

ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



extroversion
excellence social contribution
innovation



Hermes bearing the infant Dionysus,
Praxiteles, 4th century B.C.

AUEB's emblem,
which adorns the University's Aula.

*(Fair copy of the original, which is exhibited
at the Archaeological Museum of Olympia)*



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Welcome Message from the Rector



The Athens University of Economics and Business (AUEB) will soon be completing one full century of operation. Through the efforts of thousands of members of the University community over this period of time, it has attained recognition as a center of educational and scientific excellence and as a source of intellectual wealth in our country.

The scientific identity of AUEB is defined by its three Schools: the School of Economic Sciences, the School of Business and the School of Information Sciences and Technology. These are the scientific disciplines in which AUEB holds a leading position and for which it receives international recognition. AUEB's eight Departments, which occupy top positions in the preferences of prospective students, its popular full-time and part-time Master's programs, as well as its high quality Doctoral programs, contribute to its ranking among the top Universities internationally.

Everyone working at AUEB, through their individual skills and efforts, helps to fulfill our dual objectives of educating students who are distinguished by their scientific knowledge and moral character, and of awarding degrees which have earned recognition in the international job market. We consider it essential to provide an academic environment that is of high aesthetics and that ensures respect for freedom of thought and speech. We aim to serve as a source of excellence and to contribute through our collaborations to the growth of the economy and the solution of vital social problems. We believe that, by imparting knowledge and high quality scientific education to our students, we help to pave the way for continual progress in our country.

Our ultimate goal is for the greek society to be proud of the accomplishments of our University.

This is the University, which I invite you to get to know better.

The Rector
Professor Emmanouil Giakoumakis

1 About the University

1.1 AUEB at a glance

Athens University of Economics and Business (AUEB) is the third oldest Higher Education Institution in Greece and the first in the fields of Economic Science and Business Administration. Over time the scientific fields of Informatics and Statistics have also been added. From its establishment in 1920 until the present time, the University has been characterized by a rich history of noteworthy scientific accomplishments, which shape its exceptional outlook for the future.

AUEB, as a center of excellence in academic research and in teaching, is evaluated as one of the top Universities in the country and as one of the best internationally in the academic fields in which it specializes. Its reputation is a reflection not only of the high caliber of its scientific staff, the quality of its research and teaching output, its contemporary programs of study, but also of the scientific expertise of its graduates, which enables them to become professionally established in Greece and abroad.

AUEB implements quality assurance processes for its academic activities and its services. More specifically, the University's Quality Assurance Unit (QAU) is responsible for: a) ensuring and constantly improving the quality of teaching and research, of programs of study as well as of its supporting services; b) the coordination and support of the evaluation procedures at the Department, School, and University level and at its other services and c) supporting the external evaluation and accreditation for its study programs as well as of its internal quality assurance system, according to the framework of principles and guidelines of the Hellenic Quality Assurance and Accreditation Agency (HQAA). The Quality Assurance Unit has contributed significantly to the development and establishment of a culture of quality within the University.

1.2 Vision and Values

The vision of AUEB is to be internationally recognized as a center of excellence in the sciences of Economics, Business and Information and, through its activities, to contribute to successfully meeting the challenges facing science, society and the economy of today and tomorrow.

AUEB's mission is to produce and disseminate knowledge in areas that serve the national and international economy and society, as well as to contribute to the development of responsible citizens who are capable of creating, contributing, participating and leading in the broader international environment.

The values of the University Excellence, Innovation, Extroversion and Social Contribution constitute the pillars for its development and its reference points.



Key Figures

Schools	3
Undergraduate Study Programs	8
Master's Study Programs	36
Undergraduate Students	8,840
Postgraduate Students	2,100
Doctoral Students	310
International Students	260 through Erasmus+ Program, approximately 50 in Master's Programs
Executive Training Center Students	350
Teaching Staff	240
Administrative Staff	150
Collaborations with Foreign Universities	230
Programs taught in English	16 Master's Programs
Number of Publications 2013-2016 (Scopus)	930
Facilities	40,000 square meters

Distinctions

Evidence of AUEB's commitment to excellence is provided by the following distinctions which it has received from established international ratings lists:

1. The QS World University Rankings for 2017 places AUEB in the 273rd position worldwide in the field of Social Sciences
2. The QS World University Rankings for 2017 ranks AUEB in high positions in the following scientific subject areas:
 - Accounting and Finance: among the top 151-200 universities worldwide
 - Economics and Econometrics: among the top 151-200 universities worldwide
 - Business and Management Studies: among the top 151-200 universities worldwide
 - Computer Science and Information Systems: among the top 351-400 universities worldwide
3. The US News & World Report Best Global Universities ranking for 2017 places AUEB in 195th place worldwide in the field of Economics and Business
4. The ARWU (Academic Ranking of World Universities) places AUEB in top positions internationally in 2017 in the following academic subjects:
 - Economics: among the top 151-200 universities worldwide
 - Finance: among the top 151-200 universities worldwide
5. AUEB is ranked in the "Superior" category of the top 250 Business Schools worldwide in 2016/2017, according to the QS Global Business Schools international rankings list

1.3 Organizational Structure

AUEB, as an Institution of Higher Education, is a fully self-governed public legal entity, which is subsidized and overseen by the Greek Ministry of Education, Research and Religious Affairs. Its organizational structure consists of the following bodies:

Rectorate

The Rectorate of the University consists of the Rector and the Deputy Rectors.



Rector
Professor
Emmanouil Giakoumakis



*Deputy Rector
for Academic Affairs*
Professor
Dimitrios Bourantonis



*Deputy Rector
for Research*
Professor
Dimitrios Gritzalis



*Deputy Rector for Financial
Planning and Development*
Associate Professor
George Xylomenos

Senate

The **Senate** is the highest collective decision-making body of the University. It is comprised of: a) the Rector, b) the Deputy Rectors, c) the Deans of the Schools, d) the Chairmen of the Departments, e) student representatives, comprising 10% of the Senate's total members for cases [a] to [d], f) three [3] other representative members, namely one [1] per each category of staff from the institution's Special Academic Staff [EEP], Special Teaching Staff [EDIP] and Special Technical Laboratory Staff [ETEP], and g) one [1] representative member from the institution's administrative staff.

Schools and Departments

The University is composed of three Schools:

School of Economic Sciences, which supervises and coordinates the operation of the Department of International and European Economic Studies and the Department of Economics.

School of Business, which supervises and coordinates the operation of the Department of Management Science and Technology, the Department of Business Administration, the Department of Accounting and Finance and the Department of Marketing and Communication.

School of Information Sciences and Technology, which supervises and coordinates the operation of the Department of Informatics and the Department of Statistics.

Each School is governed by the Dean of the School, The Dean's Council and the School's General Assembly, while each Department is governed by the Department Chairman and the Departmental General Assembly.

1.4 Historical Milestones

The most significant milestones in the University's course of development over time are captured by the events below:

- 1903:** Grigorios Maraslis donates funds in order to create the Athens Maraslios School of Commerce.
- 1914:** The School is renamed the Athens School of Commercial Studies.
- 1920:** Prime Minister Eleftherios Venizelos invites George Pailliard, Professor at the University of Lausanne, to set up the Athens School of Commercial Studies, originally housed in a building at Kaningos Square and later at a building near to its current location.
A library, which includes a study area, is added to the School's facilities. AUEB's library is the oldest Economics library in Greece.
- 1926:** The Athens School of Commercial Studies is renamed the Athens School of Economics and Business.
- 1928:** The Alumni Association is founded, making it the oldest at an Economics School in Greece.
- 1935:** The School moves to its new facilities located at 76 Patission Str.
- 1939:** The Athens School of Economics and Business is recognized as equivalent to the University of Athens (UoA) and the National Technical University of Athens (NTUA).
- 1956:** The number of students climbs to nearly 4,000. As a result, the School purchases additional property adjacent to its existing facilities. At the same time, an annex is added to the main building.
- 1961:** The growing need for highly trained business executives leads to the founding of the "Institute for Training in Business Administration," to which graduates of the Athens School of Economics and Business and other Universities in Greece and abroad are admitted.
- 1970:** The Department of Commerce is renamed the Department of Business Administration.
- 1978:** The first postgraduate studies in Greece leading to a Master's degree (2 year program) or a PhD degree (also, 2 year program) are organized by the Department of Economics.
- 1983:** The University's Research Center is created, through which the Centre for Economic Studies is founded with the goal of conducting research and disseminating scientific knowledge.
- 1984:** The University is divided into three independent Departments: the Department of Economics, the Department of Business Administration and the Department of Statistics and Informatics.
- 1985:** The Master's program in Business Administration (MBA) is founded by the Department of Business Administration.
- 1987:** The University facilities are expanded to include a new building located at 3-5 Derigni Str.
- 1989:** The Athens School of Economics and Business is renamed the Athens University of Economics and Business (AUEB) and expands to include a total of six Departments: the Department of Economics, the Department of Business Administration, the Department of Applied Informatics, the Department of Statistics, the Department of International and European Economic Studies and the Department of Business Management and Marketing.
- 1992:** The Student Employment and Alumni Career Office comes into operation for the first time. This Office is later renamed the Career Office.
The Department of Business Management and Marketing is renamed the Department of Operations Research and Marketing.
- 1995:** The University facilities are expanded to include a new wing on Antoniadou Str.
- 1999:** The Department of Accounting and Finance commences operating.
- 2000:** The Department of Management Science and Technology begins operating.
The Executive Training Center is founded according to the Senate's decision.
New facilities are completed at the junction of Evelpidon and Lefkados Str, which are used to house the Center of Master's Studies.
- 2002:** The Department of Operations Research and Marketing is renamed Department of Marketing and Communication.
- 2009:** The Business Confucius Institute of Athens, an institute unique to Greece, commences operations in AUEB in collaboration with the University of International Business and Economics (UIBE) in Beijing and the Office of Chinese Language Council International.
- 2013:** AUEB's Departments are organized into three Schools: the School of Economic Sciences, the School of Business and the School of Information Sciences and Technology.



