

Welcome

to the **Business**
Confucius Institute
in Athens



ATHENS UNIVERSITY
OF ECONOMICS AND BUSINESS

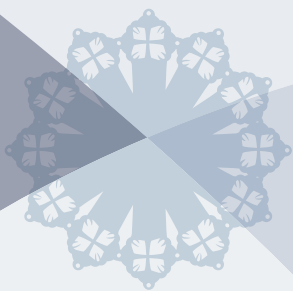


Table of Contents

• Message from the Rector of the Athens University of Economics and Business	4
• Message from H.E. the Ambassador of the People's Republic of China in Greece	5
• Message from the Director General of the Office of Chinese Language Council International (HANBAN)	7
 1. BILATERAL RELATIONS BETWEEN GREECE AND CHINA	
a. History of Diplomatic Relations	8
b. Chinese Organizations operating in Greece	9
c. Trade Relationships between Greece and China	10
d. Teaching of the Chinese Language in Greece	11
 2. CONFUCIUS INSTITUTES IN THE WORLD	
a. Confucius: Heart and Soul of a Nation, Philosopher of all Times	12
b. An Introduction to HANBAN	12
c. Objectives of the Confucius Institutes	13
d. Other Partner Institutions	13
 3. THE ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS (AUEB)	
a. Academic Departments - Undergraduate Studies @ AUEB	14
b. Graduate Studies @ AUEB	15
c. Research @ AUEB	15
d. Academic Distinctions and International Orientation of AUEB	16
 4. THE BUSINESS CONFUCIUS INSTITUTE IN ATHENS (BCI-Athens)	
a. Organization and Objectives of BCI-Athens	18
b. Decision Making Bodies	18
c. BCI-Athens Programs	20
 IMPORTANT QUOTES FROM ANCIENT GREEK AND CHINESE PHILOSOPHERS	22



Message from the Rector of Athens University of Economics and Business

Greece and China are two countries enjoying long history and splendid civilization, being respectively the cradle of west and east culture. The two countries have been the pillars of philosophy in the world, and the teachings of their great philosophers are still guiding us in both our personal and business life.

Today, in our global economic and social environment, it is important to realize that individuals, firms and nations depend on each other for prosperity and progress. Therefore, developing cooperation in all fields, such as science, technology and business, between two countries is extremely important. This cooperation can be greatly facilitated through the growth of cultural ties between the people of the two countries; the knowledge of the other people's language and the familiarization with their customs and habits prove to be two of the most effective and sustainable ways to achieve this goal.

It is also important to realize that, living in a network economy and continuously facing new challenges, business leaders have to adopt an international outlook and perspective, along with a code of ethics and social responsibility that will govern their daily decisions. It has been widely discussed that the financial crisis that we experience today would have been much less serious, if this code of ethics and self-regulatory behaviour was practiced.

These developments have created the need to reconsider some of the principles of business education, and of doing business. The new manager should manifest such characteristics as international and multi-cultural awareness, consistency, self-knowledge, fairness, self-discipline, responsibility for his actions and their effect to others, and ability to lead by example. These values and principles are dominant both to ancient Greek and Chinese philosophy and are reflected respectively to the western and eastern culture and way of thinking.

Bringing together Greek and Chinese civilizations, enhancing the growth of cultural ties between the two countries and sharing best practices in doing business in today's globalized environment, this is what the Business Confucius Institute in Athens is all about.

The Business Confucius Institute in Athens will develop a number of educational and cultural activities to promote these objectives: it will offer certified Chinese language courses to Greek students, will train teachers to teach Chinese in Greek schools, will organize activities and seminars on culture, philosophy, business, the arts, and will organize classes on other popular aspects of Chinese life, such as cooking, Kung Fu, or calligraphy. At the same time it will support research on important issues of management and economics. Among our important targets are the development of exchange programs of students and faculty with Chinese Universities, and the promotion of business cooperation between Greece and China.

We consider the establishment of the Business Confucius Institute at AUEB a starting point for a hopefully long term and successful cooperation between Greece and China in the fields of language, culture, education and business for the mutual benefit of both countries, and we look forward to welcoming you in our premises.

