INTERNATIONAL RELATIONS OFFICE
76 PATISSION STR. / ATHENS 10434 / HELLAS
T:+ 30 210-8203 270, 250 http://www.aueb.gr

ERASMUS+ Programme

COURSES OFFERED IN ENGLISH
Academic Year 2018-2019

Fall Semester (from 01.10.2018 till 08.02.2019)

Spring Semester (from 11.02.2019 till 22.06.2019)

1. All Erasmus incoming students are kindly requested to take into consideration that the above mentioned dates MUST be respected (ERASMUS STUDENT CHARTER: Erasmus students should comply with internal regulations of the host institution). As a result they should not reserve their return tickets for earlier dates.

2. All Erasmus incoming students are entitled to a 2-week period after their registration in order to make the modifications of courses they wish and finalize their learning agreement.

3. Attendance at each course is compulsory, after submission of the final Learning Agreement. Three justified absences from each course are accepted. The same applies for the Modern Greek Language course, which is offered free of charge at each semester.
FALL SEMESTER

1. The Changing European Monetary Union, George Zanias
6 ECTS credits

Course Content
Introduction to the economics of a monetary union (optimal currency areas: asymmetric shocks – external and internal, effectiveness of national monetary policies, benefits and costs of a common currency).

The economics of the European Monetary Union (EMU): EMU institutions and policies: the Maastricht Treaty, the ECB, the Eurozone Monetary policy. The incomplete EMU.

The recent international financial crisis and the European fiscal/banking crisis.

Responses to the crisis and completion of the EMU structure (new economic governance rules, Banking Union, plan to complete the EMU).

Level
Intermediate level, appropriate mainly for third year students of economics or related subjects.

Course Objective
The purpose of this course is to understand: the initial structures of the EMU compared to an optimal monetary union, the weaknesses that were revealed during the recent financial/debt crisis, and the changes recently introduced to deal with them and move towards a more complete monetary union.

Textbooks/material

How to fix Europe’s Monetary Union.
http://www.voxeu.org/sites/default/files/file/epub/rebooting2_upload.pdf
Other: ec, ecb, voxeu, bruegel, etc internet sites.
Recommended Prerequisite Knowledge
Intermediate-level knowledge of Macroeconomics and International Economics.

Course Evaluation
The overall evaluation in this course is based on the following items:
1. Comprehensive Final Exam (two-thirds of the final grade) covering all the units and topics presented in the lectures.
2. Students will have to work on a project, and deliver an essay (on the national perspectives with respect to the EMU, the financial/debt crisis, the EMU completion), and do an in-class presentation (20 minutes) - (one-third of the final grade).

2. International Economics, P. Hatzinayiotou, Dimitris Christopoulos
6 ECTS credits, Intermediate Level

Communication with Lecturer
E-mail: hatzip@aueb.gr

Course Description
- International Trade: Theory and Policy
Presentation of the current theoretical and policy developments in the literature of International Trade: Absolute and comparative advantage in international trade; International trade and income distribution; Factor endowments and international trade; International trade and international factor movements; International trade in imperfectly competitive markets; Instruments and the political economy of international trade policy; Preferential trading agreements and the theory of economic integration.
- International Monetary Relations: Theory and Policy
Presentation of the current theoretical and policy developments in the literature of International Monetary Relations: Exchange Rates and open economy macroeconomics; Exchange rate systems and exchange rate crises, Effectiveness of international macroeconomic policy; International monetary system.

3. Legal Aspects of European Integration
Asteris Pliakos  (pliakos@aueb.gr)
Professor of European Law
6 ECTS credits
Level: advanced

**Course Objective**

The aim of the course is to analyze the most fundamental aspects of the process of European integration. Its objective is to provide an overview of the basic EU institutional and Economic law issues. It will help students understand how EU law can facilitate the process of the European Integration and promote or impede business transactions taking place at the European as well national level.

**Course Outline**

1. The History of European Integration
2. The Creation of the European Communities
3. The Creation of the European Union
4. EU Institutions
5. EU Decision Making System
6. The Protection of Fundamental Rights
7. The Citizenship of the European Union
8. EU-Member States: the Principles
9. The Internal Market of the EU
10. Economic and Monetary Union
11. EU Competition Policy
12. EU Social Policy
13. Freedom, Security and Justice
14. External action by the EU

**Course material**

EU Law, Chalmers/Davies/Monti, 2015 (CUP)

EU Law, R. Schütze, 2015 (CUP)

**4. Economics of EU Competition Policy**, Chrysovalanto Milliou
6 ECTS credits, Intermediate Level

**Communication with Lecturer**
cmilliou@aeub.gr

**Course Content**
In this course, we will analyze a number of firms’ practices in markets in which firms have significant market power. The firms’ practices that we will mainly analyze are: mergers & acquisitions, cartels, abuses of dominant position. Moreover, we will examine the policy measures that are undertaken in order to control such practices, i.e., competition policy. We will try to understand the reasons that firms follow these practices, the implications of these practices on consumers and welfare, as well as how these practices are treated by the law and the competition policy authorities.

Throughout the course, we will analyze a number of real-world examples that took place mainly in the EU. By the end of the course, the students will be familiar with the main firms’ practices that reduce competition, the methods of competition policy, and their applications.

**Prerequisites**
Microeconomics

---

**SPRING SEMESTER**
1. **Economics of Globalization**, Thomas Moutos
6 ECTS credits, Advanced Level (4th year course)

Communication with Lecturer
E-mail: tmoutos@aeub.gr

**Course Objective**
The purpose of this course is to examine the forces that have shaped the evolution of the world economy during the last two centuries (with special emphasis on developments after World War II), and to study the consequences for national and individual welfare of the increased pace of worldwide economic integration.

**Course Content**
1. A Brief Historical Overview of the World Economy
2. International Trade in Goods
   (a) Effects on National Welfare
   (b) Distributional Implications
3. The Effects of Preferential Liberalization
4. Economic Integration, Labour Markets and Migration
5. Outsourcing
6. Capital Movements and Exchange Rate Regimes
   (a) Fixed Exchange Rates
   (b) Flexible Exchange Rates
   (c) Monetary Unions

**Recommended Prerequisite Knowledge**
Intermediate-level knowledge of International Economics such as presented in Robert Feenstra and Alan Taylor, 2008, International Economics, Worth

**Recommended Books on Globalization**
Dani Rodrik, 1997, Has Globalization Gone too Far?, Peterson Institute
Jeffry Frieden, 2006, Global Capitalism: Its Fall and Rise in the 20th Century, Norton

Additional reading of (mainly) journal articles will be provided after the first lecture.

**Course Evaluation**
The overall evaluation in this course is based on the following items:
1. Comprehensive Final Exam (50% of the final grade) covering all the units and topics presented in the lectures.
2. Students will have to work on a project (approximately 5000 words), to do in-class presentation (30 minutes), and to deliver the essay to their discussant a week prior to their presentation (35% of the final grade).
3. Students will have to write a comment on another student’s project (maximum 1000 words) and to present it in class (15% of the final grade).
DEPARTMENT OF ECONOMICS

FALL SEMESTER

1. Labour Economics, Natassa Miaouli (E. Hatziharitou)
6 ECTS credits, Intermediate Level (3rd year course)

Communication with Lecturer
ehatzi@aueb.gr

Course Content
The role of the resource of labor in the productive procedure. The importance of Labour Economics and its relation with the other social sciences. The economic and institutional factors of the labor market. The analysis of labor market at local, regional, national, European and international level. The main determinants of the size of the labor force and its quality. The investment in human capital. Static and dynamic analysis of the individual and total labor supply. The elasticity of labor supply. Labor force mobility and efficiency. The short – run and long – run demand for labor under competitive or non-competitive conditions in the product market. The elasticity of labor demand. Wage determination and resource allocation under competitive or non-competitive conditions. Labour unions and collective bargaining. The economic impact of unions. The wage structure and labor market discrimination. Employment and unemployment: a brief reference of what is happening in the European Union countries. Unemployment data sources, its measurement and its comparability between the European Union countries. How the various countries confront the social problem of unemployment.

2. Theory and Practice of Economic Integration,
6 ECTS credits, Advanced Level (4th year course)

Communication with Lecturer
ehatzi@aueb.gr

Course Content
Part I
The creation of the unified internal market:
   Economic Integration and its forms
   Partial and general equilibrium analysis of the custom duties effects
   The welfare effects of custom duties quotas and subsidies
   The theory of custom union and its effects. A partial and general equilibrium analysis
Fiscal unions and tax harmonization

Part II
The structural policy of the European Union, its instruments and its targets:
  European Social Fund and European Social Policy
  European Agricultural Fund
  European Fund of Regional Development and Regional Economic Policy
  Cohesion fund
  The Budget of the EU

Part III
Historical Reference of the Monetary Union: From the European Monetary System to the Economic and Monetary Union and the Common Currency, EURO:
  The system of the ECU
  The Single Act
  The Criteria of Maastricht
  The Three Stages of the Monetary Union
  The Euro: The Mechanism of the Unique Money

Part IV
The Theory of Monetary Integration
  The theory of “Optimum Currency Areas” and its criticism
  The benefits of a common currency
  The comparison between costs and benefits
  The European Monetary System and its imperfections

Part V
The Implementation of the Central Banks European System:
  The European System of Central Banks
  The European Central Bank
  The Policy of the European Central Bank

Note: All the Erasmus students have the opportunity to write an essay under the supervision of their professor.

3. Principles of Sociology,
6 ECTS credits, Introductory level, (2nd year course)

Course Objectives
The course aims to introduce students to the science of Sociology and, specifically, to acquaint them with basic concepts, analytical tools and research methods. The
presentation of classic and modern sociological theories and perspectives, fundamental sociological concepts (social structure, action, organization, social reproduction/transformation, social facts, social interaction, culture, stratification and social class, social inequalities etc.), and of quantitative and qualitative research methods purports to equip students with the proper knowledge and analytical skills that will enable them to approach, analyze, understand and interpret critically the social, cultural, economic, political processes and dimensions of our contemporary – complex, globalized, and rapidly changing – social world(s).

**Course Contents**
Session 1. Introduction to Sociology
Session 2. Founders of Sociology: The development of French, German, British and Italian Sociology
Session 3. Modern Sociological Theories: Functionalism, Conflict Theory, Symbolic Interactionism
Session 4. Sociological Research Methods: Quantitative and qualitative research methods
Session 5. Culture, Social Structure and Socialization
Session 6. Stratification, Social Class and Inequalities
Session 7. Gender, Race and Ethnicity: Social discrimination, exclusion and inequalities
Session 8. Political Sociology: Forms of Government and Social Movements
Session 9. Sociology of Work: The social organization of work and the experience of employment and unemployment
Session 10. Media, Popular Culture and Consumption
Session 11. Urban Sociology: Forms of urbanization in contemporary social world
Session 12. Sociology in a globalized world: Social, Cultural, Political, Ecological, Labour Changes
Session 13. Oral presentations of group assignments.

**Mode of Delivery**
Face-to-face teaching, class discussion, group student work and oral presentations of assignments

**Textbook and Reading**

*Main textbook:*

*Recommended books for further reading:*
* Course participants will be informed about additional-recommended reading in every session.