2 Studies

2.1 Degree Programs

AUEB consists of three (3) Schools, which are comprised of a total of eight (8) Departments, and offers degree programs at three (3) cycles of study: (a) Undergraduate, (b) Master's and (c) Doctoral. The University's experienced teaching staff, its facilities, together with the high quality of the students who choose to study at AUEB; all contribute to a continuous improvement in the studies offered. The most recent external evaluation performed by HQAA (2015), recognized the studies at AUEB at the undergraduate as well as at the master's level, the learning processes and the overall support offered to students as excellent.

Undergraduate Studies

AUEB offers eight (8) Programs of Undergraduate Study at its eight (8) Departments. Undergraduate studies have a duration of eight (8) semesters (four years) which correspond to, at a minimum, 240 ECTS (European Credit Transfer and Accumulation System). Each academic year is divided into two (2) semesters, the fall and the spring one. Depending on their choices of elective courses, students acquire a specialization in specific scientific fields according to their academic interests.

**ΤΜΗΜΑ ΔΙΕΘΝΩΝ
& ΕΥΡΩΠΑΙΚΩΝ
ΟΙΚΟΝΟΜΙΚΩΝ
ΣΠΟΥΔΩΝ**
DEPARTMENT OF
INTERNATIONAL &
EUROPEAN
ECONOMIC STUDIES

Department of International and European Economic Studies

The scientific areas covered by the Department include economics related to the market, businesses, economic behavior, decisions of individuals and governments, relationships between countries, quantitative methods, the social, political and institutional dimensions of economic reality, the international economy, and the institutions and policies of the European Union.

The Department offers two (2) specializations:

- International Economics and Finance
- International and European Political Economy

The Department uses a variety of effective teaching methods such as tutorials, group discussions, written assignments and the preparation of a senior thesis. It also maintains a fully equipped computer laboratory (EUROLAB).

Graduates of the Department, as economists with multi-disciplinary knowledge, can work in banks, in businesses in the private sector, in international organizations, in the European Union, and in the public sector. They can also continue their studies in master's or doctoral level in one of the Department's well established programs.

**ΤΜΗΜΑ
ΟΙΚΟΝΟΜΙΚΗΣ
ΕΠΙΣΤΗΜΗΣ**
DEPARTMENT OF
ECONOMICS

Department of Economics

The Department of Economics is the oldest Department in Greece in the field of Economic Science. It aims at promoting contemporary economic thinking and educating high caliber economists. The curriculum covers a wide spectrum of subjects in economic analysis, quantitative methods and social sciences. The Department offers three (3) areas of specialization:

- Economic Theory and Policy
- Business and Financial Economics
- International and European Economics

The graduates of the Department have excellent prospects for employment in financial institutions, research organizations, regulatory authorities, and enterprises of the private and the public sector. Furthermore, the Department's graduates have acquired solid knowledge in economics, which qualifies them to continue their studies at the postgraduate level in economic analysis, applied economics and other related areas, such as finance and business administration, thereby laying the foundation for a successful career in organizations and universities in Greece and abroad.



Department of Management Science and Technology

Globalization and the Digital Economy are framing new challenges for University Education. Graduates need solid knowledge foundations and up-to-date competences in three academic areas. Upon solid foundations in management, organizational behavior and strategy, future professionals should also demonstrate competence in Mathematics for Management – Management Science, and in Software Technologies and Information Systems in order to act and lead effectively in the contexts of socio-economic development and innovative entrepreneurship, particularly in the digital realm.

The Degree in Management Science and Technology (4 years of study) unfolds in three parts: the first five (5) semesters cover core management, information technology/ software engineering, organizational behavior, and quantitative methods topics. In semesters

six (6) and seven (7), students select a specialization out of:

- Operations Research and Business Analytics
- Management of Operations and Supply Chains
- Software Engineering and Data Science
- Information Systems and Electronic Commerce
- Strategy, Entrepreneurship and Human Resources

The Department's graduates, due to their strong technological and management background are extremely well positioned as executives and consultants in all the traditional roles of Business Administration and in the new environment of E-Business and Digital Innovation such as: marketing, production management, finance, human resources etc.

Department of Business Administration

The Department of Business Administration is the oldest of its kind in Greece. Its purpose is to educate students in the science of Business Administration and to create tomorrow's business leaders.

Its curriculum is one of the most comprehensive in Europe. During the first two years, students are taught a wide range of subjects such as management, marketing, accounting, finance, microeconomics and macroeconomics and statistics. In the third year, students have the choice of specializing in the area that intrigues them the most. The four (4) offered specializations are:

- Management/Business Administration
- Accounting and Finance
- Marketing
- Information Systems Management

The offering of general as well as specialized knowledge provides the Department's

graduates with flexibility in the competitive labor market. Graduates are qualified for careers in positions such as business consultants and strategic planning analysts, advertising executives, product managers, sales managers or marketing executives, certified accountants, investment analysts and portfolio managers, stock brokers and information systems managers. In addition they are able to set up new businesses and become entrepreneurs.



ΤΜΗΜΑ
ΛΟΓΙΣΤΙΚΗΣ &
ΧΡΗΜΑΤΟ-
ΟΙΚΟΝΟΜΙΚΗΣ
DEPARTMENT OF
ACCOUNTING &
FINANCE

Department of Accounting and Finance

The Department's Studies Program provides students with all the necessary preparation in subjects related to the financial operations of businesses, the organization and operation of accounting and auditing services of businesses, as well as with the operation of credit institutions and of money and capital markets. Graduates are especially well suited to staff the finance and accounting units of businesses in the private and the public sectors. They can also work in accounting-auditing companies and in large financial organizations. Their up-to-date scientific training gives them the

ability to effectively deal with the rapidly changing conditions in the modern, globalized capital markets; to conduct high quality financial analyses; to effectively manage large portfolios and to respond to the needs of large companies for complex auditing procedures. Furthermore, the Department's graduates have the necessary foundation to pursue postgraduate studies or scientific research in Greece or abroad.

ΤΜΗΜΑ
ΜΑΡΚΕΤΙΝΓΚ &
ΕΠΙΚΟΙΝΩΝΙΑΣ
DEPARTMENT OF
MARKETING &
COMMUNICATION

Department of Marketing and Communication

The Department of Marketing and Communication is a highly acclaimed, dynamic and forward-looking Department. Its commitment to staying at the forefront of developments in research and education and to operating as a center of academic excellence is manifested in the significant research output of the faculty and the professional success of its graduates. The Department equips students with high quality scientific training and multifaceted skills. Students acquire advanced knowledge in the fields of marketing and business communication along with solid foundations in business administration and economics. They also have the opportunity to specialize in one of four (4) areas:

- International Entrepreneurship and Innovation
- Business Administration and Human Resource Management
- Business Analytics
- Digital Marketing

The close ties of the Department with the business community, the opportunities for internships and international mobility, and the focus of the program on cultivating skills such as complexity management, critical thinking

and creativity, enhance graduates' competitive advantage in the job market.



ΤΜΗΜΑ
ΠΛΗΡΟΦΟΡΙΚΗΣ
DEPARTMENT OF
INFORMATICS

Department of Informatics

The Department of Informatics offers a very well organized four-year program of studies that thoroughly covers the entire spectrum of Informatics, as well as applications in Economics, Business Administration and other fields. The Department emphasizes the multifaceted approach to Informatics; students develop a strong theoretical background and receive extensive practice by means of laboratory exercises. The Department provides specialization in the following six (6) focus areas:

- Theoretical Computer Science
- Computer Systems and Networks
- Information Systems and Information Security
- Databases and Knowledge Management

- Operations Research and Economics of Information Technology
- Applied Mathematics and Scientific Computing

After receiving their degree from the Department, graduates can build successful careers in the Greek and the international informatics industry, in IT departments of companies and organizations, in business consulting firms, in the areas of management and finance, as well as in education. Moreover, graduates of the Department usually complete master's and/or doctoral studies and pursue academic or research careers in Greece and abroad.

ΤΜΗΜΑ
ΣΤΑΤΙΣΤΙΚΗΣ
DEPARTMENT OF
STATISTICS

Department of Statistics

The Department of Statistics advances and disseminates knowledge in Statistical Science and related subjects - theoretical and applied - through research and education, and by training graduates to be able to apply appropriate methods of statistical analysis in various sectors of activity (e.g., economic, social, business, industrial, research and educational activities).

The Department is competitive, providing education of high caliber through its undergraduate and postgraduate curricula of studies, and ensuring excellent career prospects for its graduates. Professional sectors in which graduates are employed include scientific research centers, the Hellenic Statistical Authority, statistical departments of the Ministries of Government, public organizations, marketing and public opinion research companies, advertising companies, insurance companies, banks, petroleum-product companies, industries and others.

The length of studies in the undergraduate program is four (4) years, during the first two (2) of which most offered courses are mandatory, aiming to provide students with a

solid theoretical foundation. In the remaining two (2) years the majority of offered courses are electives, enabling students to shape their own direction of specialization according to their particular interests.