A handwritten signature in black ink, which appears to read 'Gregory Prastacos'. The signature is fluid and cursive, with the first name 'Gregory' and the last name 'Prastacos' clearly distinguishable.

Prof. Gregory P. Prastacos
Rector of AUEB



Message from H.E. the Ambassador of the People's Republic of China in Greece

孔子是中国的苏格拉底，他教人好学近乎知、力行近乎仁，主张为政以德、节用爱民。孔子学院旨在教授中国语言，便利文化交流，它在西方文明的发源地希腊落地生根，本身就是东西方文明对话的里程碑事件。衷心祝愿孔子学院在雅典经商大学和社会各界的支持下越办越好，为增进中希两国人民之间的理解与友谊做出贡献。

中国驻希腊大使
2009年10月8日于雅典

Confucius to China is what Socrates to the west.

He encouraged people to approach wisdom through diligent learning and approximate ren (benevolence) through arduous undertaking. He called out for the rule of virtue and love of people, against the wastefulness in government.

The Confucius Institute is charged with a mission to popularise the Chinese language and facilitate cultural interchange. Its taking root in Greece, the birthplace of the western civilisation, is in itself a milestone in the dialogue between the orient and the occident.

I wish it success with the support of the Athens University of Economics and Business and the Greek society, thus contributing to the mutual understanding and friendship between the Chinese and Hellenic peoples.

A handwritten signature in black ink, reading '罗林泉' (Luo Linquan).

LUO Linquan
Ambassador of the People's Republic of China in the Hellenic Republic
Athens, 8 October, 2009





Message from the Director General of the Office of Chinese Language Council International (HANBAN)

中国的孔子和希腊的亚里士多德几乎诞生于同一时代。他们伟大的思想引领东西文明走过了2500多年的历程。而今，孔子学院把两种伟大的文明连接在一起，让两位先贤的思想超越时空，交汇交融，迸发出时代的光芒！

热烈祝贺雅典商务孔子学院成立，衷心祝愿她成为世界多元文化百花园中一朵绽放的奇葩！

中国国家汉办 主任
孔子学院总部 总干事

2009年10月8日

China's Confucius and Greece's Aristotle were born at almost the same time. Their great philosophies have led the east and west civilizations for over 2500 years. Today, the Confucius Institute is bridging these two great civilizations, where the wisdoms of the two ancient sages will merge and blend beyond time and space, sparkling the splendors of our times!

I would like to offer my warmest congratulations on the founding of the Business Confucius Institute in Athens, wishing that she would grow into a beautiful flower blooming in the garden of a multi-cultural world!

Xu Lin
Director-General, Hanban
Chief Executive, Confucius Institute Headquarters

许琳



1. Bilateral Relations between Greece and China

1a. History of Diplomatic Relations

Greece and China established diplomatic relations on June 5, 1972. 37 years after the establishment of diplomatic ties, the Chinese-Greek relationship has entered a golden period in its history, with features of frequent mutual visits among leaders of both countries, dynamic parliamentary exchanges, increased trade, student exchange programs, flourishing cultural events, and close cooperation in international affairs.

The Chinese-Greek comprehensive strategic partnership established in January 2006 summarized the bilateral relations of China and Greece over the past years and drew an outline of future development. Both sides have been making concrete efforts to push forward mutually beneficial bilateral cooperation, and this has created an inspiring and flourishing tendency of rapid development in every aspect. Other than the issues on Olympics, the most promising aspects of the bilateral cooperation have been trade, shipping, tourism, and cultural fields.

The bilateral trade volume reached 4.236 billion US dollars in 2008, nearly 2500 times as much as that of year 1972. Greece is now the **No 1** trade partner of China in Southeast Europe.

In shipping, more than **60%** of China's import of crude oil and more than half of China's import of cargo is transported by Greek ships. Two years ago China has been the **No 1** boatyard of Greek ships and accepted orders for new ships from Greek sources. As for tourism, Greece ranks among the **top 10** overseas destinations of Chinese travellers.

Greece and China had also co-operated optimally on a range of issues with regard to the organization of the 29th Olympic Games of Beijing. The two countries are the cradles of east and west civilizations: the literal and metaphorical passing of the torch from West to East was of great importance.