**Planned learning activities and teaching methods**
Regular three-hour Lectures per week/ Internet-based communication with students. At every lecture we will present and discuss main subject matters of Sociology, as it's referred in Course Content. We will follow largely A. Giddens’ book, but we will also draw material from additional resources, in order to accomplish a more comprehensive presentation of sociological subject-areas. Students will have to join in groups of 3 or 5 individuals and to conduct a research on the same topic that will be announced to them in the first meeting. The joining of students from different countries will provide an interesting and important ground for comparative sociological research work. At the last lecture, student research teams will have to present orally their assignments. This presentation will offer the possibility for critical sociological discussion and will testify students acquired analytical skills.

**Assessment methods and criteria**
Final written exam (80%)  
Written assignment and Oral presentation of assignment (20%)

---

4. **Industrial Organization,**  
6 ECTS credits, Level: (3rd year course)

**Learning Outcomes**
After successful completion of this course the students must have understood the historical evolution of the Theory of Industrial Organisation and must have learned the basic concepts and definitions of the subject as well as its relation to other fields of economic science. They must have also learned the theories concerning the horizontal and vertical limits to the size of the firms, to analyze in depth monopolies, strategies of price discrimination, as well as strategies of tying and bundling. They must be able to analyze oligopolistic interaction by using the tools of Oligopoly Theory: Cournot, Bertrand and von Stackelberg models and must have learned to relate measures of market concentration and market performance. They must be able to understand and distinguish between different notions of product differentiation and to examine oligopolistic competition under product differentiation. They must also be able to understand and analyze models of entry of firms and of barriers to entry, models of tacit collusion and the theory of market failures and micro-economic policy. Finally, they must be able to measure the social welfare losses due to monopoly power and the basic principles of regulation and competition policy.

**Mode of delivery**
Face-to face
Prerequisites (recommended)
Micro-economic theory

Course contents
- Introduction, basic concepts and relation of Industrial Organisation to other fields of economics.
- A simple model of industrial organisation: social optimum, perfect competition and monopoly compared. Reasons for market failure. Welfare losses of monopoly power.
- The theory of the firm. Horizontal and vertical limits to the size of the firm. Vertical integration: motives for, and monopoly power.
- Price discrimination of first, second and third degrees. Tying and bundling.
- Dynamic oligopoly theory: tacit collusion models.
- Theory of entry deterrence: type and measurement of entry barriers and models of entry deterrence. Contestability theory and sunk costs. Endogenous vs. exogenous entry costs.
- Introduction to competition policy and regulation.

Recommended or required reading

Planned learning activities and teaching methods
Students are given periodically sets of exercises and they have to prepare answers. The exercises are discussed in tutorials. Marks of course work does not count towards the final mark.

Assessment methods and criteria
By written examination at the end of the semester

-----------------------

SPRING SEMESTER

1. Business Economics, Helen Louri

6 ECTS credits, Intermediate Level (3rd year course)
General Information

Professor: Helen Louri

Course Meetings: Friday 15:00-18:00 in Room D4, 4th floor, Derigny building.

Office: Derigny Building, 4th floor, office hours Friday 13-15:00.

Email Contacts: elouri@aeub.gr

Web Site: Look at the website of this course on e-class: http://eclass.aueb.gr

Course Description

Managerial (or Business) Economics is the application of economic theory to decisions made by firms. Our focus is on four topics. We start with demand theory and consumer behaviour, studying how consumers and other firms respond to price changes and thus how to decide what price to charge. We then move to production and cost theory, where we think about the most basic decisions of firms: how much to produce and what inputs to use (optimal boundaries). We then analyze pricing strategies under different market structures and the strategic world of managers (market and competitive analysis). Then we look at how firms choose (and maintain) their competitive advantage. Lastly, we look inside the firm, on how firms are organized and the way they evaluate and reward performance (optimal internal structure). Managerial economics provides a comprehensive application of economic theory and methodology to managerial decision making.

Course Objectives

The learning objectives of the course:

- To enable students to develop the skills and to provide the opportunity to practice the study of Managerial Economics.
- To develop a critical understanding of methods, procedures and current issues and debates appropriate to the study of Managerial Economics.

By the end of the course the students should:

- have gained a knowledge and understanding of the themes, issues and debates within the study of Managerial Economics
be able to think critically and independently about what they have seen and read
have been introduced to the range of skills and critical vocabularies needed to facilitate
the study of Managerial Economics
gained a critical understanding of the application of the methods involved in the study
of Managerial Economics

Textbooks and Reading

The main textbook of the course is:

1. Besanko, D., Dranove, D., Shanley, M., Shaefer, S., Economics of Strategy, John Wiley and

Course participants will be given a package of additional reading in some sessions. For
those interested in further reading the following books are recommended:

2. W. Bruce Allen, Neil Doherty, Keith Weigelt, and Edwin Mansfield, Managerial Economics,

Course Outline

i. Introduction; Theory of the Firm
ii. Does Management matter?
iii. Basics of Demand and Supply & consumer behaviour
iv. Individual and Market Demand; Estimating Demand
v. Production and Cost Theory
vi. Profit maximization and competitive supply-optimal boundaries
vii. Market power and pricing
viii. Business strategy and game theory
ix. Markets with Asymmetric Information
x. Strategic position and dynamics
xi. Internal organization

2. Theory and Practice of Economic Integration,

6 ECTS credits, Advanced Level (4th year course)
E-mail Contact: ehatzi@uob.gr

Course Content

Part I
The creation of the unified internal market:
- Economic Integration and its forms
- Partial and general equilibrium analysis of the custom duties effects
- The welfare effects of custom duties quotas and subsidies
- The theory of custom union and its effects. A partial and general equilibrium analysis
- Fiscal unions and tax harmonization

Part II
The structural policy of the European Union, its instruments and its targets:
- European Social Fund and European Social Policy
- European Agricultural Fund
- European Fund of Regional Development and Regional Economic Policy
- Cohesion fund
- The Budget of the EU

Part III
Historical Reference of the Monetary Union: From the European Monetary System to the Economic and Monetary Union and the Common Currency, EURO:
- The system of the ECU
- The Single Act
- The Criteria of Maastricht
- The Three Stages of the Monetary Union
- The Euro: The Mechanism of the Unique Money

Part IV
The Theory of Monetary Integration
- The theory of “Optimum Currency Areas” and its criticism
- The benefits of a common currency
- The comparison between costs and benefits
- The European Monetary System and its imperfections

Part V
The Implementation of the Central Banks European System:
- The European System of Central Banks
- The European Central Bank
3. Money and Banking,
6 ECTS credits, level: 3rd year course

Learning Outcomes
The course aims to introduce students in the field of Monetary Theory, producing them with knowledge and skills concerning the Role of Money, the Monetary System and the Banking System.

Mode of Delivery
Face-to-face.

Prerequisites and co-requisites
Not applicable.

Recommended Optional Programme Components
Microeconomic Theory I, Macroeconomic Theory I.

Course contents (should contain topics in:)

Recommended or required reading


Planned learning activities and teaching methods
2 Regular two-hour Lectures per week/ Internet-based communication with students.

**Assessment methods and criteria**
Final written exam.

**Work placement(s)**
Not applicable.

**SCHOOL OF BUSINESS**

**DEPARTMENT OF MANAGEMENT SCIENCE AND TECHNOLOGY**

**FALL SEMESTER**

1. **Modern Enterprise Information Systems**, George Ioannou
6 ECTS credits, Advanced Level

**Communication with Lecturer**
ioannou@uueb.gr

---

**INSTRUCTOR**

George Ioannou, Professor of Production and Operations Management

**Office:** 47A Evelpidon Str. & 33 Lefkados Str., 9th floor, 912

**Office Phone:** 2108203652

**Office Hours:** Thursday 09:00 to 11:00 am

**E-mail:** ioannou@uueb.gr

**Web:** www.msl.uueb.gr/people.html

**Class Room:** 80 Patision Str., 3rd floor, DMST laboratory

**Class Hours:** Wednesday 18:00 – 21:00

---

**COURSE DESCRIPTION**

Modern Enterprise Information Systems include all the transactional level platforms and integrated software applications that enable the capturing of company data within data bases in a structured and efficient way. The most typical such system is the ERP, which incorporates
functionalities that cover all business tasks, from the procurement of materials to the collection of payments from customers, and from the issue of a production order to the delivery of consolidated shipments to the customers’ warehouse, all within a single and totally integrated system. The specific course will address ERP in its whole, i.e., will cover all applications areas in enterprises of today and will also provide additional knowledge about systems that go beyond and complement ERP’s transactions such as CRM, WMS, etc. Practical sessions on widely used ERP systems will be offered on top on theoretical and applied-knowledge lectures. Lab exercises, case studies and assignments will be the basis of grading in this course.

**COURSE OBJECTIVES**

Students will:

- Analyze a business’ enterprise activities, workflow and process to identify problems, weaknesses, strengths, threats, opportunities, stakeholders and entities interacting with the enterprise;
- Propose reengineered enterprise processes that optimize the enterprise’s performance;
- Design integrated organizational structures and business processes that optimize the enterprise’s performance, overcome problems and weaknesses of current processes;
- Understand the scope of ERP systems and corporate motivation for implementing ERP;
- Appreciate the challenge associated with implementing such large-scale systems and the dramatic impact these systems have on key business processes;
- Gain an understanding of process integration inherent in ERP;
- Solve optimization models for production planning and models for operations management;
- Gain an appreciation of related concepts, technologies, and trends in ERP including forward, backward, and upward integration of the enterprise using supply chain management and customer relationship management;
- Experience the Microsoft Office Excel, Microsoft Office Visio, Expert Choice and Microsoft Dynamics NAV software.

**COURSE TOPICS**

The course will cover the following topics:

Supply Chain Management Overview
Enterprise Resource Planning (ERP) Systems Overview
Optimization Models for Production Planning (Microsoft Office Excel)
Models for Operations Management (Microsoft Office Excel)
Business Process Reengineering (BPR) using Microsoft Office Visio
Multi-criteria Decision Making (The Analytic Hierarchy Process, AHP) using Expert Choice
Microsoft Dynamics NAV – An ERP System

COURSE METHODOLOGY

The goal of this course is to develop analytical and critical thinking skills for the development of integrative plans for enterprise-wide systems that optimize enterprise performance. Most class sessions will involve lecture and extensive discussion of ERP based on content contained in the textbooks, readings and cases. Students will be expected to make substantial contributions to the learning process through participation in class discussion. In addition, they will be responsible for several individual assignments.

To pass this course students should:

Prepare: Spend as much time needed to study the assigned topics before coming to class;
Practice: Review and practice the lab exercises at their own pace;
Present: complete the homework assignments, come to class, and deliver their work to the instructor.

COURSE PLATFORM

Students will find course lectures, assignments, useful links etc. at the following links:
E-learning portal: https://edu.dmst.aueb.gr/

COURSE MATERIAL

Presentations (Lectures)

REQUIRED SOFTWARE

Microsoft Office Excel (to solve optimization models for production planning and operations management)
Microsoft Office Visio (business process reengineering)
Expert Choice (multi-criteria decision making - AHP)
Microsoft Dynamics NAV (ERP System)
ASSIGNMENTS

The assignments are designed to familiarize students with the major challenges involved in specifying, selecting and implementing ERP. Assignments include lab exercises and cases studies related to optimization models for production planning, models for operations management, business process reengineering methodology, analytic hierarchy process and Microsoft Dynamics NAV. Students will be responsible for individual assignments.