Teacher Education Program

In 2011, AUEB initiated the first recognized teacher education program in a Greek University. This innovative program awards the University's students who complete the program a Certificate of Pedagogical and Teaching Proficiency, which is recognized by the Ministry of Education, Research and Religious Affairs. This Certificate qualifies students to teach certain subjects in the greek primary and secondary schools.

The program, which is open to students in all of the Departments of the University who have reached their fourth year of studies, has a two-semester duration. It focuses on educating students with regard to teaching methods in the fields of Economics, Information Technology and Business Administration. Emphasizing in extroversion, in 2015, the Program signed two important international agreements. One was with the Department of Teacher Education and School Research of the University of Oslo in Norway and the other was with the Aalto University School of Arts, Design and Architecture (ARTS), Department of Art of Helsinki in Finland.



Master's Studies

AUEB was the first University in Greece to organize and successfully operate master's studies, starting in 1978. Today, AUEB offers 36 master's programs, some of which are full-time and some of which are part-time, while three of the programs operate in joint collaboration with other Universities. According to the Bologna Process for the

European Higher Education Area, these programs belong to the second cycle of studies. The goal of AUEB's master's programs is to create leaders who will possess the knowledge and skills necessary to be competitive internationally in today's society of knowledge and information, and who will be fully capable of successfully

dealing with the challenges of the globalized international environment of the 21st century. According to the University's recent external evaluation by the Hellenic Quality Assurance and Accreditation Agency (HQAA), AUEB's master's programs are on a par with the best master's programs of well-respected foreign Universities.

MASTER'S PROGRAMS	Important Distinctions ¹ & Accreditations
International & European Economic Studies	Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 30th place (Economics)
Master in Business Administration International - MBA International)	<ul style="list-style-type: none"> • AMBA Accreditation (Association of MBAs) • Member of United Nations Global Compact • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 13th place (International Management)
Master of Science in Services Management (full-time)	Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 14th place (General Management)
MBA (Master in Business Administration) (full-time)	Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 19th place
Accounting & Finance	<ul style="list-style-type: none"> • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 27th place (Accounting & Auditing) • Recognition from the CFA Institute • Recognition from Chartered Certified Accountants (ACCA) • Recognition from The Institute of Internal Auditors
Marketing & Communication	<ul style="list-style-type: none"> • Eduniversal Master's Ranking Top 100 Global Ranking: 27th place (E-business) • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 28th place (Communications) (full time program) • EFQM Award Committed to Excellence
Marketing & Communication, Specialization in International Marketing	<ul style="list-style-type: none"> • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 21st place (Marketing) • EFQM Award Committed to Excellence
Human Resources Management	<ul style="list-style-type: none"> • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 15th place (Human Resources Management) • EFQM Award Recognized for Excellence
Computer Science	Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 16th place (Information Systems Management)
Executive MBA	<ul style="list-style-type: none"> • AMBA Accreditation (Association of MBAs) • Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 31st place (Executive MBA & MBA part-time)
MA in Heritage Management	Eduniversal Master's Ranking Top 50 Global Ranking: 8th place (Art & Cultural Management)
Applied Economics and Finance	Eduniversal Master's Ranking Top 100 Global Ranking: 60th place (Financial Markets)
Public Policy and Management	Eduniversal Master's Ranking Top 200 Regional Ranking (Western Europe): 16th place (Public Administration/Management)

¹ Eduniversal Master's Rankings 2016

Full-Time Master's Programs

- MSc in International and European Economics
- MSc in Economics
- MSc in Management Science and Technology**
- MSc in Business Analytics*
- Master in Business Administration (MBA) International Program*
- MSc in Services Management
- MBA (Master in Business Administration)
- MSc in Accounting and Finance**
- MSc in International Shipping, Finance and Management*
- MSc in Marketing & Communication
- MSc in Marketing & Communication, Specialization in International Marketing*
- MSc in Human Resources Management
- MSc in Information Systems
- MSc in Computer Science**
- MSc in Data Science*
- MSc in Statistics
- MSc in Business Mathematics, in collaboration with the University of Athens (UoA)
- MA in Heritage Management, in collaboration with the University of Kent - UK*

Part-Time Master's Programs

- MSc in European Studies
- MSc in Applied Economics and Finance
- MSc in Finance and Banking
- MSc in Management Science and Technology**
- MSc in Business Analytics*
- Master in Business Administration (MBA) International Program*
- MSc in Public Policy and Management
- MSc in Services Management
- MBA (Master in Business Administration)
- Executive MBA
- MSc in Accounting and Finance**
- MSc in International Shipping, Finance and Management*
- MSc in Marketing & Communication
- MSc in Human Resources Management
- MSc in Information Systems
- MSc in Data Science*
- MSc in Statistics
- Athens MBA , in collaboration with the National Technical University of Athens (NTUA)

** Master's Programs are taught solely in English.*

*** Master's Programs are taught in Greek and English.*

■ Doctoral Studies

AUEB places particular emphasis on the organization of doctoral programs of the highest caliber, since they are an indicator of the level of scientific development not just of the University but of the country as a whole. The programs of studies in the doctoral programs specialize in the University Departments' primary areas of expertise, as well as in closely-related fields. According to the Bologna Process for the European Higher Education Area, these programs belong to the third cycle of studies.

During the period from 2010 to 2015 AUEB participated in the Heraclitus II Program (co-funded by the European Social Funds and greek national funds through the Operational Program "Education and Life Long Learning" of

the National Strategic Reference Framework-NSRF) with 33 doctoral candidates in the fields of Economics, Informatics, Statistics and Management and with a total budget of 1.3 million euros. The program produced significant research findings, which were presented at international conferences and published in prestigious scientific journals.



■ 2.2 Executive Training Center

In today's globalized business world, generating new knowledge and turning it into new products and services is crucial to maintaining and enhancing competitiveness. The rapid advances that have taken place in recent years, due in large part to dramatic changes in technology, as well as to new procedures that have been adopted by corporations, make it necessary for business executives to acquire up-to-date information and know-how which supplements their University studies. For this reason, AUEB encourages the development of specialized training programs.

As part of this effort, the AUEB Executive Training Center was created in 2000, following the Senate's decision, to

support a series of specialized training programs. During the course of its operation, over 5,000 business executives have completed training at the Center. This number clearly demonstrates that the market supports and trusts the Executive Training Center's programs.

The programs offered by the Executive Training Center, which has now been operating for over 15 years, were augmented by the recent addition of a state-of-the-art electronic platform (eLearning). Through this platform AUEB is able to make even more efficient use of the wide-ranging scientific, teaching and professional experience of its academic community and to expand access to education.



3 Research at AUEB

AUEB has an especially strong research orientation. Its faculty members, active in both theoretical as well as applied research, participate in national and international research projects and publish their findings in international journals and proceedings of scientific conferences. AUEB's overriding goal is to promote scientific and technological knowledge and to foster a culture of research among the University's students. An indicator of the University's emphasis on excellence in this area is the recent external evaluation of the University by the Hellenic Quality Assurance Unit (HQAA), which states that the extent of funding that the University has secured in recent years, as well as the indicators measuring the efficacy of its research, are outstanding and serve as proof of the Institution's global standing.

In order to produce high quality scientific research, the University has invested extensive effort in two mutually reinforcing types of activities. On the one hand, the University has established several laboratories that are properly equipped and staffed by scientific staff of high caliber. On the other hand, the

University has developed supporting services such as the University's Research Center, and has established research support programs, which are funded with 1 million euros annually.

Furthermore, AUEB provides the opportunity for scientists who have recently obtained their PhD degree to carry out postdoctoral research in areas that fall within the research areas of the University's Departments, or in closely related fields. The objective is to produce high quality scientific research and also to enhance the research capabilities of promising young scientists who have the potential to contribute to the progress of science, research and their applications. At the same time, the University and its Departments enhance their academic standing and international recognition. Since 2011 the Senate has been providing support for postdoctoral researchers through the program, "Research support at AUEB aiming at extroversion and excellence", which is funded at the level of approximately 150,000 euros annually.

3.1 Laboratories

The University's laboratories are one of the foundations of the research that is conducted at AUEB. Today there are a total of 33 laboratories at the University which have been formally approved, and which are designed to promote research and to disseminate their results so that they can be used in Greece and internationally. AUEB's labs operate through the cooperative efforts of members of the teaching staff of AUEB or other institutions, postdoctoral researchers, doctoral and master's students.

Depending on its specific function, each laboratory has been equipped with the infrastructure necessary to support its operations. The laboratories offer comprehensive services, undertake international and national projects, establish domestic and international partnerships and disseminate findings to the scientific community through publications in refereed journals and conference proceedings.