In December 2007, China and Greece signed the Protocol of Cultural Exchange 2007-2010, with the objective to have more cultural cooperation in the fields of cultural heritage, book fairs, writers and performances etc. The year 2008 was designated as the Culture Year of Greece in China, which served to further strengthen the cul-

tural ties between the two countries. It included a series of events such as performances, cultural, tourist, commercial and historical exhibitions.

Since 1995 a number of important agreements have been signed by the two countries. An indicative list follows:

- Maritime agreement (1995)
- Memorandum of cooperation on management of marine resources and mutual scientific and technical cooperation (1995)
- Protocol on scientific and technological cooperation (1995)
- Programs of cultural exchanges for the period 1999 - 2005 (1999)
- Protocol on Consultations between the foreign ministries of Greece and China (2000)
- Protocol of the 8th session of the joint committee on scientific and technological cooperation (2000)
- Protocol on Athletic Cooperation (2005)
- Memorandum of Cooperation on Educational affairs (2005)
- Memorandum of Cooperation on the establishment of a Joint Sino-Hellenic Committee on Olympic cooperation (2005)
- Memorandum of Cooperation on Olympic security issues (2005)
- Agreement on the Elimination of Double Taxation and the Prevention of Tax Evasion regarding income taxes (2002)
- Protocol on Educational Cooperation (2006)
- Memorandum of Cooperation on Public Administration (2006)
- Agreement of Cooperation on Tourism (2006)
- Agreement of Cooperation on Health issues (2006)
- Joint Statement on Establishment of Comprehensive Strategic Partnership between China and Greece
- Memorandum of Understanding on the Cultural Year of Greece in China (2007)
- Memorandum of Bilateral Police Cooperation (2007)
- Agreement on Sports Cooperation (2007)
- Protocol of Cultural Exchanges for 2007-2010
- Cooperation agreement on administrative and judicial affairs (2008)
- MOU on Developmental Cooperation (2008)
- Cooperation agreement between the Athens University of Economics & Business and the Confucius Institute (2008)
- Special Agreement between the Beijing Association for Science and Technology and the Technical Chamber of Greece (2008)

In addition, during the last 25 years, 5 Chinese cities have become "sisters cities" with Greek cities, as follows:

- Shanghai and Piraeus (1985)
- Xianyang and Nafplion (1997)
- Shenyang and Thessaloniki (2005)
- Beijing and Athens (2005)
- Xi'an and Kalamata (2009)



1b. Chinese Organizations operating in Greece

The promotion of Greek–Chinese relations is of high importance for both countries. The most important organizations that take action in Greece and support Greek–Chinese relations are the following:

The Hellenic-Chinese Chamber of Commerce and Industries (HCC)

HCC is an institutional, non-governmental, non-profit, membership association for Greek and Chinese corporations and individual entrepreneurs engaged in business between Greece and China. Its mission is to support the business and economic relations between the two countries by providing professional and value added services in the fields of trade, investment and technology transfer. The excellent reputation of HCC plays a central role in the development of business and economic relations between Greece and China.

The Greece-China Association

The Greece-China Association is a nonprofit organization, the first one to take an initiative from 1956 to open the gates of relations and friendship between Greece and China. The association offers Chinese language lessons since 1982 and organizes annual examinations in October. The Greece-China Association aims to promote the cultural exchange and mutual understanding between the two countries by organizing cultural events and visits to China. It also cooperates with Chinese governors and mayors to help Chinese municipalities to become “sisters” with Greek municipalities. Moreover, it encourages and organizes meetings of groups of business people from both countries to achieve partnerships.

The Greece-China Business Council (GCBC)

GCBC was a bilateral, private sector, non-profit, membership-based organization established in Athens, in June 2005, as a principal organization to promote and facilitate business, trade and investment between Greece and China. Since the summer of 2009, GCBC has become a working group within the Hellenic Federation of Enterprises (ΣΕΒ).

