</b>	<b>750</b>	<b>30</b>	



## MARKETING STREAM

<b>SEMESTER: 5</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
53-Y1-MKT5	Public Relations	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
53-Y2-MKT5	Market Research	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
53-Y3-MKT5	Advertising	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Select 3 Out 5 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
53-EY3-MKT5	Financial Services Marketing	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
53-Y2-ΠΣΛΑ5	E-Business	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
53-Y3-ΔΕ5	Financial Statement Analysis	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
53-Y4-ΔΕ7	International Trade	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
53-Y5-ΔΕ5	Supply Chain and Inventory Management	Elective in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>Total</b>			<b>21 or 22</b>	<b>750</b>	<b>30</b>	

## INFORMATION SYSTEMS AND DECISION-MAKING SCIENCE STREAM

<b>SEMESTER: 5</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
54-Y1-MKT5	Public Relations	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
54-Y2-ΠΣΛΑ5	E-Business	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
54-Y3-ΠΣΛΑ5	Development of Modern Computer Applications	Compulsory in Specialization	2h Lectures + 1h Tutorials + 1h Lab exercises	125	5	Business Informatics & Decision-Making Science
54-EY4-MKT5	Communication with the Use of New Technologies	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
54-Y3-ΔΕ5	Financial Statement Analysis	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
<b>Select 1 Out 2 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
54-EY1-ΔΕ5	Microeconomic Analysis II	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
54-EY1-MKT7	Customer Relationship Management	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Total</b>			<b>21</b>	<b>750</b>	<b>30</b>	

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**6<sup>th</sup> SEMESTER OF  
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## ORGANISATION AND BUSINESS ADMINISTRATION STREAM. (MANAGEMENT)

<b>SEMESTER: 6</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
61-Y1-ΔΕ6	Strategic Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
61-Y2-ΔΕ6	Project Management	Compulsory in Specialization	3h Lectures + 1h Tutorials + 1 Lab exercises	125	5	Organisation & Business Administration
61-Y3-ΔΕ6	Corporate Finance II	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
61-Y4-ΠΣΛΑ6	Data Bases	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
61-Y5-ΔΕ6	Managerial Economics	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
<b>Select 1 Out 5 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
61-EY1-ΔΕ6	Cost Accounting	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
61-EY2-ΔΕ6	Industrial Organization	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
61-EY3-ΔΕ6	Financial Markets and Institutions	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
61-Y3-ΠΣΛΑ6	Decision Analysis Methods	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
61-EY1-MKT6	Corporate Communications	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>Total</b>			<b>22</b>	<b>750</b>	<b>30</b>	

## HEALTH AND WELFARE MANAGEMENT STREAM

<b>SEMESTER: 6</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
62-Y1-ΔΜΥΠ6	Primary Health Care Management	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
62-Y2-ΔΜΥΠ6	Health Care Organizations Management	Compulsory in Specialization	3h Lectures	125	5	Social Policy
62-Y3-ΔΜΥΠ6	Databases and Multimedia in Healthcare	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Social Policy
62-Y4-ΔΜΥΠ6	Social Care Law	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
62-Y5-ΔΜΥΠ6	Sociology of Illness and Quality of Life	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
62-Y6-ΔΜΥΠ6	Analysis of Chronic Health Care Systems	Compulsory in Specialization	3h Lectures	125	5	Social Policy
<b>Select 1 Out 2 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
62-EY1-ΔΜΥΠ6	International Organizations and Social Protection Policies	Elective in Specialization	3h Lectures	125	5	Social Policy
62-EY2-ΔΜΥΠ6	Sustainability And Public Health	Elective in Specialization	3h Lectures	125	5	Social Policy
<b>Total</b>			<b>28</b>	<b>750</b>	<b>30</b>	