The formally approved research laboratories¹ at AUEB are listed below by School:

School of Economic Sciences

- Laboratory for the Documentation and Analysis of European Issues – EUROLAB
- Laboratory of International Economic Relations – LINER
- Research Laboratory on Socio-Economic and Environmental Sustainability – ReSEES
- Economic Growth and Social Policy Laboratory
- Econometrics Laboratory
- Athens Laboratory of Economic Policy Studies

School of Business Administration

- Management Science Laboratory – MSL
- Laboratory of Electronic Commerce and Electronic Business – ELTRUN
- Business Analytics Laboratory
- Management of Information Systems and Technology Lab – ISTLab
- Laboratory of Management, Strategy and Entrepreneurship
- Business Administration Laboratory
- Business Informatics Laboratory
- Market and Consumer Behaviour Analysis – AGORA
- Laboratory of Business Strategy – LBS
- Financial Technologies Laboratory – FinTechLab
- Interdisciplinary Laboratory in Accounting Studies, Financial Management and Financial Law
- Accounting Laboratory
- Laboratory for Applied Finance
- Business Analysis and Valuation Laboratory
- Behavioral Finance Laboratory – BeFin
- International Shipping, Finance and Management Laboratory
- Athens Laboratory of Research in Marketing
- Business Communication Laboratory
- Human Resource Management Laboratory – HRM

School of Information Sciences and Technology

- Information Systems and Databases Laboratory
- Computer and Communication Systems Laboratory – CCSLab
- Information Processing Laboratory
- Theory, Economics and Systems Laboratory
- Mobile Multimedia Laboratory
- Laboratory of Statistical Methodology
- Stochastic Modelling and Applications Laboratory
- Computational and Bayesian Laboratory

¹ According to decision published at the Government's Gazette (GG)



3.2 Research Center

The Athens University of Economics and Business Research Center was established in 1983. It aims to promote theoretical and applied research in the fields of science that the University covers and to allocate and manage funds that come from various sources and are intended to cover a range of expenses for the purposes of research, education, training and development, as well as continuing education projects

and projects providing scientific and technological services. Moreover, funds administered by the AUEB Research Center cover expenditures that are deemed necessary in order to prepare special studies, to provide specialized consulting, to draft specifications for third parties, and other relevant services or activities that contribute to the link between education, research and production.



4 Connections with Society

The development of AUEB is guided by the University's fundamental institutional values of Excellence, Innovation, Extroversion and Social Contribution. To this end, the University forges and strengthens collaborations with private and public organizations in Greece and abroad. The connection with the job market, the bolstering of entrepreneurship and, finally, AUEB's continuous social contribution constitute priorities of the University that are aimed not only at developing outstanding students and alumni, but also at contributing directly to the needs of the society.

As a testament of AUEB's commitment and ongoing efforts, the University has been recognized by the European Commission, in its "Modernization of Higher Education in Europe: Access, Retention and Employability 2014" report, as a model University for promoting entrepreneurship and supporting employability. In 2013, the University was declared the national champion in the area of bolstering entrepreneurship. Finally, the recent external evaluation performed by the HQAA praises the University for its focus and its results with regards to its connections to the market and its social involvement, and recognizes it as a leading university in setting environmental issues as a strategic priority.

4.1 Job Market and Entrepreneurship

AUEB's focus on employment and entrepreneurship is approached in multiple ways. On the one hand, AUEB provides high quality career services for its undergraduate,

postgraduate students and alumni and on the other hand, it nurtures entrepreneurial culture through its teaching and research.

Employment and Career Unit

The AUEB Employment and Career Unit coordinates the University's actions and services that promote job opportunities and career development for students and recent graduates. With support and coordination from

the Employment and Career Unit, three separate units are currently in operation: the Career Office, the Central Internship Office and the Innovation and Entrepreneurship Unit¹.

¹ The AUEB Employment and Career Unit, as well as the Career Office, the Central Internship Office and the Innovation and Entrepreneurship Unit, are co-financed by the European Social Fund and by national funds through the "Education and Lifelong Learning" program.

Career Office

AUEB's Career Office was founded in 1992 and was the first such Office to operate within a greek University. Its basic aim is to guide and assist AUEB students and recent graduates (from all undergraduate and postgraduate programs) in making informed decisions that pertain to their future employment and career path.

The Career Office provides the following services:

- Posting of job announcements of interest to AUEB students and graduates on the Office's website as well as on social networking pages, and forwarding of CVs of interested job seekers to potential employers.
- Organization of events and workshops aimed at the current needs of students and graduates, the most notable of which is the annual hosting of "Career Days".
- Consultancy in career-related areas, based on the topics indicated by the students/graduates themselves (e.g., career planning, job market update, CV preparation, interview coaching) with the use of specialized tools (Personality Test, Numerical/Verbal Reasoning Test).
- Workshops and training seminars for small groups of students and graduates.
- Information and consulting services regarding studies at the postgraduate level and search for scholarships and bequests from Greece or from abroad.
- Conducting of research on topics related to career paths followed by AUEB graduates in the labor market.

Within the framework of services provided, the Career Office has developed and is constantly expanding a broad network of dynamic partnerships with large organizations both within Greece and abroad such as the British Council, DAAD (German Academic Exchange Service), and the Embassy of the Netherlands in Athens, as well as with corporations. More than 2,500 students and graduates utilize the Career Office's services every year and more than 700 CVs are sent to employers in response to posted job announcements. Moreover, every year since 1993, the Career Office has hosted the "Career Days" event, at which large numbers of AUEB undergraduate and postgraduate students and graduates have the chance to meet and interact with potential employers from a variety of different business sectors.





■ Central Internship Office

The Internship Program is an indispensable part of the experience provided at AUEB. All the Departments of the University have recognized the Internship Program and integrated it into their respective programs of studies. The mission of the Central Internship Office is to provide undergraduate students with the opportunity to apply the theoretical knowledge they have acquired during their studies in a real world situation, so as to smooth their transition from student status to professional life.

The main functions and activities of the Central Internship Office focus on:

- Coordinating the internship programs for all of the AUEB Departments, in order to facilitate the efficient and effective provision of services.
- Monitoring and evaluating the internship for each student throughout its duration.
- Providing relevant seminars aimed at properly preparing students to undertake internships.
- Collecting, processing and evaluating relevant data regarding cooperating companies and organizations that provide internship positions, and matching students with related internship positions.

The Central Internship Office provides internship positions to AUEB students through a robust and specifically designed IT system, which is directly linked with the Centralized Internship Support system of the Ministry of Education, Research and Religious Affairs.

In the six-year period 2009-2015, more than 3,600 students participated in the Internship Program with placements in more than 2,500 organizations from the public and the private sector. The Central Office has managed to earn an enviable reputation, since it has created very strong links with the labor market. As a result of this, placements through the Internship Program at AUEB are highly sought by many organizations.



■ Innovation and Entrepreneurship Unit

AUEB's Innovation and Entrepreneurship Unit aims to instill entrepreneurial spirit and skills in students and to support ventures in their early stages. To this end, the Unit links theory and practice by inviting business people to share their experiences and to advise students on the development of their business plans.

The Unit also supports the instruction of courses on entrepreneurship by organizing – in collaboration with instructors – presentations in new fields of business, as well as by offering contemporary materials and tools. Moreover, through its website and social networking pages, the Unit shares entrepreneurship-related updates and educational resources.

One of the Unit's primary functions is to assist the AUEB Employment and Career Unit in the hosting

of the annual "Business Idea Competition", during which students have the opportunity to attend a series of specialized seminars, as well as to develop business plans with their teams and mentors that could lead to implementation. Following the competition, the Unit continues to support the teams in further developing their business plans in order to ultimately start up their business.

Since its establishment, AUEB's Innovation and Entrepreneurship Unit has invited more than 20 speakers for in-class presentations and more than 40 speakers, from Greece and abroad, for workshops and seminars. The Unit has also brought together student teams with more than 60 mentors. It has developed, in conjunction with researchers and teaching staff, a series of case studies, entrepreneurial issues and business plan models.

Athens Center for Entrepreneurship and Innovation (ACEin)

The Athens Center for Entrepreneurship and Innovation (ACEin) is the incubation center of AUEB, offering support to researchers and potential young entrepreneurs in order to help them develop innovative business ideas and bring them to the market. ACEin puts significant effort into supporting students who are pursuing undergraduate studies, master's or doctoral degrees, and researchers who wish to turn their innovative entrepreneurial ideas or scientific research results into a sustainable business model and subsequent start-up a company. The Center offers more than just physical resources. The key strategy includes trainings on how to establish and run a start-up, services from experts, mentoring and networking. Parallel to this, the Center organizes innovative actions in the context of its wider synergies with the market in certain sectors, in order to introduce innovative solutions in specific market segments. As a result, the basic pillars of its strategy are:

Education: A carefully designed mixture of lectures, team assignments/workshops, case studies and action learning. The courses are taught by faculty members and specialized industry experts.

Networking: Organization of various networking activities at a national and international level, team development activities, access to the European network of University-based incubation centers, networking and dissemination activities, participation in international exhibitions and events.

Consulting services: Teams benefit from professional services (provided by experts), which vary depending on the teams' business maturity level, their specific needs and the capabilities of the Center. The consulting services are provided in various fields, such as business planning, marketing, branding and design, IT, accounting and legal issues, and all of them are offered through personalized meetings with experts.

Motivation and Mentoring: Access to mentors with proven corporate, startup and venture capital experience and a successful track record. Motivation through a series of events, competitions and award schemes.

Exploitation of research output: An important part of the Center's approach is the systematic exploitation of the research produced within University and research laboratories. This is tackled through a concrete Technology/Knowledge Transfer methodology and a number of activities, such as providing continuous information/motivation to the research teams, adequate assessment of the prospects of scientific achievements, collaborative identification of the most appropriate exploitation plan per research result (e.g. setting up a business, selling research and development services, concession permits) and providing specialized consulting services, depending on the business readiness, maturity and needs of each research team.

Unit of Social Entrepreneurship (USE)

The Unit of Social Entrepreneurship (USE) at AUEB aims at the advancement of sustainable social entrepreneurship initiatives nationally and worldwide. To this end, it creates and supports educational programs for the development of skills for social enterprising, based on world-class standards. More specifically, it supports the Diploma in Social Entrepreneurship (DoSE) that is offered by the University's Executive Training Center. This is a yearlong 220-hour professional training program, which is aimed at developing sustainable initiatives that have a social purpose, and also supporting them on an organizational level in order to amplify their positive impact on society.

