

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF ENGINEERING		
ACADEMIC UNIT	FINANCIAL AND MANAGEMENT ENGINEERING		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	FE0101	SEMESTER	3
COURSE TITLE	Introduction to Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	4,5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Track Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	http://www.fme.aegean.gr/en/undergraduate-programme		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

Upon successful completion of the course the student should be confident about the following:

- (1) Understanding of basic concepts referring to four Management Functions,
- (2) Understanding Rational Decision-Making process and System Analysis,
- (3) Understanding Decision-Trees Method as a basic approach for modeling and resolution of real-world decision-making problems.
- (4) Understanding the processes of the management systems analysis, the analysis of external & internal environment, the implementation of PESTEL, SWOT, and 5 Forces Analysis.

- (5) Implementing all the above in solving real-world problems in case studies / adopting decision-trees analysis.
- (6) Understanding of basic concepts in decision theory and modeling of the decision making process.
- (7) Handling of uncertainty nature in Management Process.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Working in an interdisciplinary environment

Production of new research ideas

Criticism and self-criticism

Production of free, creative and inductive thinking

(3) SYLLABUS

Description

This course introduces students to the manager and the management process in the context of organisations and society. The focus is on effective management of the corporation in a changing society. Topics covered include:

- (1) Action through processes and/or sequences of tasks and activities, which dynamically involve multiple departments and actors
- (2) The basic managerial operations namely, planning/design, organisation, direction and control of managerial processes
- (3) Systems theory and cybernetics in management
- (4) Introductory concepts in management: performance measurement and productivity, leadership, communication skills, motivation, management of human resources Management as an art and management as a science: the role of decision-making in managerial tasks
- (5) Effective managerial decision-making with the aid of quantitative methods and techniques
- (6) Management and the role of uncertainty and complexity

- (7) Strategic analysis with the aid of probabilistic decision trees
- (8) Introduction to decision analysis for managers: from the concept of the expected monetary value, to utility theory, subjective probability and sensitivity analysis

Module Contents (Syllabus)

1. Fundamental of management science, introduction to quantitative methods assisting every-day management and decision making
2. The Function of Planning/Design: Identification of internal & external factors of the organization, PESTEL analysis, SWOT analysis, discussion of real cases.
3. The Function of Planning/Design: Environmental Factors based on models of Thompson, and Porter, (5 forces analysis), Corporate Ethic, Corporate Social Responsibility
4. Rational Decision Making, Strategic, Tactical & Operational Goals, Development Plans
5. The Function of Organizing: Structure of Organizations, Design of Structures, Typical cases of organizational structures, discussion of real cases.
6. The Function of Organizing: Change Management Principles, the problem of re-structuring of Organizations and BPR
7. The Function of Direction: Behavioral Aspects and HR Managements, Leadership and Management
8. The Function of Direction: Corporate Policy, Direction & Communication, Team Coaching, Managerial Roles
9. The Function of Control: Fundamentals of Control Process, Types of Control, Integrated Control Systems, Quality Assessment, Cost of Control Processes.
10. Quantitative Methods and Management, Introduction to Decision Trees Theory, Modeling of Real Cases.
11. Exploring the methods introduced by Raiffa for modeling and resolution of decision making problems.
12. Decision Trees and Utility Principle, discussion of real-cases
13. Decision Making using non-probabilistic methods like maximin, maximax, Hurwicz, Savage, and Laplace methods. Discussion of real-cases

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of web sources for elaboration of projects	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study</i>	Activity	Semester workload
	Scheduled Lectures	39 hrs
	Partial (mid-semester) exams	46 hrs
	Preparation for the final exam	50 hrs
	Course total	135 hrs

<i>according to the principles of the ECTS</i>	
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Final exam on course notes for 100% of the final mark of the student.</p> <p>Mid-semester exams offer up to 20% bonus in the final mark.</p>

(5) ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

A) Course Notes

B) Additional Reading

(1) P. Zalimidis, G. Dounias (2005), Management Engineering, Pyxida Editions, (in Greek)

(2) Harold Koontz and Cyril O'Donnell, (1968), Principles of Management: An Analysis of Managerial Functions, 4th Ed., McGraw-Hill, New York, USA Charles (3) W. L. Hill, Steven McShane, (2006), Principles of Management, McGraw-Hill, USA

(4) A.Golub, Decision Analysis, Gotsis Editions (in Greek)

(5) G. Mantzaris, Modern Business Administration, Giourdas Editions (in Greek)

- *Related academic journals:*