All assignments should be submitted by e-mail to

STUDENT RESPONSIBILITIES

This class requires a consistent and substantial week to week commitment on the part of the student. Students are expected to complete reading assignments prior to class and to participate actively in class discussion. Assignments should be emailed on the specified due date. Late work will receive no credit. Class participation is measured by student’s active involvement in discussion of the lab exercises and cases.

ACADEMIC INTEGRITY POLICY

In accordance with The Athens University of Economics and Business’ Academic Regulations, cheating in any form will not be tolerated. This includes plagiarism or receiving inappropriate assistance on examination and/or assignments. Cheating is an extremely serious academic offence.
## TENTATIVE SCHEDULE

<table>
<thead>
<tr>
<th>Topic</th>
<th>Sub-topic</th>
<th>Specialty</th>
</tr>
</thead>
</table>
| Introduction        | ERP Systems Overview             | Introduction to Enterprise Resource Planning Systems (ERPs)  
Architecture and Technical Specifications of ERPs  
Operational Issues and Modern ERPs  
Advantages of using ERPs in Modern Enterprise  
Critical Issues for a Successful ERP Integration  
Methodological Approach for choosing and Integrating ERPs |
| Maximizing your ERP System I | Supply Chain Management Overview | Logistics in Supply Chain Management Technology Structure  
Operations  
Network Designs  
Administration  
Optimization Models for Production and Operations Management |
| Maximizing your ERP System II | Material Requirement Planning | Needs for Material Planning  
Basic MRP Concepts  
Factor Affecting the Computation of MRP Objectives of MRP System  
Prerequisites and Assumptions of MRP Inputs to MRP  
MRP Outputs  
MRP Logic in Brief  
Manufacturing Resource Planning (MRP II)  
MRP Implementation  
How Can Industry Benefit from MRP? |

### Material Requirement Planning (Lab Exercises)

<table>
<thead>
<tr>
<th>Technology Platforms for ERP Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-criteria Decision Making</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lab Exercises</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Managing your Supply Chain using Microsoft Dynamics NAVI</th>
<th>Lab Exercises</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Case Study</td>
</tr>
</tbody>
</table>

20
2. Managerial Decision Making, Manolis Kritikos
6 ECTS credits, Advanced Level

Communication with Lecturer
kmn@aueb.gr

Course Outline
This course outline describes the course Managerial Decision Making. It has been organized into the following sections:
1. Basic Information about the Course
2. Aim of the course
3. Planned learning activities and teaching methods
4. Learning Outcomes
5. Reading List
6. Syllabus
7. Course Assessment.

Basic Information about the Course
Prerequisites: None
Teaching Methods: The class meets once a week
Consultation Time/Tutorials: Wednesday 14.00-17.00

Course Objectives
The course introduces the student to the methodology of decision making, as well as to the major models used today. Decision making is one of the most important functions of management. The three major categories of models are covered: Linear and Integer Programming, Decision Analysis, and Simulation. In each unit, the student is exposed to a number of applications, and has the opportunity to apply his/her knowledge to a number of problems such as Transportation, Assignment and Network models. In addition to developing models, the student is exposed to a number of computer packages, most of them based on Excel, to use in order to solve the problems.

Planned Learning Activities and Teaching Methods
We cover the course material in lectures. Attending lectures is compulsory. This is the best way of being introduced to a topic. Self-study is a vital and significant part of studying for the course.
**Learning Outcomes**

Decision-Making is one of the most important functions of management. Today’s business environment is characterized by high competition, constant changes, extensive globalization, large availability of data and information, and the huge penetration of information and telecommunications technology. In this environment, decision making is increasingly based on the use and analysis of data, through the development of “models”, and the use of user-friendly, PC-based computer packages.

On completion of this course, students should be able to: to understand and formulate decision making problems, and to use the computer technology efficiently in order to make the best decision.

**Reading List**

Required Textbook

Recommended Reading
N.Balakrishnan, B.Render, and R.M.Stair, Jr. (2013), Managerial Decision Modeling with Spreadsheets, Pearson Education Inc.

**Syllabus**

Managerial Decision Making

**Overview**

The Fundamentals of Operations Research: Introduction to management Science; The methodology of Decision Making; Models in Managerial Decision Making

Linear Programming (LP): Introduction; Characteristics of LP Problems; Graphical solution of a LP problems; A Maximization Problem; a Minimization Problems; Problems General Formulation and Assumptions of LP problems

Sensitivity analysis in Linear Programming: Dual Prices in LP; Reduced costs in LP; Changes in the Objective Function’s Coefficients; Changes in the Right Hand Sides (RHS) of the Constraints; Evaluation of a New Activity

Using Solver to Solve Linear Programming Problems: Introducing the model in Excel; Solving the Problem; Understanding and Analyzing the Solution – SOLVER Reports.
Integer Programming (IP): Introduction; Formulating IP Problems with Binary Variables; Formulating IP Problems; Solving IP problems; Solving Integer Programming Problems with SOLVER.
Implementing Management Science in Practice: Marketing and Sales problems; Production and Inventory problems; Networks and Transportation problems; Logistics and Supply Chain problems; Investments problems; Human Resources problems.
Decision Analysis and Precision Tree: Introduction; Criteria for Making Decision under Uncertainty; The Expected Value of Perfect Information; Decision Tree; Calculating the Risk Profile a Strategy; Sensitivity Analysis; Using Precision Tree to Solve Decision Analysis Problems.
Simulation: Introduction; Implementation of Simulation under Conditions of Uncertainty Using Excel and @Risk in Simulation: Introduction; Simulation of Queuing Systems; Simulation of an Inventory System; Analysis of Simulation Results.

Course Assessment
The following notes offer guidance on how you will be assessed for the course. The final grade will be based on homework, classroom participation, an individual essay, case studies and a final exam. The breakdown of the final grade will be approximately as follows:

20%  homework and classroom participation
30%  individual essay and group case studies
50%  final written exam

3. Management of Information Systems
Angeliki Poulymenakou
6 ECTS credits, Advanced level

Communication with Lecturer
akp@aeub.gr

Course Objectives (expected learning outcomes and competences to be acquired)
This course aims to introduce to the student the essential dimensions related to the management of Information technology and Systems in modern organisations. Related topics include the pervasive role of ICTS in the economy and in organisations, IS planning and strategy, Types of IS used currently in organisations, E-business, E-commerce, Knowledge Management and e-learning, approaches for developing Information Systems, Outsourcing, the organisation and the business roles of the IS function, IS evaluation and the economics of ICT.

Prerequisites
No prerequisite. Student should, however, be familiar with the fundamentals of IT, and understand databases and software development methods at a basic level.

**Course Content**
The course largely follows the chapter structure of the book provided as essential reading (Turban et al).

**Recommended Reading Material**

**Teaching Methods**
Lectures, tutorials, case study workshops.

**Methods of Assessment**
Individual project, class assignments.

4. INNOVATION IN ORGANIZATIONS:
Knowledge, Creativity and the Processes of Innovation - Erasmus Program

- **Type of course (compulsory, optional)**
  Optional

- **Level of course** (e.g. first, second or third cycle; sub-level if applicable)
  Advanced

- **Year of study**
  2018-2019

- **Semester**
  Fall

- **Number of credits allocated**
  6 ECTS Credits

- **Name of lecturer**
  Klas Eric Soderquist, Associate Professor, Dept. of Management Science and Technology. E-mail: soderq@aub.gr

- **Learning outcomes**
Today, all kinds of organizations and businesses must have the ability of constantly innovating and turning environmental uncertainty into exploitable advantages. In this context, demands for creative thinking, and better use of organizational knowledge for enhanced innovation performance and innovation output are raised on employees at all levels. This course provides an introductory overview of innovation, innovation processes and innovation management, placing particular emphasis on the underlying phenomena of knowledge and creativity. The objective is to improve the students’ understanding the nature and dynamics of organizational knowledge, the prerequisites and processes of organizational creativity, and how knowledge and creativity relate to innovation.

Innovation in itself is central to the course. Various forms of innovation that can be pursued by organizations will be explained, and the students will develop frameworks for analyzing how different organizational structures, processes and management methods can be used for implementing and managing innovation. The course aims at opening up the black box of innovation and equipping the students with concepts and frameworks that will help them to apprehend and better manage innovation.

- **Mode of delivery (face-to-face, distance learning)**
  Face-to face teaching, individual student work and student presentations. Three (3) effective face-to-face teaching hours per week.

- **Prerequisites and co-requisites**
  Introductory courses in Management and/or Business Strategy and/or Organizational Behaviour are recommended.
• **Recommended optional programme components**
  Independent research and use of bibliographical sources to synthesize material and analyze specific topics related to innovation.

• **Course contents**

  **INTRODUCTION TO THE COURSE (SESSION 1)**
  • Structure and Requirements
  • Overview of the three subject topics – Innovation, Creativity and Knowledge.

  **INNOVATION (SESSIONS 2-3 & 5 & 7)**
  • What is innovation and where does it happen? Definitions, Terminology, Types and Forms of Innovation,
  • Determinants of Creativity and Innovation,
  • Insights from Innovation Leaders. Open Innovation,
  • Drivers for innovation,
  • Innovation management frameworks, the new product and service development process, bringing innovation to the market,
  • Opportunities for Innovation: Ten Types of Innovation.

  **BASICS OF CREATIVITY AND KNOWLEDGE AND THEIR MANAGEMENT (SESSION 4)**
  • Overview of creativity as a concept – Core elements, Myths & Truths,
  • The language of knowledge.

  **INTERMEDIARY PRESENTATIONS (SESSION 6)**

  **FURTHER ON CREATIVITY (SESSION 8)**
  • Creative Strategizing - Strategic management frameworks and their relation to creativity and innovation,
  • Creativity Tools - Developing the creative potential of human resources,
  • Blockages to innovation and creativity.

  **FURTHER ON KNOWLEDGE (SESSIONS 9-10)**
  • Forms of organizational knowledge,
  • The Knowledge Effect – Valuing Intellectual Capital,
  • Knowledge Management – What and How,
  • Tools for Knowledge Management,
  • The Egg Game – Creativity and team-building game.

  **FINAL PRESENTATIONS (SESSIONS 11-12)**
• **Recommended or required reading**

   📖 **Textbooks:**

   Textbooks are recommended mostly for the part on innovation management. One of the following textbooks is a useful background reading for the entire course:


   📖 **Other important books in the innovation field:**


   📖 **Highly rated books on Knowledge and Creativity**


   📖 **Articles**

   In the following, articles are listed for each of the three different parts of the course. Two articles in each part are compulsory readings for all students. These articles are listed first in bold. Another four articles are listed per part, as an indication of important readings depending on the subject of the dissertation selected by the students. In addition, a separate reading list will be provided.


CREATIVITY


KNOWLEDGE


• **Planned learning activities and teaching methods**

  Nine lectures and three presentation sessions. Lectures, reading assignments, exercises, games, individual student work and student presentations.
• **Assessment methods assessment methods and criteria**

70% of the grade is based on an individual (or pair) dissertation (60% written report, 10% presentation).

30% of the grade is based on individual reading assignments and individual participation. The reading assignments relate to the three articles marked in **bold** above:

**INNOVATION**


**CREATIVITY**


**KNOWLEDGE**


Concerning the dissertation, it is recommended that it is done in pairs of two students. Each student must explicitly indicate his/her individual contribution to the whole and the presentation must be shared between the students.