In addition, USE conducts cutting edge research that focuses on the conceptual clarification of various aspects of social entrepreneurship, and on mapping the particular characteristics (i.e., legal status) of the national institutional framework for this sector in

Greece. The objectives of USE are to disseminate the research knowledge of its members through the development of rich and innovative teaching material, the organization of seminars and symposia, the presentation of research work at various research fora and its continuing interaction with dynamic social entrepreneurs.

To achieve its objectives, USE has created and is continually expanding a collaborative hub of academics, for-profit and social entrepreneurs. Such a collaborative hub bridges the gap between theory and practice, enabling the diffusion and effective use of research knowledge at the individual and/or group level for the development of sustainable social purpose initiatives. Finally, under the auspices of USE, student teams offer pro bono customized consulting services to social enterprises in order to strengthen their sustainability.

4.2 Social Responsibility

AUEB is an Institution with a tradition of strong social sensitivity and responsiveness to the needs of the society within which it operates. In this context, AUEB has systematically developed a series of activities with cultural, environmental and social content. The aim of these activities is to promote and reinforce important concepts such as sustainable development, but also to actively recognize the responsibility that organizations have towards the society and the environment.

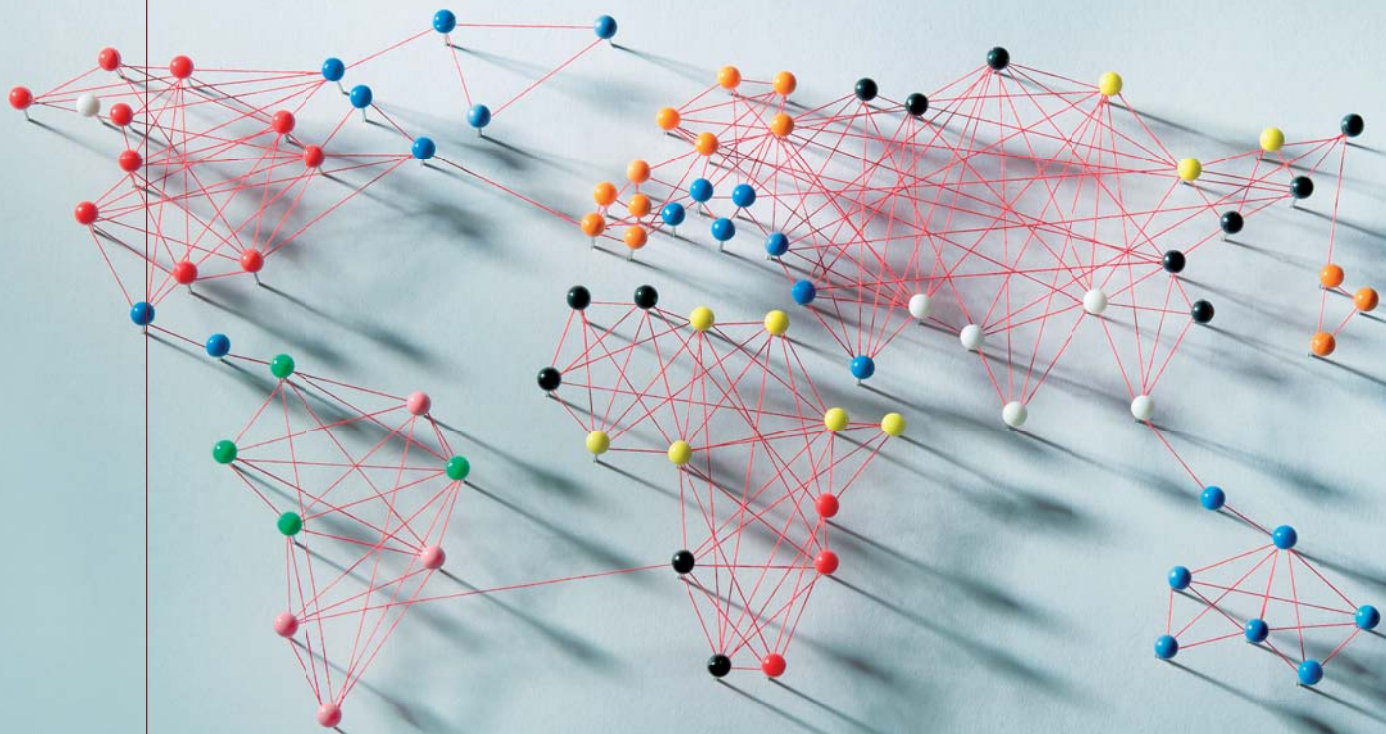
AUEB is a member of the United Nations Global Compact and the Principles for Responsible Management Education initiatives, as well as of the CSR Hellas Network.

Furthermore, in 2013, AUEB founded the "AUEB Social Contribution Network", involving two (2) teams of the University's teaching and research staff who undertake actions in two (2) separate areas: education and consulting.

AUEB's educational activities are carried out in cooperation with the educational program, "Social Tutoring," provided by the Library of the Archdiocese of Athens, which provides learning and educational support to vulnerable social groups, such as primary and secondary education pupils from low-income families, and unemployed young people. AUEB's consulting activities are aimed at providing support and consulting services to small businesses.

Some of AUEB's other noteworthy activities in the area of social responsibility are:

- A part of AUEB's Social Contribution strategy, is its institution-wide Volunteering Program "AUEB Volunteers". Its objective is to encourage the community of the University - students, teaching and administrative staff - to experience volunteering, to contribute directly to the society and at the same time to develop strong ties amongst each other. Thus, AUEB seeks to highlight the value of participation in tackling major social issues and to raise awareness around them.
- Incorporation of the concepts of Corporate Social Responsibility into core and elective courses, at both the undergraduate and the postgraduate levels.
- Improvement of the University's "ecological footprint", through targeted actions to reduce energy consumption (such as energy saving light bulbs, natural gas for heating), better insulation of its buildings, and the organization of an extensive recycling program for paper, batteries and printer toners, aimed at reducing garbage production.
- Development of green and social entrepreneurship.
- Creation of AUEB's Unit of Social Entrepreneurship, the first research and educational laboratory in Greece for issues related to the promotion of social entrepreneurship in national and international level.
- Active support of non-profit organizations and volunteer organizations, and the joint hosting of events to promote their mission as well as to inform all members of the AUEB community about crucial issues such as breast cancer and providing first aid.
- Regular organization of blood donations two times a year in cooperation with the staff of Children's Hospital "Panagiotis & Aglaia Kyriakou", in which all members of the AUEB community – professors, students and administrative staff – are encouraged to take part.
- Creation of the "Young Entrepreneurship Summer School", a summer school for high school students that aims to cultivate their entrepreneurial thinking as well as to provide them with basic knowledge about management and business.
- The University also organizes a series of free seminars on entrepreneurship, in cooperation with the General Confederation of Greek Workers and the Athens Chamber of Commerce and Industry, for businesses and professionals who face serious problems due to the economic crisis.
- Creation of the student volunteer group "Get Involved" in the Department of Marketing and Communication, which focuses on activities with a social context.
- Significant initiatives are led by AUEB students, such as social advocacy in relation to addiction to online gambling, creation of the Energy and Sustainability Club, as well as award-winning entrepreneurial ideas with respect to environmental issues.



5 Going International

AUEB, an institution open to the global market and society, collaborates with more than 250 foreign Universities and institutions within the context of its educational programs, its research and of the services offered. At the same time, AUEB actively participates in international organizations, fora and networks that aim to improve Higher Education as well as in initiatives that aim at strengthening international collaborations. As a result, AUEB is consistently placed highly in international rankings such as the QS, Times Higher Education, Eduniversal and others,

and thus is able to develop international collaborations with prestigious organizations. During the recent external evaluation performed by HQAA, AUEB was recognized as “worthy of merit” for its exceptionally well-developed internationalization strategy. Indicative examples of AUEB’s international focus are its master’s programs taught in English, its long participation in the Erasmus+ program, the foundation of Confucius Institute for the development of relationships with China and finally, its participation in international networks and organizations.

5.1 Master's Programs taught in English

Since the creation of the first master's programs at a greek University in 1978, AUEB has continued to develop them in response to new scientific advances and the needs of a highly competitive market. Open and internationally oriented, AUEB has developed programs of international outreach, with the participation of students not just from other countries in the European Union but also from the broader geographical areas of the Balkans, the Middle East,

the United States, Latin America, Africa and China.

The first Master program to be taught in English at AUEB was the MBA International program, which is accredited by the international Association of MBAs. Every year its students come from EU countries (mostly France, Germany, Spain, Italy and Denmark), the Balkan Peninsula (mostly Serbia, Romania and Bulgaria), Africa (mostly Algeria, Nigeria, Egypt) as well as the Middle East (Syria,

Oman, Lebanon). It is worth noting that each year the MBA International is also attended by students coming from China, the USA and Latin America (mostly Brazil, Colombia and Mexico). The MBA International's excellent reputation is reflected in international rankings such as Eduniversal, in which it is ranked in 13th place in the category Top 200 Regional Ranking (Western Europe).

The next Master program to be offered in English at AUEB was the MSc in Marketing & Communication, Specialization in International Marketing. This particular program, which aims to maintain small class sizes, attracts many students every year from Spain and Germany, with program alumni also originating from China and the United States. It is worth noting that the program holds the 21st place in the Eduniversal ranking in the category Top 200 Regional Ranking (Western Europe).