## MARKETING STREAM

<b>SEMESTER: 6</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>63-Y1-ΔΕ6</b>	Strategic Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>63-Y2-MKT6</b>	Marketing Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>63-Y3-MKT6</b>	Organisation Of Advertising Communication	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Select 3 Out of 4 Courses or Select 1 Out of 4 Courses and 2-Months Internship</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>63-EY6-MKT6</b>	Corporate Communications	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>63-Y2-ΔΕ6</b>	Project Management	Elective in Specialization	3h Lectures + 1h Tutorials + 1 Lab exercises	125	5	Organisation & Business Administration
<b>63-EY1-ΔΕ6</b>	Cost Accounting	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
<b>63-Y5-ΔΕ6</b>	Managerial Economics	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
<b>Total</b>			<b>21 or 22</b>	<b>750</b>	<b>30</b>	

## INFORMATION SYSTEMS AND DECISION-MAKING SCIENCE STREAM

<b>SEMESTER: 6</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
64-Y1-ΔΕ6	Strategic Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
64-Y2-ΔΕ6	Project Management	Compulsory in Specialization	3h Lectures + 1h Tutorials + 1 Lab exercises	125	5	Organisation & Business Administration
64-Y3-ΠΣΛΑ6	Decision Analysis Methods	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
64-Y4-ΠΣΛΑ6	Data Bases	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
64-Y5-ΠΣΛΑ6	Information Systems Analysis & Design	Compulsory in Specialization	2h Lectures + 1h Tutorials + 1h Lab exercises	125	5	Business Informatics & Decision-Making Science
<b>Select 1 Out of 4 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
64-EY1-ΠΣΛΑ6	Accounting Information Systems	Elective in Specialization	2h Lectures + 2h Tutorials	125	5	Economics, Finance & Accounting
64-Y4-ΔΕ5	Research Methodology	Elective in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
64-EY7-MKT6	Crisis Management in Business & Organizations	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
64-EY1-ΔΕ6	Cost Accounting	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
<b>Total</b>			<b>21 or 22</b>	<b>750</b>	<b>30</b>	

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**ΣΧΟΛΗ ΔΙΟΙΚΗΤΙΚΩΝ ΟΙΚΟΝΟΜΙΚΩΝ &  
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Business Administration Dpt

**7<sup>th</sup> SEMESTER OF  
STUDIES**



## ORGANISATION AND BUSINESS ADMINISTRATION DIVISION. (MANAGEMENT)

<b>SEMESTER: 7</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
71-Y1-ΠΣΛΑ7	Business Intelligence & Analytics	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
71-Y2-ΔΕ7	Business Ethics and Deontology	Compulsory in Specialization	3h Lectures	125	5	Organisation & Business Administration
71-Y3-ΔΕ7	Leadership and Change Management	Compulsory in Specialization	2h Lectures	125	5	Organisation & Business Administration
71-Y4-ΔΕ7	International Trade	Compulsory in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
71-Y5-ΔΕ7	Total Quality Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>Select 1 Out of 5 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
71-EY8-ΔΕ7	Conflict Management & Negotiations	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
71-EY2-ΔΕ7	International Accounting and Financial Standards	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
71-EY11-ΔΕ7	Corporate Social Responsibility	Elective in Specialization	3h Lectures	125	5	Organisation & Business Administration
71-Y5-ΠΣΛΑ7	Design & Development of Web Applications	Elective in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
71-EY1-ΠΣΛΑ7	Technologies for Learning & Human Resources Development	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>Total</b>			<b>20 or 21</b>	<b>750</b>	<b>30</b>	