Students will select topic area as soon as possible (emphasis on Innovation or Creativity or Knowledge – integrated subjects are also encouraged). The final dissertation must contain a synthesis of various literatures on the selected subject (topic area and specific theme within selected topic area), and an integration of examples from practice through the study of company/organization cases and company/organization websites. Students are also encouraged to enrich their dissertation with primary data, e.g., from interviews with managers or other relevant actors in Greece or in their home country of studies.

A template for the dissertation will be handed out at the beginning of the class. Indicatively, the dissertation should be about 6.500 words (between 6.000 and 7.000 words).

It is estimated that the dissertation will require at least another three (3) effective study hours per week and student.
• Language of instruction
  English

• Work placement(s)  N.A.

5. Information Resource Management
Athenasia (Nancy) Pouloudi
6 ECTS Credits
Level: Advanced

Communication with Lecturer
pouloudi@aueb.gr

Course Objective (Expected Learning Outcomes and Competences to be acquired)
This is an advanced course on the management of information systems in organizations. Four main axes define the learning outcomes of the course:

- The strategic role of IT in contemporary business and strategic planning for information resources and systems
- The business role of IT as a tool for supporting and promoting business functions and management and the managerial skills associated with this role
- The fundamental role of IT in developing and supporting new business models
- The functional structure (department/services) of IT in contemporary business, its human resources and management
- Broader socio-economic aspects related to the use of IT in contemporary business

In this course, students are introduced to the basic themes and activities of the information systems manager in a business organization.

Prerequisites
No prerequisite

Course Contents
No prerequisite

Recommended Reading
A series of articles/case studies will be provided in class

Teaching Methods
Lectures and Seminars. In the course of the seminars case studies will be analyzed and presented by student groups.
Assessment Methods
Written exams and presentation of case studies in the course of the seminars

SPRING SEMESTER

1. Production and Operations Management, George Ioannou
6 ECTS credits, Advanced level

Communication with Lecturer
ioannou@aueb.gr

Learning Outcomes
The aim of the course is to introduce the student to the design, analysis, reengineering, optimisation and functional control of Manufacturing and Service operations, and to highlight the need for effective management of the constrained resources of operations systems. Through the course, the student will understand the organizational structure and the various components and functions of a Production or Service Operations System. They will practice basic analysis and problem-solving methods that are used by all kinds of organizations to understand and optimize operations.

The topics of the course cover the major business processes inherent in the operation systems, starting from operations strategy – showing the bigger picture of operations in a transforming global economy. Then the course delves into product, service and process design, forecasting, facility location and layout, procurement and inventory management, operations scheduling, and, finally, quality control. In summary, the course provides: a) an introductory overview of the major areas of operations management, b) an understanding of the practical and theoretical problems encountered in operations, and, c) practice of tools and techniques for effective operations management emphasizing both qualitative reflection and quantitative methods.

Mode of delivery (face-to-face, distance learning)
Face-to-face teaching, individual work on cases and exercises.

Prerequisites and co-requisites
Fundamentals in quantitative methods. Fundamentals in management.

Recommended optional programme components
Simulation Game.
Video Tours of operations issues in companies and organizations.
Course contents
The topics included within the scope of Production and Operations Management (POM) are numerous and diverse. The following list provides the areas that will be covered within the course including recommended readings, which are available to the students through the AUEB Library and e-Library.

1. Introduction – Definitions
   • Course content and structure
   • Context and definitions of POM
   Readings:

2. Operations Strategy and Lean Production
   • The strategic framework, Illustration and deployment of operations strategies
   • "New" operations strategies – Agile Operations
   Readings:

3. Product, Service and Process Design and Development
   • Key concepts in product and service design
   • The product development process and project
   • Classifications of production process structures (product and process). Video
   Readings:

4. Facility Location
   • Factors affection location decisions
   • Locating a single facility
   Readings:
   o "Location", Chapter 10 in Operations Management, L.J. Krajewski & L.P. Ritzman.
5. Facility Layout
   - Layout types and performance
   - Product and process layout designs - models/algorithms
   - Application exercises in class
   
   Readings:
   - Article

6. Capacity Planning
   - Capacity strategies and tools
   - Basic forecasting methods
   - Application exercises in class
   
   Readings:
   - Article

7. Forecasting
   - Basic forecasting methods
   - Application exercises in class
   
   Readings:

8. The Beer Game
   - Business game in class where students are practically familiarized with the problems of inventory control and management.
   
   Readings (common to sessions 8-10):

9. Production Planning and Inventory Control I
   - Deterministic models: Economic Order Quantity
   - Materials Requirements Planning (MRP)
• Application exercises in class

10. Production Planning and Inventory Control II
• Just-In-Time – KANBAN
• Integrated exercise: Determining inventory strategy

11. Production Scheduling
• Operations Scheduling and Monitoring
• Application exercises in class

Readings:
o Article

12. Statistical Quality Control and Total Quality Management – TQM
• Overview and introduction to Quality Management, Fundamental definitions
• Basics of Statistic Process Control (SPC)
• Application exercises in class

Readings:

**Recommended or Required Reading**
Articles according to the above list.

**Planned learning activities and teaching methods**
Lectures, exercises in class, case assignments and readings, video illustrations and Business Game. Cases and readings are discussed in class, case assignments are also handed in written and can be part of formal assessment.

**Assessment methods assessment methods and criteria**
- Two case studies to accomplish in groups of two students (30% (2*15%) of final grade).
- One individual reading note (10% of final grade).
- Final individual written exam (60% of final grade).

The first case study "Disney" consists of various documents that assess the students' understanding of fundamental introductory aspects of operations management and operations strategy. Students are asked to reflect on how an entertainment company and
especially entertainment parks take into account different operational and strategic changes, and how operations interact with other functions of the enterprise.

The second case study "Fitness Plus Part A" (Krajewski & Ritzman, 2005, p. 272) is a capacity analysis and planning case. Students are faced with the problem of a fitness center that operates a number of training areas all which have different demand and different capacity. Students should calculate capacity of each area as well as total capacity for the center, and suggest how capacity should be balanced and what moves the center should make in view of maximizing utilization and customer satisfaction. The case requires calculation, reflection and use of capacity notions such as peak and effective capacity, capacity cushions and break-even analysis.

The reading note will be accomplished on the basis of one of the suggested articles (above list) selected by each student. Students can also propose a topic of their own choice. A template for the reading note will be distributed separately.

The final exam lasts for three hours and is composed of two parts. The first assesses through short questions and mini-cases the understanding of fundamental operations management concepts such as different operations paradigms (standardized and diversified mass production, lean production), product, service and process development concepts, procurement, location and lay out issues, forecasting issues and quality management. The second part is based on problems and assesses the different quantitative aspects of the course focusing on inventory management, capacity planning and statistic process control. The above are indicative areas covered, each exam is tailored to the specific emphasis given in class and adapted to what was examined in the case studies.

---

2. **Applied Software Engineering**, Diomidis Spinellis
6 ECTS credits, Advanced level

**Communication with Lecturer**
dds@aeub.gr

**Objective of the course** (expected learning outcomes and competences to be acquired)
While most Information Systems and Computer Science courses traditionally deal with the development of new systems, in practice developers spend the largest part of their time in software life-cycle activities that follow the development phase. The objective of the course is to allow students to read and understand a system's software elements (code, structure, architecture). Having followed this course, students should be able to intelligently decide on how existing systems will be maintained, setup design and evolution strategies for legacy code, and prescribe the use of refactoring for dealing with
architectural mismatches and low-quality code. An innovative aspect of the course involves the use of Open Source Software (OSS) in course examples and exercises. Through the study of OSS students will be able to see how non-trivial applications like the Apache Web server, the Postgres Relational Database Management System, the Jakarta Java servlet container and the Cocoon framework are structured.

**Prerequisites**
Proficiency in programming and software development

**Course contents**
Course outline: Course Introduction; Code as Part of the Software Development Process; The Open Source Landscape; Tackling Large Projects; Version Control; Declarative Drawing; Build Management; Code-Reading Tools; General Purpose Tools; Performance Measurement and Management; Inspection and Testing; Coding Standards and Conventions; Documentation; Maintainability.

**Recommended reading**

**Mode of delivery**
Lectures, labwork, and coursework
Assessment methods
Coursework

**Language of instruction**
Greek & English
DEPARTMENT OF BUSINESS ADMINISTRATION

FALL SEMESTER

1. Advertising and Communication Management,
6 ECTS credits, Advanced Level

Course Objective
The aim of this course is to examine the promotional function and the role of advertising for contemporary companies. The course focuses on the promotional elements in the marketing programs of domestic and foreign companies. Students will be introduced to the concept of integrated marketing communications (IMC) and consider how it evolves. Also, the course examines how various marketing and promotional elements must be coordinated to communicate effectively. Different IMC models are examined in addition with the steps in developing a marketing communication program.

Prerequisites
Two marketing courses, at least an introductory one.

Course Content
Integrated marketing communication
Setting communication objectives
Advertising Planning & Decision Making
Sales Promotion, Direct marketing & Personal Selling
Public relations & Corporate Advertising
Creative strategy
Media Planning-Strategy & Tactics Media Evaluation
Advertising Ethics
Global Advertising
Advertising and the law

Recommended Reading Material

Teaching Methods
Lectures, Case studies, Video & Multimedia materials

Assessment Methods
70% written assignment, 30% written exams
2. Financial Management
George Kouretas
6 ECTS credits
Level: Intermediate

Course outline
This module examines various items in the area of Corporate Finance. For that reason it is divided into 2 major groups:
a) The first group includes the most important methods concerning Investment Appraisal.
b) The second group is concerned with Financing Decisions.

Reading Material
The required text for the course is:
   DRYDEN PRESS HARCOURT

Some highly recommended texts are the following:

Components of the Course
The major components of the course are the following:
   Introduction to Investment Appraisal
   Methods and Criteria of Investment Appraisal
   Net Cash Flow Analysis
   Investment Appraisal and Inflation
   Risk Analysis
   Capital Markets
   Bond and Share Valuations
   Cost of Capital
   Capital Structure
   Dividend Policy
   Portfolio Considerations

COURSE RATIONALE

This course introduces the key concepts, models, tools and techniques of strategic management. It seeks to understand what managers must do to think strategically. You are going to attend some lectures and present 1 case assignment based on teamwork.

BRIEF SYLLABUS & LEARNING OBJECTIVES

Strategic management involves how to direct a given organization into the future. The course will provide insights to effectively manage the process of strategizing. As a result of taking this course, the students should be able to:

- analyze the external environment of a given organization to identify opportunities and threats.
- analyze the internal environment of a given organization to trace strengths and weaknesses.
- set long-term goals based on the SWOT analysis.
- identify and assess potential strategic choices.
- implement the most appropriate strategy.
- getting familiar with strategic management tools.

PREREQUISITES

-

READING MATERIAL

Together with a list of recommended references, the following book is compulsory:


COURSE EVALUATION

Your final grade will depend on the following:
<table>
<thead>
<tr>
<th>Case Assignment</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Examination</td>
<td>40%</td>
</tr>
</tbody>
</table>

Written exams (open book) will take place in the period between January - February.

4. Money and Capital Markets

- **Course unit code**
  AF6

- **Type of course unit (compulsory, optional)**
  Undergraduate course in English for Erasmus students.