AUEB, with the aim of forging international collaborations to capitalize on its strong assets, recently developed a partnership with the University of Kent in the UK to operate a joint Master of Arts (MA) Program in Heritage

Management. Since 2013, Eduniversal has awarded the MA in Heritage Management with a very high ranking. It received the 8th place in 2015 in the "Art & Cultural Management" category (up 6 places from its 14th position in 2014). The program's impressive trajectory has resulted in approximately 70% of incoming students every year being international, and originating from countries spread across all of the world's continents.

In addition, AUEB offers the following Master's programs in Greek and English: MSc in Management Science and Technology, MSc in Accounting and Finance and MSc in Computer Science.

Finally, the following three (3) master's programs also operate in English:

- a. MSc in Business Analytics, which attracts students from the Balkans,
- b. MSc in International Shipping, Finance and Management, which in addition to the Balkans also attracts students from Cyprus and the United States,
- c. MSc in Data Science





5.2 Erasmus+ Program

AUEB, a pioneer in interuniversity cooperation, has been participating actively in the Erasmus+ Program since 1987. Within this framework, AUEB fosters collaboration with Universities, research centers, enterprises, and international organizations both within the European Union and also outside of it and implements exchange programs for students, faculty and administrative staff.

AUEB has signed about 220 Erasmus+ agreements with other universities, through which about 360 AUEB students every year attend courses or participate in internships abroad, and approximately the same number of international students comes to AUEB. In the 28 years the Erasmus+ program at AUEB has been operating, more than 8,800 students have participated in the program, with a fairly balanced mobility between outgoing and incoming students.

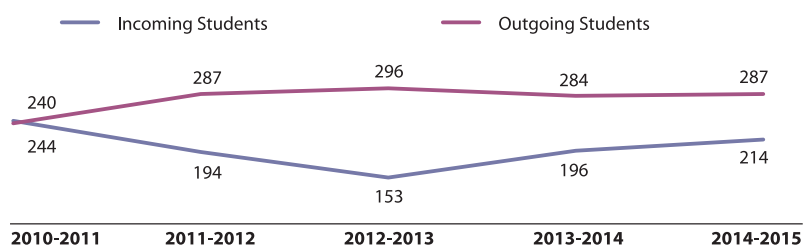
AUEB offers to all incoming Erasmus+ students an interdepartmental study program consisting of over 80 courses annually, which are taught in English by the teaching staff from its three Schools. AUEB's program has received positive feedback from its Erasmus+ partners,

and operates with quality assurance and successful results. Along with the program of studies in English, incoming Erasmus+ students are offered free courses in Greek, which are funded by the program.

In addition to student exchanges for studies and internships, Erasmus+ offers scholarships to teaching and administrative staff of the University for a week of training at Universities, organizations or enterprises in European Union. Moreover it offers Erasmus scholarships to teaching staff enabling them to teach for a short period of time at one of its partner institutions.

Because of the successful operations of its Erasmus+ program, AUEB received two significant distinctions in 2014: the first is the Erasmus+ 2014-2020 charter, which certifies the successful course of operations of the University's Erasmus program and the second is the "Outstanding International Student Satisfaction Award" from StudyPortals platform, which is based on thousands of evaluations by students from Universities in the European Union who study at a foreign country.

Mobility of Erasmus+ students for studies



During the five-year period from 2010 to 2015, the countries in which the more than 1,400 AUEB students who participated in the Erasmus+ program studied, in descending order of frequency, were: France, Belgium, the Netherlands, Germany, Spain, Austria, Portugal, Sweden,

the United Kingdom and Poland. During the same period, AUEB welcomed approximately 1,000 international students, most of who came from Universities in France, Germany, Poland, the Netherlands, Belgium, Spain, Lithuania, Finland, Italy and the Czech Republic.

Comments from outgoing Erasmus+ students



Four months, eight countries, 2,123 photographs, countless experiences. I would never have imagined how much life could be changed by a decision that began with the thought: "Erasmus, hmm, why not?"

I was enchanted by the French language and culture from an early age, and thus chose Strasbourg, one of the most beautiful European cities. Economics students from every corner of the earth became my friends, my social circle and the people with whom I shared so many unforgettable moments. We swam on the Côte d'Azur, we drank hot Viennese chocolate at the cafe that Freud frequented, we strolled down the cobblestone streets of Prague and much, much more. Who would have imagined when I learned my first "Bonjour" that it would enable me, ten years later, to celebrate my twentieth birthday in my home in Strasbourg with my Italian, Spanish, American, German, Japanese and Australian friends!

With regard to the University, among the courses I attended, some were at the postgraduate level, and I was very pleased to discover that AUEB had given me an excellent level of education and that as a University we have nothing to be jealous of Universities abroad."

Aikaterini Taka
Erasmus+ in the School of Management,
Strasbourg, France



We are both named Anna and we both participated in the Erasmus+ program in the academic year 2013-2014. In the beginning we signed up for one semester, but after that it was impossible to leave, so we stayed for another semester. There are no words capable of expressing the experience we had. The knowledge we gained went far beyond academic learning. The contact with other cultures, the acquaintances, the complete change in environment and everyday life will forever change the way that you view the world and yourself. It is an experience of a lifetime. And, as they say abroad, go for it!!"

Anna Petsi and Anna Hatzinikolaou
Erasmus+ in Groupe ESC Troyes, France



Comments from incoming Erasmus+ students



My Erasmus experience in Athens was amazing, probably one of the best moments in my life. Greece and its inhabitants have given me pleasure, fun, joy, warmth and kindness. The beauty of Greece cannot be described. I would like to mention that ESN, the exchange student network, together with our Erasmus coordinator, did a magnificent job guiding all the Erasmus students and they tried to give us everything they had to offer. Without them it would have never been this great. I made friends for life in this city. They will take part in my life, my crazy mind and my heart. I can go on and on talking about Erasmus, but the most important thing is and always will be that I feel as if my heart has been divided into two pieces. Both Athens and Antwerp feel like home now and I will cherish it forever. Greece, you are amazing! Thank you for everything that you have given me."

Thibault Van Peel
Katholieke Universiteit Leuven, Belgium



Amazing time with amazing people, at a great University with great teachers."

Christin
University of Potsdam,
Germany

5.3 The Business Confucius Institute of Athens

The Business Confucius Institute of Athens was established at AUEB in 2009, in collaboration with the University of International Business and Economics (UIBE) in Beijing and the Office of Chinese Language Council International (HANBAN). It is the sole Confucius Institute in Greece and the third in Europe with a focus on economics and business administration. Its predominant aim is to function as a bridge in communication and cooperation between Greece and China, to contribute to the building of cultural ties between the two nations and to foster academic, research and business partnerships.

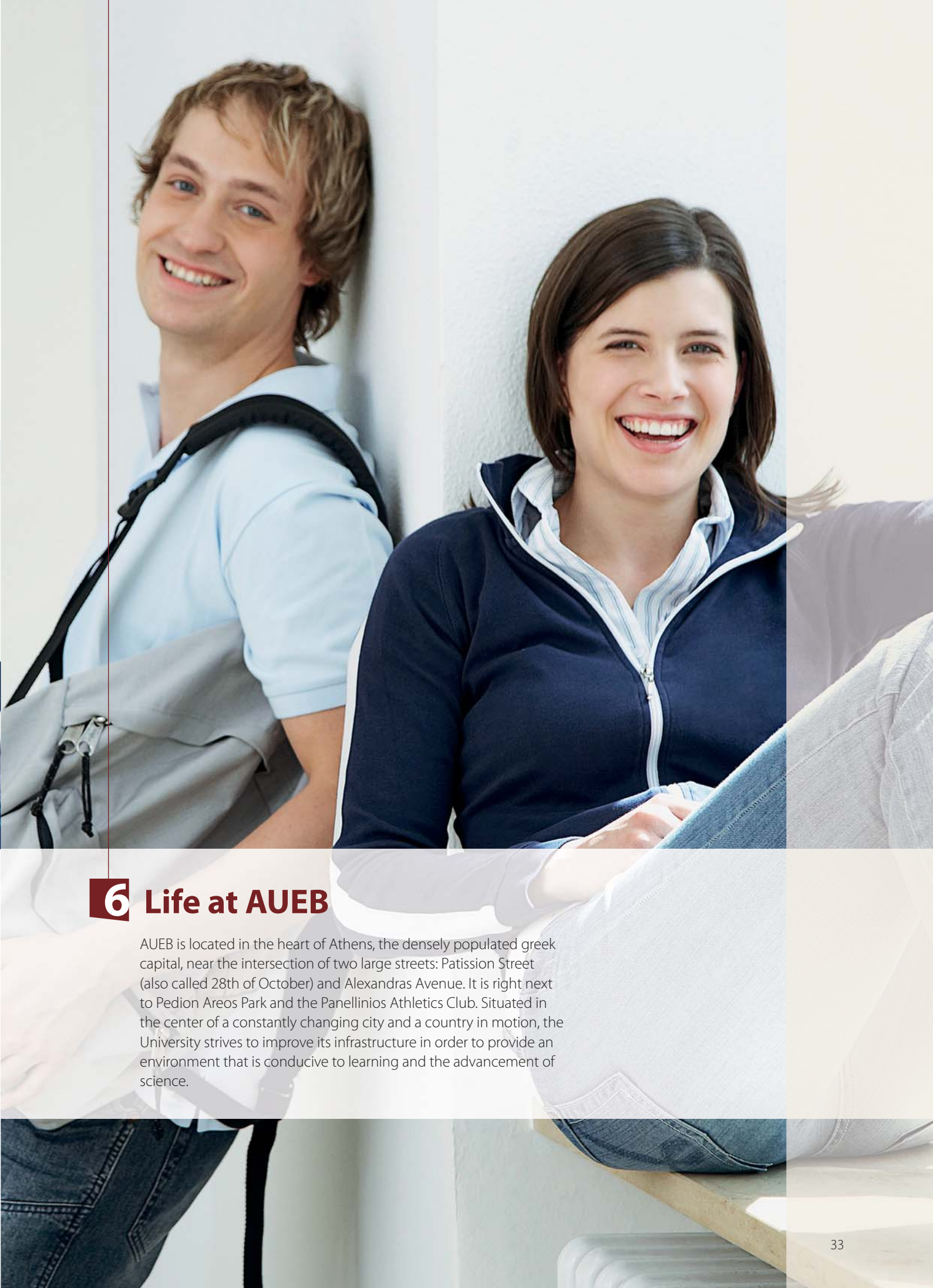
The Institute, which offers a wide variety of multifaceted activities, runs a multitude of educational programs and hosts a range of cultural events, which are designed for all those interested in the Chinese language and culture. Within this framework, the Institute recently organized a conference on “The Dialogue between the Two Cultures”, which drew the interest of the academic and the business community. In addition, the Institute supports student exchange to/from China and Greece for summer language courses and educational trips, and participates in organizing intercultural conferences, festivities and award ceremonies.