## HEALTH AND WELFARE MANAGEMENT STREAM

<b>SEMESTER: 7</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
72-Y1-ΔΜΥΠ7	Applied Hospital Management-Conduct	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
72-Y2-ΔΜΥΠ7	Welfare Organizations Management	Compulsory in Specialization	3h Lectures	125	5	Social Policy
72-Y3-ΔΜΥΠ7	Health Law	Compulsory in Specialization	3h Lectures	125	5	Social Policy
72-Y4-ΔΜΥΠ7	Sociology of Health Care Organizations	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
72-Y5-ΔΜΥΠ7	Demography and Epidemiology	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
<b>Select 1 Out of 2 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
72-EY1-ΔΜΥΠ7	Social Marketing	Elective in Specialization	3h Lectures	125	5	Social Policy
72-EY2-ΔΜΥΠ7	Mental Health Policies and Institutions	Elective in Specialization	3h Lectures	125	5	Social Policy
<b>Total</b>			<b>24</b>	<b>750</b>	<b>30</b>	

## MARKETING STREAM

<b>SEMESTER: 7</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>73-Y1-ΠΣΛΑ7</b>	Business Intelligence & Analytics	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>73-Y2-MKT7</b>	Service And Digital Marketing	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>73-Y3-MKT7</b>	Industrial Marketing and Marketing of High-Tech Products	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>73-Y4-MKT7</b>	Social Media Communication	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Select 2 Out of 5 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>73-EY1-MKT7</b>	Customer Relationship Management	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>73-EY5-MKT7</b>	Political Communication	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>73-EY8-MKT7</b>	Marketing Decision Support Methods	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>73-EY11-ΔΕ7</b>	Corporate Social Responsibility	Elective in Specialization	3h Lectures	125	5	Organisation & Business Administration
<b>73-Y2-ΔΕ7</b>	Business Ethics And Deontology	Elective in Specialization	3h Lectures	125	5	Organisation & Business Administration
<b>Total</b>			<b>22</b>	<b>750</b>	<b>30</b>	

## INFORMATION SYSTEMS AND DECISION-MAKING SCIENCE STREAM

<b>SEMESTER: 7</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>74-Y1-ΠΣΛΑ7</b>	Business Intelligence & Analytics	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>74-Y2-ΔΕ7</b>	Business Ethics And Deontology	Compulsory in Specialization	3h Lectures	125	5	Organisation & Business Administration
<b>74-Y3-ΠΣΛΑ7</b>	Data Science Using R	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>74-Y4-ΠΣΛΑ7</b>	Optimization Methods	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>74-Y5-ΠΣΛΑ7</b>	Design & Development of Web Applications	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>Select 1 Out of 2 Courses</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>74-EY1-ΠΣΛΑ7</b>	Technologies for Learning & Human Resources Development	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>74-EY2-ΠΣΛΑ7</b>	Network & Digital Economy	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>Total</b>			<b>21</b>	<b>750</b>	<b>30</b>	

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## ORGANISATION AND BUSINESS ADMINISTRATION DIVISION. (MANAGEMENT)

<b>SEMESTER: 8</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
81-Y1-ΔΕ8	Small and Medium Enterprises and Family Business Management	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
81-Y2-ΔΕ8	International Management	Compulsory in Specialization	3h Lectures	125	5	Organisation & Business Administration
81-Y3-ΔΕ8	Investment Evaluation and Feasibility Studies	Compulsory in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
81-Y5-ΠΣΛΑ8	Enterprise Resource Planning Systems	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>Select 2 Out of 4 Courses or Diploma Thesis or 2-Month Internship</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
81-EY1-ΔΕ8	Commercial Law	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
81-EY2-ΔΕ8	International Monetary Relations	Elective in Specialization	3h Lectures	125	5	Economics, Finance & Accounting
81-EY3-ΔΕ8	Auditing	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Economics, Finance & Accounting
81-Y2-ΠΣΛΑ8	Knowledge Management and Learning Organizations	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>Total</b>			<b>18</b>	<b>750</b>	<b>30</b>	