- **Level of course unit (e.g. first, second or third cycle; sub-level if applicable)**
  Advanced

- **Semester/trimester when the course unit is delivered**
  Both Spring and Fall

- **Number of ECTS credits allocated**
  6

- **Name of lecturer(s)**
  K. Kassimatis, Associate Professor

- **Learning outcomes of the course unit**
  At the end of the course students should know:
  - How securities prices are determined and how to price securities.
  - How to structure an efficient portfolio and understand the importance to financial institutions of risk reduction through holding portfolios of assets.
  - How futures contracts are used for risk reduction or speculation.

- **Mode of delivery (face-to-face, distance learning)**
  Class teaching

- **Prerequisites and co-requisites**
None.

- **Recommended optional programme components**
  None.

- **Course contents**

  The course covers the following topics:

  - Money and Capital Markets: an overview
  - Intermediaries, Markets and Trading – an overview of the type of companies operating in the money and capital markets and the kinds of transactions they engage into.
  - Compounding, Present and Future Value – basic principles used for quantitative analysis of financial assets and instruments.
  - Bonds and Interest Rates – an overview of debt instruments, pricing and risk assessment.
  - Stocks – pricing techniques for stocks
  - Portfolio Theory – how to choose assets in order to build an efficient portfolio
  - Futures contracts – an overview of the futures market, pricing of futures contracts, speculation, arbitrage and hedging strategies through futures contracts.

- **Recommended or required reading**

  3. Lecture notes and case studies.

- **Planned learning activities and teaching methods**

  The module is taught through a series of three-hour lectures.

- **Assessment methods and criteria**

  Final written two-hour exam.

- **Language of instruction**

  English

5. Engineering Logistics,
Paraschos Maniatis
6 ECTS Credits

**Communication with Lecturer**
Paraschos Maniatis, Mobile Phone: 6942487212, E-mail address: pman@aueb.gr

**Suggested Reading Material**


Articles and Material to be distributed.

**Course Description**
An introduction to the operations aspects of logistics combined with an overview of Supply Chain Management. Topics will include purchasing, vendor relations, inventory strategies and control, warehousing, material handling, layout planning, packaging, and transportation, combined under supply chain management philosophy. The course will be taught through lectures, problem sets and case studies.

**Course Objectives**
To enable the student to describe, understand, analyze and recommend enhancements to the purchase, logistics and distribution functions within a manufacturing or service environment.

To provide the student with an overview of the larger issues associated with Supply Chain Management.

**Learning Outcomes**
Upon successful completion of this course, the student will be able to:

- Demonstrate systems thinking capacity in the logistics environment.
- Be able to provide input to, understand and take action on reports generated by the various functions associated with purchasing, logistics and distribution.
- Be able to generate and analyze simple reports in the areas of forecasting, purchasing, inventory management, transportation and warehousing.
- Be able to articulate a solid understanding of Supply Chain Management including vendor selection and vendor relations strategies and techniques.
- Be able to assemble, review and recommend action plans for complex logistics and Supply Chain Systems.
Course Methodology
We will be using a combination of lectures, class discussions, class exercises with solved problems and solving problems with the usage of computers (SOLVER) to cover the required material.

Methods of Assessment
• Written test at the end of the semester (Required) 90%
• Class participation 10%

Attendance Policy
Students are expected to attend all class sessions. Circumstances that prevent attendance will be honoured up to two instances. Absences in excess of three times may result in an incomplete grade for the course. Contact the instructor when a special situation arises. All absences require that the instructor be informed in advance.

Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction, Course Overview, Logistics of the course</td>
</tr>
<tr>
<td>Week 2</td>
<td>Logistics Integration, Customer Service</td>
</tr>
<tr>
<td>Week 3</td>
<td>Supply Chain Relationships, Global Logistics</td>
</tr>
<tr>
<td>Week 4</td>
<td>Productivity (three forms) problems solving</td>
</tr>
<tr>
<td>Week 5</td>
<td>Breakeven problems solving</td>
</tr>
<tr>
<td>Week 6</td>
<td>General Inventory problems solving</td>
</tr>
<tr>
<td>Week 7</td>
<td>Economic Production Quantity problems solving</td>
</tr>
<tr>
<td>Week 8</td>
<td>Outsourcing versus insourcing problems solving</td>
</tr>
<tr>
<td>Week 9</td>
<td>Layout Planning</td>
</tr>
<tr>
<td>Week 10</td>
<td>Problems solving with computers (laptops)</td>
</tr>
<tr>
<td>Week 11</td>
<td>Problems solving with computers (laptops)</td>
</tr>
<tr>
<td>Week 12</td>
<td>Problems solving with computers (laptops)</td>
</tr>
<tr>
<td>Week 13</td>
<td>General Repetition</td>
</tr>
</tbody>
</table>

LAST DAY OF CLASSES: To be announced
EXAMINATION DATE AND LOCATION: To be announced
6. Entrepreneurship 2018-19

INSTRUCTOR
Helen Salavou, Asst Professor

COURSE RATIONALE
This course introduces the nature of entrepreneurship. It helps students to successfully develop viable business ideas. This is a teaching-mentoring course. You are going to write and present business plans based on teamwork.

BRIEF SYLLABUS & LEARNING OBJECTIVES
Entrepreneurship is both a way of thinking and of doing. It deals with “creating something from nothing”. The course cultivates an entrepreneurial mindset and focuses on skills necessary for writing a comprehensive business plan. As a result of taking this course, the students should be able to:

- understand key concepts of entrepreneurship
- successfully develop viable business ideas
- consider entrepreneurship as a professional career choice

PREREQUISITES
This course synthesizes concepts from various courses at business schools, such as marketing, finance, human resource management. Students with managerial know-how are allowed to follow this course. Students registered in the Business Policy and Strategy course during the fall semester of this University are not allowed to attend this course.

READING MATERIAL
Together with a list of recommended references, the following book
is required:


**COURSE EVALUATION**

Your final grade will depend on the following:

<table>
<thead>
<tr>
<th>Written exams</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business plan</td>
<td>50%</td>
</tr>
<tr>
<td>Business plan presentation</td>
<td>30%</td>
</tr>
</tbody>
</table>

Written exams (open book) will take place in the period between January - February.

**SPRING SEMESTER**

1. *International Marketing Management*,
   6 ECTS Credits, Type: Elective, Level: Advanced

**Course Objective**

This course offers students a practical understanding of the role of marketing in the achievements of corporate goals and the opportunity to gain an appreciation of the different applications of marketing in consumer, and industrial international markets. Also, it provides students with an understanding of both theory and practice of international and export marketing as well as with the ability to apply this understanding to real and simulated situations.

**Prerequisites**

Three marketing courses

**Course Content**

International Trade.
Overseas and European environments: cultural, political and economic.
Information gathering and marketing information systems for international marketing decision-making.
Methods of market entrance.
International marketing mix (Product, Price, Promotion, Place)
Logistics, subsidiaries, agents, importers and intermediaries.
Globalization

Recommended Reading Material
Rugman & Hodgetts International Business 3rd ed. Prentice Hall

Teaching Methods
Lectures, Case studies, Video & Multimedia staff

Assessment Methods
70% written assignment, 30% written exams

2. Money and Capital Markets

• Course unit code
AF6

• Type of course unit (compulsory, optional)
Undergraduate course in English for Erasmus students.

• Level of course unit (e.g. first, second or third cycle; sub-level if applicable)
Advanced

• Semester/trimester when the course unit is delivered
Both Spring and Fall

• Number of ECTS credits allocated
6

• Name of lecturer(s)
K. Kassimatis, Associate Professor

• Learning outcomes of the course unit
At the end of the course students should know:
- How securities prices are determined and how to price securities.
- How to structure an efficient portfolio and understand the importance to financial institutions of risk reduction through holding portfolios of assets.
- How futures contracts are used for risk reduction or speculation.
• **Mode of delivery (face-to-face, distance learning)**

Class teaching

• **Prerequisites and co-requisites**

None.

• **Recommended optional programme components**

None.

• **Course contents**

The course covers the following topics:

- Money and Capital Markets: an overview
- Intermediaries, Markets and Trading – an overview of the type of companies operating in the money and capital markets and the kinds of transactions they engage into.
- Compounding, Present and Future Value – basic principles used for quantitative analysis of financial assets and instruments.
- Bonds and Interest Rates – an overview of debt instruments, pricing and risk assessment.
- Stocks – pricing techniques for stocks
- Portfolio Theory – how to choose assets in order to build an efficient portfolio
- Futures contracts – an overview of the futures market, pricing of futures contracts, speculation, arbitrage and hedging strategies through futures contracts.

• **Recommended or required reading**


3. Lecture notes and case studies.

• **Planned learning activities and teaching methods**

The module is taught through a series of three-hour lectures.

• **Assessment methods and criteria**

Final written two-hour exam.

• **Language of instruction**

English
3. Financial Management,
6 ECTS credits, Level: Intermediate

Course Outline
This module examines various items in the area of Corporate Finance. For that reason it is divided into 2 major groups:

The first group includes the most important methods concerning Investment Appraisal.
The second group is concerned with Financing Decisions.

Reading Material
The required text for the course is:


DRYDEN PRESS HARCOURT

Some highly recommended texts are the following:


Course Components
The major components of the course are the following:

Introduction to Investment Appraisal
Methods and Criteria of Investment Appraisal
Net Cash Flow Analysis
Investment Appraisal and Inflation
Risk Analysis
Capital Markets
Bond and Share Valuations
Cost of Capital
Capital Structure
Dividend Policy
Portfolio Considerations
DEPARTMENT OF ACCOUNTING AND FINANCE

FALL SEMESTER

1. Cost and Management Accounting, Efthimios Demirakos
6 ECTS credits, Level: Intermediate progressing to advanced

Contact Information
Efthimios Demirakos, Assistant Professor
e-mail address: demirakos@auub.gr, tel.: 210-8203 442

Course Objectives – Content
Learning Objectives
Upon successful completion of the course, the students will be able to understand the:
1. content of cost accounting,
2. concepts and categories of cost,
3. determinants of production cost (raw materials, direct labor and overheads),
4. costing systems (traditional costing and activity-based costing),
5. costing methods (job order costing and process costing),
6. costing techniques (absorption costing, variable costing and standard costing),
7. allocation and reallocation of overheads,
8. cost-volume-profit analysis, and
9. costing of joint products and by-products.

Course Structure
The structure of the course includes the following sections:
1. Product Costing Systems: Concepts and Design Issues (Chapter 2)
2. Cost Accumulation for Job Shop and Batch Production Operations (Chapter 3)
3. Activity-Based Costing Systems (Chapter 4)
4. Process Costing Systems (Chapter 8)
5. Joint Process Costing (Chapter 9)
6. Managing and Allocating Support-Service Costs (Chapter 10)
7. Financial and Cost-Volume-Profit Models (Chapter 12)
8. Standard Costing, Variance Analysis and Kaizen Costing (Chapter 16)

Course Assessment
Final two-hour written examination comprising exercises and case studies.

Bibliography
Course Textbook
2. Financial Statement Analysis (Teaching course), Georgia Siougle
6 ECTS credits
Contact Information
Georgia Siougle, Associate Professor
e-mail address: gsiougle@aueb.gr, tel.: 210-8203 145

Course Content
This course introduces and develops a framework for business analysis and valuation using financial statement data. Four key components of effective financial statement analysis are discussed:

- Business Strategy Analysis
  - Industry Analysis
  - Competitive Strategy Analysis
  - Corporate Strategy Analysis

- Overview /Implementing Accounting Analysis
  - Factors Influencing Accounting Quality
  - Steps in Accounting Analysis
  - Accounting Analysis Pitfalls

- Financial Analysis
  - Ratio Analysis
  - Cash Flow Analysis

- Prospective Analysis: Forecasting-Valuation Implementation
  - Defining Value for Shareholders
  - The Discounted Cash Flow model
  - The Discounted Abnormal Earnings Valuation model

Cases are used in course projects and will be assigned to student teams. Additional reading on research papers is required.