5.4 Participation in International Organizations and Networks

AUEB is a participating member of many well-known organizations, such as: the European University Association (EUA), the Association for Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA), UN Global Compact, Principles for Responsible Management Education (PRME), the European Marketing Academy, the European Consortium for Political Research (ESPR), the Association of Economic Universities of South and Eastern Europe and the Black Sea Region (ASECU) and HERMES (Higher Education and Research in Management of European Universities). Furthermore, AUEB has been awarded eight (8) teaching Chairs through the Jean Monnet Program and it was the first university in Greece selected to operate a center of excellence in European Studies.

In addition, AUEB students exhibit a continuous and active participation in international competitions, which offer them the opportunity to get acquainted with fellow students from Universities in other countries and to hone their skills in challenging academic contests. Some examples of these competitions are: the Global Management Challenge Business Game, the Brandstorm Business Game sponsored by L’Oreal, the Global Algorithmic Trading Competition hosted by University College London, the Data Mining Cup, as well as the International MBA Case Competition organized by the Aspen Institute. Moreover, the AUEB branches of the international student organizations AIESEC, AEGEE and Erasmus Student Network further enhance the international character of students’ everyday lives through their programs and activities.



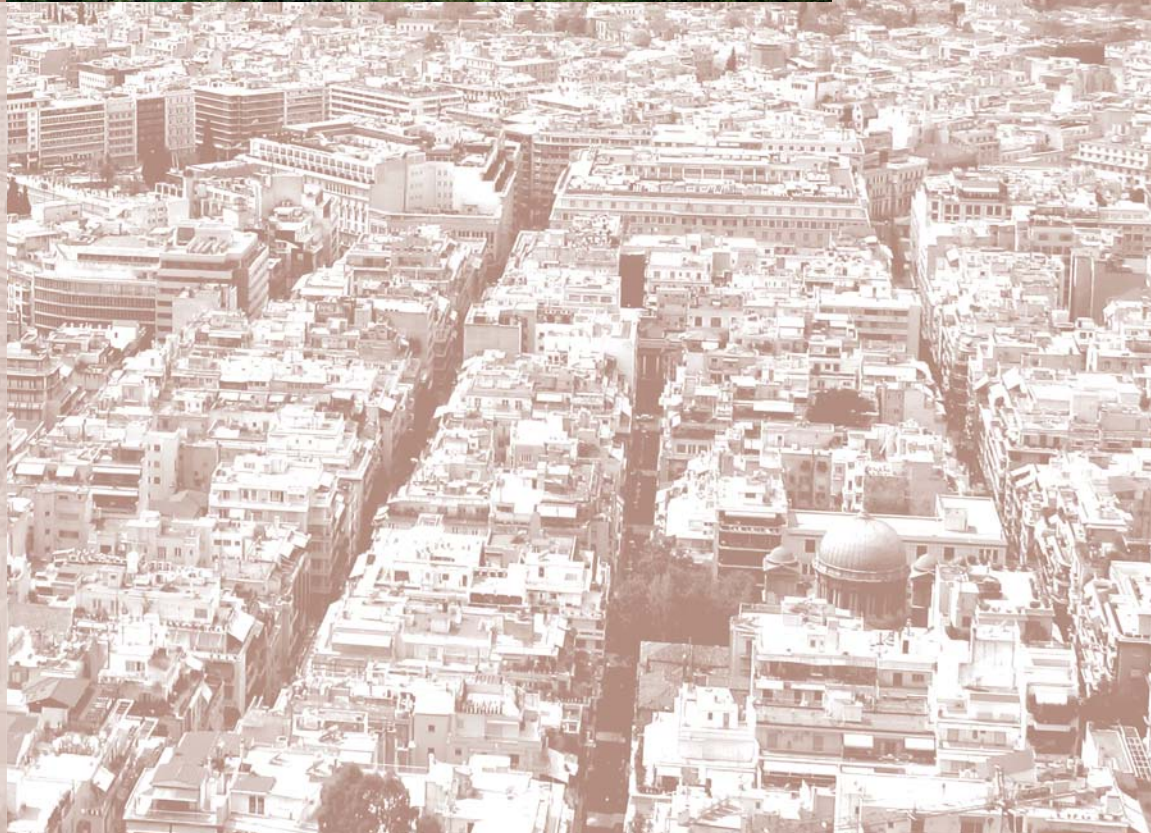
6 Life at AUEB

AUEB is located in the heart of Athens, the densely populated greek capital, near the intersection of two large streets: Patisson Street (also called 28th of October) and Alexandras Avenue. It is right next to Pedion Areos Park and the Panellinios Athletics Club. Situated in the center of a constantly changing city and a country in motion, the University strives to improve its infrastructure in order to provide an environment that is conducive to learning and the advancement of science.

6.1 Location and Facilities

The University's main building is located at 76 Patission Street since 1935. The building occupies the entire block, bounded by Patission, Derigni, Antoniadou and Mavrommataion Streets, with an entrance to the building on each of the four (4) streets. The main entrance to the University is on Patission Street. Buildings on nearby streets (Kodringtonos, Derigni, Ydras, and others) provide additional space for professors' offices, classrooms, and support services. In addition, the AUEB Center of Postgraduate Studies is located in a modern building at the junction of Evelpidon and Lefkados Streets, while the AUEB Research Center is housed at 46 Kefallinias Str.

Responding to ever increasing educational and research needs, AUEB recently acquired an additional building, fully renovated and close to the main building, at the junction of Troias and Spetson Str, which provides a total area of over 5,000 square meters.





Library

The Library and Information Center of AUEB was founded in 1920 and is located on the first and second floors of the main building of the University. AUEB's Library is a member of the Hellenic Academic Libraries Link (Heal-LINK), the Europe Direct Network and the Hellenic Economic Library Network. There are also three (3) Documentation Centers housed within the Library:

- The European Documentation Center (EDC), operating since 1992,
- The Documentation Center of the Organization for Economic Co-operation and Development (OECD), operating since 1997,
- The Documentation Center of the World Tourism Organization (WTO), operating since 2004.

The Library contributes significantly to meeting the needs of the academic community for scientific information as well as supporting its scholarly and research work. These aims are realized through the organization of its collections and the co-ordination of services.

The holdings of the Library include:

- rich collection of printed books and scientific journals
- the textbooks which are taught in AUEB's courses
- electronic collection of scientific journals
- collection of electronic books
- the master's dissertations and doctoral theses of the University's students
- sectorial studies
- statistical series of the IMF, UN, EUROSTAT, OECD and Hellenic Statistical Service
- audiovisual materials
- reference materials (encyclopedias, dictionaries)
- rich collection of official governmental publications from the European Union, the OECD and the WTO
- databases on topics studied at the University
- access to the print collections of other academic libraries.

The Library provides a loan service to its members for all its printed collections, apart from the journals and statistical series, according to the Library's internal rules of operation. The Library and Information Center of AUEB has a study room, PC work stations for its visitors, as well as photocopy machines and printers. An interlibrary loan service is also available for books and articles from other Hellenic Academic Libraries that are members of the networks in which the Library participates.

Network Operation Center and Computer Center

Network Operation Center (NOC) is responsible for the design and operation of data and voice networks, the installation and management of its telecommunications equipment and maintenance of the cable infrastructure and active network devices. NOC is also responsible for the operation of a room for synchronous and asynchronous distance learning and teleconferences, as well as the University's electronic mail, website, and Wi-Fi.

AUEB operates a large, modern **Computer Center** that continuously upgrades its infrastructure and services. The Computer Center administers systems that have a large processing power and three (3) main laboratories for teaching and additional uses, with a total capacity of 160 workstations. These laboratories are equipped with state-of-the-art projectors and wireless microphone facilities. To accommodate the students' printing needs, AUEB's Computer Center also has two central high-speed laser printers, as well as one laser printer in each of the three (3) laboratories.

6.2 Student Services

AUEB provides a series of services to its students, which have two objectives: to broaden students' intellectual horizons and to ensure high quality standards within the University premises. Within this context, the University provides or supports a wide range of services and activities such as the E-registry and athletics, culture, and social involvement opportunities.