## HEALTH AND WELFARE MANAGEMENT STREAM

<b>SEMESTER: 8</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>82-Y1-ΔΜΥΠ8</b>	Social Policy and Health Planning	Compulsory in Specialization	3h Lectures	125	5	Social Policy
<b>82-Y2-ΔΜΥΠ8</b>	Evaluation and Health Care Financing	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
<b>82-Y3-ΔΜΥΠ8</b>	Sociology of Law and Bioethics	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
<b>82-Y4-ΔΜΥΠ8</b>	Quality Accreditation in Health and Social Care Organizations	Compulsory in Specialization	3h Lectures	125	5	Social Policy
<b>82-Y5-ΔΜΥΠ8</b>	Social Research Methods	Compulsory in Specialization	3h Lectures + 2h Tutorials	125	5	Social Policy
<b>Select 2 Out of 2 Courses or 2-months Internship or Diploma Thesis</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>82-EY1-ΔΜΥΠ8</b>	Biomedical Technology Management	Elective in Specialization	3h Lectures	125	5	Social Policy
<b>82-EY2-ΔΜΥΠ8</b>	Social Economy	Elective in Specialization	3h Lectures	125	5	Social Policy
<b>Total</b>			<b>27</b>	<b>750</b>	<b>30</b>	

## MARKETING STREAM

<b>SEMESTER: 8</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>83-Y1-MKT8</b>	Strategic Marketing	Compulsory in Specialization	2h Lectures + 2h Tutorials	125	5	Marketing & Communication
<b>83-Y2-MKT8</b>	Sales Management and Negotiation Techniques	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>83-Y3-MKT8</b>	Integrated Marketing Communication	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>83-Y4-MKT8</b>	International Marketing	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Marketing & Communication
<b>Select 2 Out of 5 Courses or 2 Months Internship or Diploma Thesis</b>						
<b>COURSE CODE</b>	<b>COURSE</b>	<b>TYPE</b>	<b>HOURS/WEEK</b>	<b>WORKLOAD</b>	<b>ECTS</b>	<b>ACADEMIC DIVISIONS</b>
<b>83-EY3-MKT6</b>	Public and Non-Profit Marketing	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>83-EY5-MKT6</b>	Sustainable Marketing	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>83-EY7-MKT6</b>	Crisis Management in Businesses and Organisations	Elective in Specialization	3h Lectures	125	5	Marketing & Communication
<b>83-Y1-ΔΕ8</b>	Small and Medium Enterprises and Family Business Management	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Organisation & Business Administration
<b>83-EY1-ΠΣΛΑ8</b>	Internet of Things	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>Total</b>			<b>21 or 22</b>	<b>750</b>	<b>30</b>	



## INFORMATION SYSTEMS AND DECISION-MAKING SCIENCE STREAM

<b>SEMESTER: 8</b>						
COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
<b>84-Υ1-ΠΣΛΑ8</b>	Decision Support Systems	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>84-Υ2-ΠΣΛΑ8</b>	Knowledge Management and Learning Organizations	Compulsory in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>84-Υ3-ΠΣΛΑ8</b>	IT Project Management	Compulsory in Specialization	3h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>84-Υ4-ΠΣΛΑ8</b>	Web Content Management Systems	Compulsory in Specialization	2h Lectures + 1h Tutorials + 1 Lab exercises	125	5	Business Informatics & Decision-Making Science
<b>Select 1 Out of 2 Courses or 2-Months Internship or Diploma Thesis</b>						
COURSE CODE	COURSE	TYPE	HOURS/WEEK	WORKLOAD	ECTS	ACADEMIC DIVISIONS
<b>84-ΕΥ1-ΠΣΛΑ8</b>	Internet of Things	Elective in Specialization	3h Lectures	125	5	Business Informatics & Decision-Making Science
<b>84-ΕΥ2-ΠΣΛΑ8</b>	Security of Information Systems	Elective in Specialization	2h Lectures + 1h Tutorials	125	5	Business Informatics & Decision-Making Science
<b>Total</b>			<b>21</b>	<b>750</b>	<b>30</b>	



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**ACADEMIC YEAR  
2020 - 2021**

# **BUSINESS ADMINISTRATION DEPARTMENT**

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