Recommended Reading Material
Healy P, Palepu G., Peek E.

3. Financial Risk Management Prof Dimitrios GEORGOUTSOS
6 ECTS credits,
Course Content

Level
Intermediate level, appropriate mainly for third year students of finance or economics.

Course Objective
The purpose of the course is to familiarize the student with the modern approaches to measuring the risk exposures from the viewpoint of a financial institution.

Textbooks/material

Recommended Prerequisite Knowledge
Intermediate-level knowledge of corporate finance, capital markets and basic calculus.

Other Recommended Books


Resti Andrea & Andrea Sironi, 2007, Risk Management and Shareholder’s value in Banking”, J. Wiley & Sons

Course Evaluation
The overall evaluation in this course is based on a Comprehensive Final Exam (100% of the final grade) covering all the units and topics presented in the lectures.

SPRING SEMESTER

1. Behavioral Finance (Reading Course), Spyros Spyrou
6 ECTS credits
Contact Information
Spyros Spyrou, Associate Professor
e-mail address: sspyrou@aeub.gr, tel.: 210-8203 169

Course Content / Objectives
Traditional economics and finance is developed on the assumption of a rational utility maximizing economic agent. Recent empirical evidence, however, suggests that real people behave differently than assumed. This module reviews the literature on cognitive psychology as regards to human and investor behaviour and contrasts this with the behaviour that is expected from traditional models. We discuss Prospect Theory (PT), i.e. a theory alternative to Expected Utility Theory (EUT), and show that many empirical phenomena that where considered as ‘anomalies’ by traditional finance can be explained within this framework. The module also discusses empirical findings on various related issues such as herding behaviour, measures of herding, investor overreaction and under-reaction, measurement of investor sentiment, mental accounting, overconfidence, the house-money effect, the dividend puzzle, the equity premium puzzle, the closed-end fund puzzle, among others.

The key concepts that will be analyzed include:
• The Limits of arbitrage
• Prospect theory
• Cognitive heuristics and biases
• Overreaction and Under-reaction
• Empirical Puzzles and Behavioral Explanations
• Investor Biases
• Herding Behavior in Financial Markets
• Investor Sentiment: Measurement & Empirical Evidence

Assessment
One 2,500 to 3,000 word essay and final exams

Bibliography
A. Textbooks
• Shefrin, H. (2002). Beyond greed and fear: Understanding behavioral finance and the psychology of investing, Oxford University Press

B. Articles
• Murstein, B. I., (2003), Regression to the mean: One of the most neglected but important concepts in the stock market, Journal of Behavioral Finance, 4, 234-237.

2. Computational Finance and Econometrics, Stylianos Bekiros
6 ECTS credits, Level: Advanced

Contact Information
Stelios Bekiros
Assistant Professor
e-mail address: bekiros@auceb.gr, tel.: 210-8203 453+

Description
The aim of this course is to provide the students with knowledge of modern computational/econometric techniques in estimating and forecasting financial asset
returns and risk (volatility). The course discusses topics such as MCLRM, heteroscedasticity, multicollinearity, autocorrelation, nonnormality, ARIMA/VAR modeling, nonstationarity, cointegration, ARCH/GARCH models, Value-at-Risk.

Prerequisites/Curriculum Position
Excellent background in Matrix Algebra, Multivariate Statistics, Advanced Econometrics and Economic/Financial Mathematics. Students should have computing skills.

Format
You are going to attend a number of long lectures (reading course) and respond to individual and/or team assignment(s).

Assessment
Individual/team assignment(s) and a final exam.

Course material
Recommended bibliography:

3. Principles of Accounting (Reading Course), Nikolaos Karampinis
6 ECTS credits, Level: Introductory
Contact Information
Nikolaos Karampinis, Assistant Professor
e-mail address: nkarampinis@aueb.gr, tel.: 210-8203 418

Course Outline
Course Content
The scope of this module is the analysis of the fundamental concepts and methods that underlie financial accounting. The learning content covers:
- Fundamental accounting hypotheses and principles.
- Basics of record keeping.
- Analysis of the accounting cycle.
- End-of-period accounting procedures.

Learning Objectives
Upon successful completion of this course, students will be able to:
- Understand the purpose and the concepts of financial accounting.
- Record accounting events.
Accomplish all the tasks required during an accounting cycle.
Perform end-of-period accounting procedures.
Prepare financial statements.

Course Assessment
The assessment of the course comprises a final exam at the end of the semester.

Bibliography
Recommended Textbook

Additional Reading Material

4.Financial Derivatives
DEPARTMENT OF MARKETING AND COMMUNICATION

FALL SEMESTER
1. Human Resource Management

Leda Panayotopoulou

6 ECTS credits

Level: Intermediate

Contact details:
Office: 2\textsuperscript{nd} Trias str., 5\textsuperscript{th} floor (room 510)
Tel. 210 8203 544
E-mail: ledapan@aueb.gr

Aims
This course aims at familiarizing students with the theoretical background of Human Resource Management. The subjects covered throughout the lectures will introduce students to the current way of managing employees in modern organizations. More specifically, after the completion of the course, the participants will be able to understand:

- The important role of HRM in supporting organizational strategy in the modern firm.
- HRM practices and current trends.
- Issues in international HRM

Course Outline
The course covers the following areas of HRM:

- The Nature of HRM - Strategic HRM
- Staffing: HR planning, Recruitment, Selection
- Performance Management
- Learning and Development
- Rewards and Incentives
- International Dimension

The main textbook of the course is: Human Resource Management, by Torrington, Hall & Taylor, Prentice Hall.

Teaching Method
- Interactive lecture enriched with case studies and group discussions.
Assessment of the Course

- Class participation
- Individual and group assignments
- Written exam

2. Global Marketing

D. Skarmias

6 ECTS credits

Level: Advanced

Contact Details

E-mail: dskarmias@aeub.gr

Prerequisites

Introduction to Marketing

Objectives

On completion of this module students will be able to:

- exhibit an appreciation of the issues and complexities facing business when moving into global markets;
- apply techniques for the analysis of environmental and competitive forces in a global setting;
- demonstrate an understanding of globalization and the internationalization process of a firm and how they impact on market(s) and entry mode(s) selection;
- show an appreciation of the value of global market intelligence, key data sources and issues of consistency in internationally published data;
- exhibit an appreciation of the importance of understanding different international culture traits, noting the implication for business;
- critically appraise the relevance of key academic literature within global marketing;
- exhibit high quality written and oral communication skills.

Course Outline

- Globalization
- Internationalization Process
- Global Marketing Environment
- Global Market Segmentation
- Global Market Selection
- Global Product Strategy
- Global Promotion Strategy
- Global Distribution Strategy
- Global Pricing Strategy
- Case studies in Global Marketing
Assessment Methods

Individual and group assignments (40%) and final exams (60%).

Reading List


3. Retail Sales Promotions

Paris Argouslidis

6 ECTS credits

Contact Details

E-mail: pargousl@aeub.gr

Course Description and Content

The present course includes 26 2-hour lectures on sales promotions in the sector of retailing. Such promotions can be initiated by manufacturers of consumer products, by retailers or by both of them. The topics to be covered are as follows:

• General principals of retail sales promotions.

• Alternative methods of retail promotions (e.g., price discounts; bonus packs; price bundling; multiple unit pricing; simple coupons; cross-coupons; samples; reward schemes.

• General conditions leading to retail sales promotion campaigns.

• Design and implementation of retail sales promotion campaigns.

• Issues relating to a product’s post-promotion period (e.g. what should manufacturers and retailers expect by the end of a product’s promotional period?).

Course Delivery

Lectures will be based on findings from empirical research published in premier journal outlets, on practical examples and on illustrations of sales promotion programs in retail stores. During lectures students will be asked to actively participate in the discussion. Students will get electronic access to the theoretical material that will be covered during
lectures. Specifically, before each lecture the corresponding slides will be uploaded on e-class and students will have register in order to get access and print them out. It is important to note, however, that class attendance is particularly important because it will include additional material (e.g. cases studies, visual illustrations) that will not appear on e-class.

**Course Assessment**

The course will be evaluated as follows.

First, students will be asked to deliver a power point presentation regarding the design and the implementation of a retail sales promotion campaign. Depending on class size, the assignment will be a group or an individual one (weigh: 30% of the final mark).

Second, students will sit a written exam in the examination period of January-February 2015 (weigh: 70% of the final mark).

**Key Benefits**

Students attending this course will likely get a job with a manufacturer of consumer goods (e.g. grocery or durables) or with a domestic or global retailer. It is, therefore, of particular importance to acquire knowledge about retail sales promotion techniques. By combining empirical evidence with practical illustrations and case studies, this course aims at offering students a thorough understanding of the nature, content and context of retail sales promotions. In particular, by completion of the course, students will be able to know:

1. general principals of sales promotions,
2. alternative methods of sales promotions,
3. conditions justifying a sales promotions campaign,
4. issues relating to the design, implementation, and post-promotion evaluation of sales promotion campaigns,
5. price promotions for perishable grocery products,
6. price promotions for more highly-priced durable products.
Key References


Tsiros M. and Hardesty D. M. (2010), 'Ending a price promotion: retracting it on one step or phasing it out gradually', Journal of Marketing, 74 (January), pp. 49-64.

Attention: Please be aware that the number of participants in the course is limited (max 50 students)

4. Consumer Behavior

Kallpso Karantinou
6 ECTS Credits

Level: Advanced

Course Objectives
Understanding consumer behaviour is critical for marketing. The study of consumption focuses on search, choice, acquisition and consumption activities and on how possessions influence the way we feel about ourselves and about each other. It is concerned with a variety of consumer buying and having behaviours, which most of us experience. The course analyzes these experiences, using consumer behaviour theory, and provides application of theory and concepts via practical examples. The aim is to provide students with an understanding of the process and nature of consumer behaviour, to acquaint them with the factors which influence consumer behaviour at different stages of the consumption process, and to contextualize this understanding of consumer behaviour within marketing, so as to enable them to appreciate how a solid understanding of the intricacies of consumer behaviour paves the way for optimum marketing practices.

Learning Outcomes
At the end of the course students should have developed a comprehensive understanding of the omnipresence, the process and the nature of consumer behaviour. They should be able to identify and assess the various psychological, economic and sociological factors that influence consumer behaviour at different stages of the consumption process and comprehend how consumer behaviour can be understood and explained by the underpinning disciplines of psychology, social psychology and behavioural economics. They should be able to discuss and criticize the assumptions that underlie the consumer behaviour theories and appreciate the links between consumer behaviour and marketing theory and practice.