E-registry

The University's information system E-registry provides students with easy, fast and safe access to a variety of procedures offered by the Department Secretariats. The design of the system ensures that only authorized users have access to relevant information. It supports the Department Secretariats in managing data for the University's undergraduate students, such as registration, renewal of registration, suspension of studies, issuing certificates, or

verification of successful completion of degree requirements. Parallel to this, E-registry is used by students in order to register for courses, select textbooks, view grades, complete forms online, and many other services. Moreover, through the platform, the teaching faculty can see which students have registered for each class and can enter student grades for each of their courses.



Foreign Languages, Culture and Sports

Foreign Languages Program

Knowledge of foreign languages is a necessary qualification for productive involvement and interaction in a complex and diverse contemporary society. The University recognizing the importance of language learning offers foreign language courses to students attending a greek University or Technological Educational Institute, as well as to anyone else interested. The languages offered are English, French, German, Spanish, Italian and Russian, while there is a possibility of forming seminars in additional languages, if there is sufficient demand.

Cultural Activities

AUEB, in an effort to provide its students with versatile educational stimuli, offers numerous cultural activities.

- **Music groups:** Students practice playing musical instruments such as guitar, piano and drums. There is also a choir.
- **Modern Dance group:** The aim of the group is to familiarize students with the art of dancing, an activity that builds teamwork, cooperation, rhythm and musicality. Expression via movement is the ultimate goal.
- **Folk Dance group:** Students learn dances from all the geographical areas of the country. The group takes part in the celebrations and cultural events organized by the University.
- **Drama club:** AUEB's Drama club is a branch of the Hellenic Association of Amateur Student Drama and its members include students from AUEB and other Universities. It offers workshops and organizes performances. To date the Drama club has staged more than 40 performances, and has also participated in a number of PanHellenic Drama festivals.
- **Cinema club:** The club organizes seminars and workshops around cinematography and production of short films and hosts discussions around selected movies.
- **Rhetoric and Debate club:** The club holds weekly meetings as well as seminars in which students are trained in how to address an audience and how to prepare and present convincing arguments. At the same time, students are involved in debate contests at which they represent AUEB in both national and international championships.
- **Photography club:** Students are taught the theory of photography and are exposed to the work of some of the most famous photographers in the world. Members also practice creating their own work.



Physical Education Center

AUEB's Physical Education Center provides students with the opportunity to become acquainted with different sports and participate in various athletic activities. The aim of such activities is to enhance the balance between students' physical, mental and intellectual abilities. Moreover, these activities aim to instill in students an awareness of the benefits of exercise and sports, so that they adopt a healthier and more active lifestyle and make good use of their leisure time.

Training sessions are held daily on public sports facilities. Students have the opportunity to take part in the following sports: basketball, volleyball, swimming, athletics (track and field), and table tennis, for which championships are organized during the course of the year. In addition, students can participate in shooting, water polo, chess and tennis. AUEB students show outstanding moral character and sportsmanship and have repeatedly honored the University.



Student Associations

"Sotiris Petroulas" Students' Association

The AUEB Students' Association is named for Sotiris Petroulas, in memory of the heroic AUEB student leader who was killed during a demonstration on July 21, 1965. The Executive Board of the Students' Association consists of 11 members, who are elected during student elections held each spring. Members of the Association represent it in the University Senate and the departmental General Assemblies.

AUEB Erasmus Student Network (ESN)

ESN was founded in 1992 and its main objectives are:

- To advise and assist AUEB students participating in the Erasmus+ program,
- To welcome and help with the adjustment and housing of students who visit AUEB under the auspices of Erasmus+,
- To organize activities of educational, social and professional interest and to
- To work cooperatively with corresponding associations in other Universities within the framework of the ESN International.

AIESEC

AUEB has hosted a branch of AIESEC, since the founding of the organization in Greece in 1956. AIESEC is a non-political and not for profit organization, entirely ran by students. AIESEC's goal is to develop leadership skills and to empower the younger generation. With a presence in 125 countries and 2,400 Universities, AIESEC offers students the opportunity to live in another country within its network, through participating in an international internship program in corporations and non-governmental organizations for a period of 2 to 18 months.

AECEE (Association des Etats Generaux des Etudiants de l' Europe)

AECEE is an independent, european, non-governmental student and young scientists' organization. Its goal is to promote a sense of european conscience and collaboration. This goal is achieved by organizing conferences and events of european scientific interest and through intensive promotion of exchanges and visits of a large number of students throughout Europe.

AUEB Students' Investment & Finance Club

The AUEB Students' Investment & Finance Club was founded in early 2013 by 22 students and alumni of the University, for students who are interested in acquiring practical knowledge about finance, investment and consulting. It is a non-political, non-governmental association with a social character and its mission is purely educational. Membership is open to both students as well as recent alumni of AUEB.

Students' Entrepreneurship Club ThinkBiz

ThinkBiz was founded in 2012 to further develop an entrepreneurial culture amongst the students. It is a venture by students and for students, which organizes regular activities, nurtures the exchange of ideas and realizes selected projects. Its activities are always rooted in collaboration, innovation, networking, research and creative thinking.



7 AUEB alumni

AUEB is extremely proud of the thousands of students who have graduated from the University and have gone on to fill top leadership roles in the economic, business, social and political life. AUEB alumni hold positions in Universities in Greece and abroad, in international research institutes and in organizations in both the public and the private sector. As the University realizes the importance in developing and enhancing its ties with its alumni, it puts significant effort in utilizing the potential of this relationship.

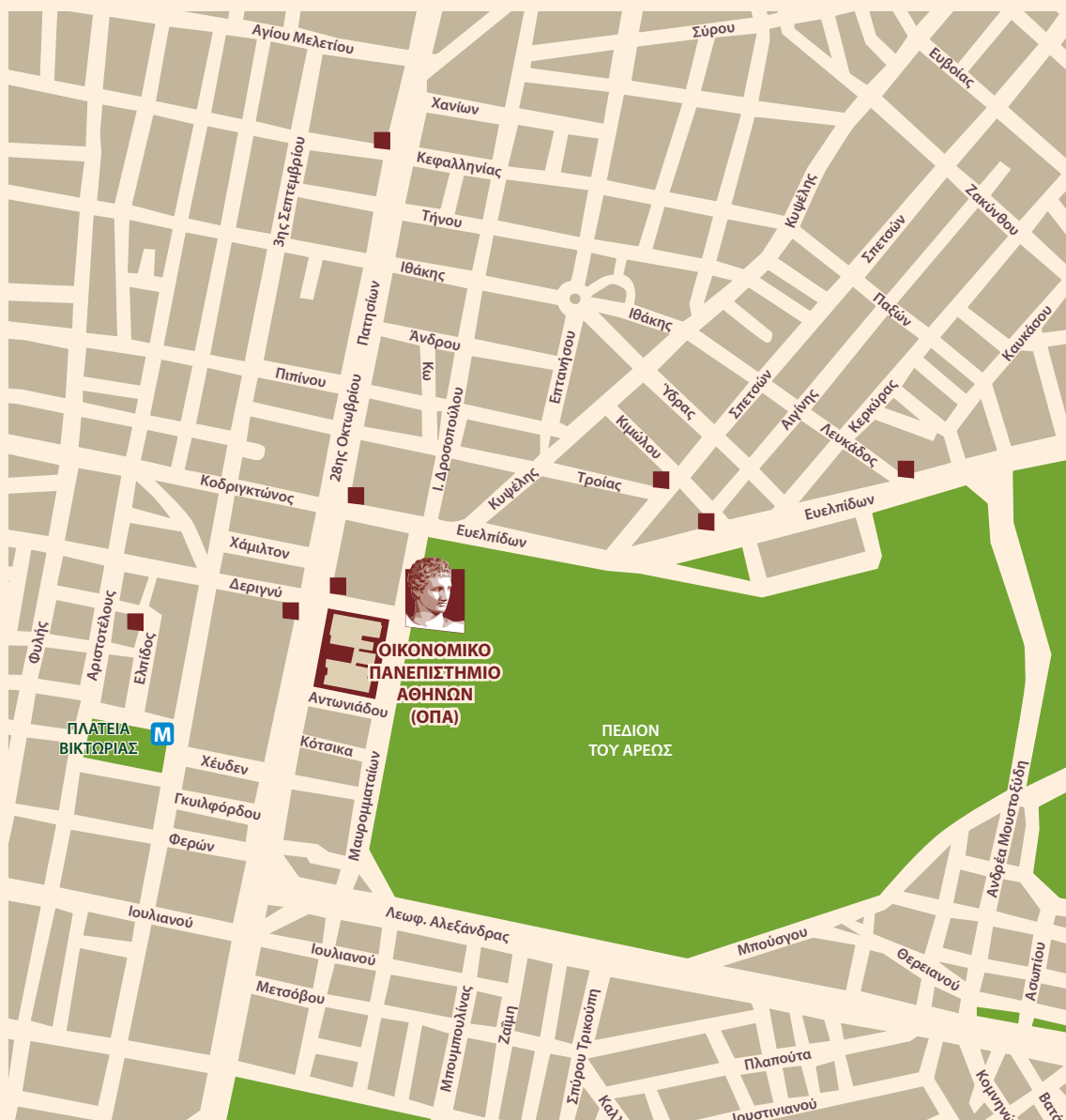
In addition, after the initiative of several alumni of the University, the AUEB Alumni Association was founded. The purpose of the AUEB Alumni Association is to cultivate a sense of belonging within a dynamic community, to promote the participation of alumni in activities, and finally to provide ongoing professional know how to its members. The Association is open to all AUEB alumni, while current students can register as provisional members.

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