Syllabus Outline
- Marketing Applications of Consumer Research
- Modeling Consumer Decision Processes
- Pre- and Post-purchase Processes: Searching, Shopping, Buying, Evaluating and Disposing
- The Shopping Experience and Retail Theming
- Consumers as individuals: What Motivates them to Buy and How Cognitive Processes Operate
- Social and Cultural Influences on Consumer Behavior: Group Influences, Lifestyle and Culture
- Self Concept and Self Monitoring
- Symbolic Consumption and the Meaning of Possessions
- Perceived Risk: Types and Implications
- Innovativeness, Diffusion of Innovations and New Product Development
• Idealized Images in Advertising and Social Comparison Theory
• Ethics and Social Marketing
• Choice Architecture and Nudges: Subtle but Powerful Influencers of People’s Decisions and Choices
• Consumerism and Public Policy Issues

Teaching and Learning Methods and Style
Sessions will combine lecture style delivery with case studies, practical examples and extensive discussions of the application of theories in a variety of different sectors and situations. Student participation is particularly encouraged and facilitated. Case studies and readings will be provided every week to facilitate understanding of the practical relevance of theoretical concepts and students will be asked to work on them individually or in groups. Students will also work on practical projects enabling them to apply models and tools in practice.

Recommended Reading Material
Readings and case studies will be uploaded onto e-class every week, pertaining to each lecture, illustrating the discussed concepts and their applications.

Assessment
Assessment will be by a combination of:

• Examination (70%),
• Term projects (30%).

SPRING SEMESTER

1. Cross-Cultural Communication, Eleni Apospori
6 ECTS credits
Level: Advanced

Course Aim
The overall aim of this course is to educate students so that they develop basic competences in cross-cultural communication in general and in organizational environment in particular.
Course Content

Topics that will be covered:

1. Introduction to Culture

Aim

To analyse the basic dimensions/concepts of culture in order to become clear the complexity and multi-dimensionality of culture

1.1 Basic Concepts

- Elements of culture
  - Artefacts
  - Norms and Sanctions
  - Values and Beliefs
- Levels of culture
  - From small groups to supranational groups

2. Introduction to Communication

Aim

To analyse various approaches to and concepts of communication in order to become clear the complexity and multi-dimensionality of communication and its mechanisms

2.1 Basic concepts

- Problems in Communication
- Noise in Communication
- Communication – Semiotics

2.2 The Five Rules of Communication

2.3 Definition of Cross – Cultural Communication

3. The cultural context of communication

Aim

To present, analyse and compare the wide spectra of cultural characteristics across the globe.

3.1 Basic concepts

- Individualism/collectivism
- High/low context
- Small/large power distance
- Low/high uncertainty avoidance

4. The Perceptual context of communication

Aim

To list and discuss the stages of human information processing and familiarize students with cultural differences in perception, stereotypes, ethnocentrism and racism

4.1 Basic concepts

- Culture and cognition
- Stereotyping
- Ethnocentrism
- Racism
- Ethnocentrism and Communication in the workplace

5. Verbal and Non-verbal codes in Communication

Aim

To familiarize the students with the wide varieties of verbal and non-verbal codes of communication across culture

5.1 Basic concepts

- The relationship between language and culture
- Cross-cultural communication styles
- The relationship between verbal and non-verbal codes

6. Developing Intercultural relationships

Aim

To help students command their intercultural relationships

6.1 Basic concepts

- Communication and Uncertainty
- Anxiety and uncertainty management
- Uncertainty reduction
- Empathy and similarity
7. Intercultural conflict

Aim

To familiarize student with the levels and styles of conflict in cross cultural communication

7.1 Basic concepts

- Definition of intercultural conflict
- Models of intercultural conversation
  - Conflict resolution in various cultures

8. Intercultural communication in Organizations

Aim

To discuss how dimensions of the cultural context affect organizations across cultures and to identify how the perceptual context can influence doing business with other cultures

8.1 Basic concepts

- Intercultural management
- Clashing cultural concepts on the job
  - Doing business in various cultures across the Globe

2. Change Management

Maria Vakola,

6 ECTS credits

Level: Advanced

Contact Details

E-mail: mvakola@aueb.gr

Tel: 210-8203 177

General Aim and Rationale

The concept of change is not a new one. Indeed change has always been recognized as necessary and inherent to all aspects of life. However, the last decade has, for most organizations, been a time of totally unprecedented and seemingly ever accelerating change so that the phrase "change or die" has increasing resonance. Coping with change has become another element in organizations’ battle to compete, thereby focusing
attention on the need to manage change effectively. The aim of this course is to provide an understanding of the change management process and to present a framework for managing change in order for the participants to further explore advanced issues related to change management such as leadership, resistance to change, communication in a change context etc.

**Specific Objectives**

On successfully completing the module, participants will be able to do the following.

- Present a clear view of the theory and practice of managing change.
- Demonstrate an understanding of the choices and dilemmas facing organisations.
- Explain the nature and history of the theories, approaches and beliefs available to guide their action, in order to make informed choices when instigating and implementing change.
- Demonstrate a practical understanding of organizational change, of the approaches to change and the methods of identifying, planning and implementing change.

**Methodology**

The course is based on lectures, workshops and individual and group work. Please find below a detailed description of these scheduled meetings.

<table>
<thead>
<tr>
<th>Weeks</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the course</td>
</tr>
<tr>
<td></td>
<td>Introduction to change management</td>
</tr>
<tr>
<td>2</td>
<td>Selecting change agents/ Theory and team exercise</td>
</tr>
<tr>
<td>3</td>
<td>Culture change: Case study</td>
</tr>
<tr>
<td>4</td>
<td>Workshop: Identify success or failure factors in a culture change context</td>
</tr>
<tr>
<td>5</td>
<td>The role of culture in mergers and acquisitions</td>
</tr>
<tr>
<td>6</td>
<td>Resistance to change</td>
</tr>
<tr>
<td>7</td>
<td>Workshop: Antecedents and outcomes of resistance to change</td>
</tr>
<tr>
<td>8</td>
<td>Leadership and change management</td>
</tr>
<tr>
<td>9</td>
<td>Communication and change</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------</td>
</tr>
<tr>
<td>10</td>
<td>Group presentations</td>
</tr>
</tbody>
</table>

**Assessment**

**Course assessment is based on a group assignment and a group presentation:**

**Group report:** In a group of 5-7 people, you try to explore a major change that took place in a European country. The aim is to collect information in order to write a case study of a major change presenting its main phases, ways of change implementation, main obstacles etc. This report counts for the 70% of your total mark.

**Group presentation:** You need to present to our group your main findings in a 10 minute presentation. This presentation counts for the 30% of your total mark. More information will be given in the first lecture.

**Reading**

Change is a broad subject and therefore students need to invest on searching and collecting materials from the library. Students will have access to e-class where there is recommended reading list.

*Attention: Please be aware that the number of participants in the course is limited (max 50 students).*

**3. Marketing of Services**

Kalipso Karantinou

6 ECTS credits

Level: Advanced

**Course Objectives**

The service sector is the dominant driving economic force worldwide and marketing and management practices in this field are evolving rapidly. There is as a result an increasing academic and business interest in the service sector, where the manufacturing-based models of business and marketing practice are not always useful, relevant and appropriate. Service organizations differ in many important respects, posing a number of interesting challenges to managers, and thus requiring a distinctive approach to the development of marketing strategies. This course aims to provide the students with an extensive understanding of the distinguishing characteristics of services and their implications and to acquaint students with services marketing theories, models, applications, and best practices, as ways to deal effectively with the unique challenges in services.
Learning Outcomes
At the end of the course students should have developed a comprehensive understanding of the distinguishing characteristics of services, an appreciation of their multifaceted implications, and a resulting insight into the challenges of managing and marketing services. They should be able to identify optimal strategies for services and know how to implement them.

Course Content
- The Uniqueness and Characteristics of Services
- Managerial Implications and Challenges in Marketing Services
- Service Quality - Customer Care - Service Excellence
- Creating and Sustaining Competitive Advantages in Services
- Service Positioning and Branding
- Communicating an Offering the Customer Cannot See
- The Role of People in Services
- Internal Marketing in Services
- Loyalty and Relationship Development in Services
- The Importance of Physical Evidence in Services
- Developing Servicescapes
- Using Process as a Distinguishing Advantage in Services
- Blueprinting and Customer Journey Mapping
- Pricing for Optimal Yield and Demand Management

Teaching and Learning Methods and Style
Sessions will combine lecture style delivery with case studies, practical examples and extensive discussions of the application of theories in a variety of different sectors and situations. Student participation is particularly encouraged and facilitated. Case studies will be provided every week to facilitate understanding of the practical relevance of theoretical concepts and students will be asked to work on them individually or in groups. Students will also work on five practical projects enabling them to apply models and tools in practice.

Reading Material
Readings and case studies will be uploaded onto e-class every week, pertaining to each lecture, illustrating the discussed concepts and their applications.

Assessment
Assessment will be by a combination of:
- Examination (70%),
- Projects (30%).

4. Sales Management

E. Katsikea

6 ECTS credits

Level: Advanced

Contact Details

E-mail: ekt@aueb.gr

Prerequisites

None

Objectives

Upon completion of this course, participants will be able to:

- Understand the sales management process
- Identify customer relationship strategy and understand the customer relationship management process
- Describe the various buying influences in the buying centre
- Understand the various types of selling models
- Describe the processes of recruiting, selecting, and training salespeople
- Understand motivation and present a basic model of the motivation process
- Perform an assessment of sales organization performance

Course Outline

Introduction to Sales Management
Strategy and Sales Program Planning
Account Relationship Management
Sales Force Organization
Recruiting and Selecting Personnel
Leadership
Motivating/Compensating Salespeople
Evaluating Performance

**Assessment Methods**

- Group project: 30%
- Final exam: 70%

**Reading List**


---

SCHOOL OF INFORMATION SCIENCES AND TECHNOLOGY

DEPARTMENT OF INFORMATICS

 Incoming Erasmus students who speak Greek may attend any of the undergraduate courses of the Department of Informatics (7 or 6 ECTS credits each); their descriptions (in Greek) can be found at: [http://www.cs.aueb.gr/el/content/programma-spoon](http://www.cs.aueb.gr/el/content/programma-spoon).

Incoming students who speak English may also attend any of the following courses, which are offered as reading courses.

**FALL SEMESTER**

1. **Computer Graphics**
   G. Papaioannou,
   6 ECTS credits

**Communication with Lecturer**

e-mail: gepap@uueb.gr

**Course Description**

volumes algorithm. Shadow maps. Hardware implementation of the above topics. Ray tracing. Optional graphics programming project in OpenGL.

---

**2. Wireless Networks and Mobile Communications**, V. Siris
6 ECTS credits

**Communication with Lecturer**
e-mail: vsiris@aueb.gr

**Course Description**
The course's goal is an in depth discussion of the fundamental principles, architectures, and functionalities of wireless networks and mobile communications. The course discusses not only how wireless networks operate, but also why they operate in a particular way. Moreover, the course highlights key trends which includes cross-layer dependence of functions in wireless networks and the integration of fixed/wired with wireless and mobile communications.

---

**3. Diploma Thesis**
6 ECTS credits
Interested students should contact directly the faculty members: G. Xylomenos (polyzos@aueb.gr), V. Vassalos (vassalos@aueb.gr), Vana Kalogeraki (vana@aueb.gr), G. Papaioannou (gepap@aueb.gr)

---

**SPRING SEMESTER**

**1. Distributed Systems**, V. Kalogeraki,
6 ECTS credits

**Communication with Lecturer**
e-mail: vana@aueb.gr

Course Description: The purpose of this course is to integrate the theory and practice of distributed systems with focus on recent developments and state-of-the-art practical systems. The topics we will cover include middleware architectures, process management, replication, consistency and group communication protocols, peer-to-peer systems, real-time scheduling, programming frameworks such as MapReduce, file systems and caching,
and distributed sensor systems. We will discuss detailed case studies that illustrate the concepts for each major topic.

2. Software Verification, Validation & Maintenance, N. Malevris
6 ECTS credits

Communication with Lecturer
e-mail: ngm@aueb.gr

Course Description

Suggested textbooks
M. PEZZE, M. YOUNG, «SOFTWARE TESTING AND ANALYSIS: PROCESS, PRINCIPLES AND TECHNIQUES» (WILEY) or
P.AMMANN, J.OFFUTT, INTRODUCTION TO SOFTWARE TESTING (CAMBRIDGE UNIVERSITY PRESS).

3. Operating Systems G. Xylomenos ECTS 7

4. Diploma Thesis
6 ECTS credits

Interested students should contact directly the faculty members: G. Xylomenos, Th. Kalamboukis, G. Polyzos (polyzos@aueb.gr), V. Vassalos (vassalos@aueb.gr), G. Papaioannou (gepap@aueb.gr)

DEPARTMENT OF STATISTICS
All students should come from Department of Statistics or Department of Mathematics
**FALL SEMESTER**

1. **Stochastic Processes II** (Reading Course)

   Ath. Yannacopoulos

   8 ECTS credits

   **Communication with Lecturer**

   e-mail: ayannaco@aueb.gr

**Prerequisites**

Probability Theory

**Course Content**

This is a course on stochastic processes, covering the following topics:

- Introduction to martingales and their properties including martingale convergence theorems and martingale inequalities with their various applications.
- Markov processes in continuous time, and applications.
- The Poisson process.
- The Wiener process, properties and applications.
- Diffusion processes and stochastic integration with applications.
- Elements of stochastic modeling.
- Simulation of stochastic processes (including lab sessions)

**Recommended or required reading**

Brezniak and Zastawniak, Stochastic processes, Springer

2. **Statistical Quality Control** (Reading Course)

   St.Psarakis

   8 ECTS credits

   **Communication with Lecturer**
**Prerequisites**

Attendance and knowledge of topics related to Estimation-Hypothesis testing, are very useful.

**Course contents**


**Recommended or required reading**


3. **Computational Statistics (master course)**

D. Karlis

7.5 ECTS credits

**Communication with Lecturer**

e-mail: karlis@uueb.gr

**Prerequisites**

Probability, Statistics, Estimation-Hypothesis testing, Linear Modelling, Analysis of Variance.

The course is suitable for students from Statistics departments.

**Course contents**

R programming, simulation techniques, Monte Carlo methods, numerical methods for stats, smoothing, numerical optimisation, bootstrap, MCMC.
Recommended or required reading

4. Actuarial Science II (Reading course)

A. Zimbidis

8 ECTS credits

Communication with Lecturer

e-mail: aaz@aeub.gr

Prerequisites

Basic knowledge of Mathematics, Probability and Statistics.

Course contents

Survival function, Simple mortality table and related functions, force of mortality, laws Classics mortality, actuarial tables and commutation functions, Stochastic approach to Life Insurance. Life annuities with one or more payments annually, Relationship between annuities, life insurance of various kinds, Relationship annuities and insurance, interest rate movements and mortality. Net premiums and gross premiums, concept and process of calculating reserves, Relationship between successive stock price. Tables and Actuarial functions for two or more persons, Contingent actuarial functions..

Recommended or required reading

- Zimbidis A.(2009), «Actuarial Mathematics of Life Insurance»
- Kluwer Academic Print
5. Data Analysis (master course)

1. Ntzoufras

7.5 ECTS credits

Communication with Lecturer

e-mail: ntzoufra@aueb.gr

Prerequisites

Statistical Inference, Regression Analysis, Basic knowledge of R.

Course contents

Primary aim of this course is the understanding and the application of statistical method in real life problems of various scientific fields such as Management, Marketing, Psychology, Medicine, Sports and Social Sciences. Focus is given on the review of parametric and non-parametric hypothesis tests for one and two samples (t-tests και Wilcoxon tests), analysis of variance and regression models. Emphasis is given in the implementation of all methods using R and in problem solving. Interesting real life datasets and problems are analyzed during this course with aim to provoke their attention and motivate them.

The course is taught in 12 four-hour sessions (9 lectures and 3 labs) which will cover the following topics: Introduction to data analysis and analytics - motivation; Descriptive analysis and Data visualization; Basic principles of Statistical Inference (Estimators, point estimation, interval estimation, hypothesis tests, p-values, data analysis with R (t-tests, χ2, ANOVA, normality tests, tests for equality of variances); Correlation and Simple linear regression, Regression diagnostics; Outliers and influential points; Multiple regression; Collinearity; AIC and BIC; Stepwise variable selection; Ridge regression; Lasso Regression.

Examination

One assignment (50%) and one written examination (50%) with the requirement the grade in the written examination to be higher than 5 (out of 10).
Recommended or required reading


6. Applied Linear Models (Reading Course)

V. Vasdekis

8 ECTS credits

Communication with Lecturer

e-mail: vasdeki@aeub.gr

Prerequisites

Linear Algebra, Linear Models

Course contents


Recommended or required reading


7. Econometrics (Course or Reading course, depending on the number of students)

A. Livada
8 ECTS credits

Communication with Lecturer
e-mail: livada@aueb.gr

Prerequisites
Linear Algebra, Regression Analysis

Course Content
Introduction to Hypotheses and properties for the classical model LS method, Indirect LS ML method 2sls, 3sls, FIML, Instrumental Variables Violations Autocorrelation Heteroscedasticity Multicollinearity Multipliers Identification problem Dummy variables.

SPRING SEMESTER

1. Multivariate Statistical Analysis ADVANCED LEVEL (Reading Course)

D. Karlis
8 ECTS credits

Communication with Lecturer
e-mail: karlis@aueb.gr
Prerequisites

Knowledge of

- Statistical Inference
- Linear Algebra
- Basic knowledge of R

The course has the following parts

- Multivariate descriptive and graphs
- Multivariate normal and related distributions
- Hypotheses tests for multivariate data
- MANOVA
- Multivariate Linear model
- Principal Components Analysis
- Factor Analysis

During the course there are 3-4 projects. The projects need computing in R.

2. Statistical Learning (master course)

D. Karlis

3,5 ECTS credits

Communication with Lecturer

e-mail: karlis@aeub.gr

Prerequisites

Attendance only for students from Statistics departments with good knowledge of R, statistical inference, data analysis and Linear algebra.

Course contents

**Recommended or required reading**

- Hastie, Tibshirani and Friedman (2009) Elements of Statistical Learning, 2nd edition Springer
- James, Witten, Hastie and Tibshirani (2011) Introduction to Statistical Learning with applications in R, Springer

---

3. **Introduction to Probability and Statistics using R** *(Reading Course)* ADVANCED LEVEL

D.Karlis

8 ECTS credits

**Communication with Lecturer**

e-mail: karlis@aueb.gr

---

**Prerequisites**

Students should have taken introductory courses in Probability, Statistics and R programming. The course is suitable only for Statistics students

---

**Course Content**

Emphasis is given on R programming using ideas from probability and Statistics. So, the course is mainly an R programming course. The course aims at introducing ideas from Probability and Statistics together with R programming. Such examples is using simulation to show and understand with the Central limit theorem, the law of large numbers, probability as frequency, descriptive statistics and their properties etc

---

4. **Actuarial Science I** *(Reading course)*

A. Zimbidis

8 ECTS credits
Communication with Lecturer

e-mail: aaz@aueb.gr

Prerequisites

Basic knowledge of Mathematics, Probability and Statistics.

Course contents


Recommended or required reading

- “Introduction to Ratemaking and Loss Reserving for Property and Casualty Insurance”, Actex Publications,

5. Stochastic Models in Finance (master course) MSc Level

Ath. Yannacopoulos

3,5 ECTS credits

Communication with Lecturer

e-mail: ayannaco@aueb.gr

Prerequisites

Probability theory and Stochastic Processes
**Course Content**

This is an introduction to the modern theory of stochastic finance. The aim of the course is to introduce the students to the basic concepts of this field, which are to be used in asset pricing, portfolio optimization etc.

The syllabus is as follows:

1. Introduction, assets and assets markets
2. Arbitrage and the pricing kernel
3. Stochastic models for stocks
4. Derivative pricing, the binomial and the Black–Scholes model – martingale pricing and the equivalent martingale measure
5. Introduction to bond pricing
6. Introduction to portfolio theory

---

**6. Financial Econometrics (master course)**

I. Vrontos

4 ECTS credits

**Communication with Lecturer**

e-mail: vrontos@aueb.gr

**Prerequisites**

Statistical Inference, Regression Analysis, Basic knowledge of Matlab.

**Course contents**

Introduction to Course: Outline of Topics, Basic Econometric Models, Mean-Variance Portfolio Theory (Return and risk, Portfolio diversification, Construction of optimal portfolios, Basic empirical application), Performance Evaluation of Financial Assets (Capital
asset pricing model, Treynor measure, Sharpe measure, Jensen’s alpha, Multifactor models, Alternative measures, Empirical application), Characteristics of Financial Data (Fat tails, Volatility clustering phenomenon, Leverage effect), Heteroskedasticity Models (ARCH, GARCH and EGARCH models, Properties of time-varying models, Estimation of heteroskedastic models, Empirical application), Multivariate Factor models (Single index models, General multivariate multifactor model), Multivariate Heteroskedasticity Models (Multivariate ARCH/GARCH models, Constant conditional correlation model, Empirical application)

Recommended or required reading

7. Biostatistics (master course)

N. Demiris (on Sabbatical leave)

4 ECTS credits

Communication with Lecturer

To be announced

Course contents

Survival Analysis

Epidemic Models
Deterministic SIR models. The Basic Reproduction number. Disease Control. Examples
using R

**Meta Analysis** and evidence Synthesis

**Epidemiology**
Basic Concepts. (De)Confounding.

**Recommended or required reading**


---

**8. Probability Theory (master course)**

E.Kyriakidis

4 ECTS credits

**Communication with Lecturer**

e-mail: ekyriak@uae.gr

**Course contents**

Probability Theory
Expected value. Almost sure convergence and the dominated convergence theorem.

**Recommended or required reading**


---

**9. Advanced Stochastic Processes (master course)**

M.Zazanis
4 ECTS credits

**Communication with Lecturer**

e-mail: zazanis@aeub.gr

**Course contents**


**Recommended or required reading**


10. **Official Statistics** (Course or Reading Course, depending on the number of students)

A. Livada

8 ECTS credits

**Communication with Lecturer**

e-mail: livada@aeub.gr

**Course Content**

Definitions.

Simple and Composite Indices.

Choice of goods and services.

Weights.

Arithmetic, Geometric, Harmonic Mean Indices.

Laspeyres’ Index, Paasche’s Index, Marshall-Edgeworth Index, Fisher Index. Criteria of choice.

Applications (Consumer Price Index etc)

11. **Sampling** (Reading Course)

I. Papageorgiou
8 ECTS credits

Level: Advanced

**Communication with Lecturer**

e-mail: ioulia@aeub.gr

**Prerequisites**

Probability, Distributions (discrete and continuous), Estimation theory, Confidence intervals.

**Course Content**


**Bibliography**


Pascal Ardilly, Yves Tillé. Sampling Methods: Exercises and Solutions.

__________________________________________

Athens, June, 2018
From the Erasmus+ Office