In addition to these organizations, a number of associations have been established in Greece by Chinese people living in Greece. These include:

Name of Association	City of Activity
The General Commercial Chamber of Chinese Citizens in the Hellenic Republic	Athens
Chinese Women Union in the Hellenic Republic	Athens
Chinese Citizens Union in the Hellenic Republic	Athens
The United Union of Chinese Citizens from Fujian Province in the Hellenic Republic	Athens
The Association for the Promotion of Peaceful Unity of China in the Hellenic Republic	Athens
The Qingtian Countrymen Union in the Hellenic Republic	Athens
China Town Commercial Center Ltd.	Athens
Thessaloniki Chinese Citizens' Friendship Association in the Hellenic Republic	Thessaloniki

There is also one Chinese newspaper, “China Greece Times”, published since January 2005 in Greece, with a circulation of more than 3000 copies/week.



1c. Trade Relationships between Greece and China

Trade Activity

During the last years China is continuously improving its share in the external trade of Greece. During the years 1999-2008, Chinese exports to Greece have increased by 539%, while those from Greece to China by 478%. The main goods exported from Greece to China are minerals and metals (68% of the total of 2008), followed by pastes and papers (7,3%), machines and vehicles (5,9%), foods and vegetables (5,3%), clothing and shoes (3,3%), chemicals and plastics (3,2%).

Concerning trade of services, shipping takes the major part. It is estimated that annually, about 150 ships with Greek flag enter the harbors of China (October 2008). In addition, about 100 ships are being repaired annually in Chinese shipyards, while about the 10% of Greek commercial ships with tonnage more than 100 tons have been constructed in China. Current orders of Greek ownership in Chinese shipyards amount for about 461 ships, totaling a value of approximately 40 billion US dollars (October 2008). Concerning tourism, which is the second source of service trade and contributes significantly towards the improvement of the trade deficit between Greece and China, it is estimated that about 15-20 thousand Chinese tourists visit Greece annually.

Chinese Companies in Greece

Bilateral economic and trade relations between China and Greece have been developing very fast over the past few years driving many Chinese entrepreneurs to invest in Greece. The most important Chinese companies in Greece take action in the fields of high tech and telecoms (Huawei Technologies SA, ZTE Representative Office in Greece), shipping (COSCO, China Shipping, Sino-Hellenic Marine Service SA, China Marine & Seamen Service Corp. Athens Office, CCS Athens Office), and transportation (Air China Athens Office).

Chinese High Tech and Telecoms Companies operating in Greece:

- ZTE Corporation: The world's second largest and fastest growing supplier of data cards, enjoying the status of the global leading manufacturer in a number of product lines.
- HUAWEI Technologies: One of the leading players in the global telecom market with its products in more than 100 countries and regions.

Chinese Shipping Companies operating in Greece:

- COSCO Shipping Agency: China's largest and the world's leading Group specializing in global shipping, modern logistics and ship building and repairing.

- China Shipping Agency Ltd: A large shipping conglomerate that operates across different regions and countries.
- China Classification Society (CCS) Athens Branch: One of the 10 full members of the International Association of Classification Societies (IACS), providing specialized classification services.

Greek Companies in China

There are about 50 Greek companies taking action in China: 16 of them have made direct productive investments as foreign companies, joint ventures, agencies, or retail stores. Their main fields of activity include minerals and plastics (S&B Industrial Minerals – Henan Co., Olympia Stones Co. Ltd, Cosmos Building Materials Shanghai Co. Ltd, Shanghai Jinheng Stone Materials Ltd, Makedonika Marmara SA, Suzhou Polcor China Sacrificial Anodes Manufacture Co. Ltd, Shanghai Hitec Plastics Co. Ltd), shipping (Shanghai Costamare Ship Management Co. Ltd, Lavinia Corporation Shanghai Representative Office, Tsakos Group, Diana Shipping) and retail stores (Korres, Folli Follie, Oxette, Coco-Mat).

Greek Mining Companies operating in China

- S&B Industrial Minerals (Henan) Co. Ltd: One of the largest European minerals companies, involved in mining, processing and trade of industrial minerals and metals, mainly perlite. Has installations in 4 cities in China.
- Olympia Stones Co. Ltd (member of the Konstantakopoulos Group): Import and processing of marble and natural stones in China.
- Cosmos Building Materials Shanghai Co. Ltd (member of the FHL Kyriakides Group of companies): Since 2000, active in cutting and processing of marble. Total investment about 6 million USD.
- Shanghai Jinheng Stone Materials Co. Ltd (member of the Lazarides Marble Group of companies in Drama Greece): Mining and processing of granites and trading of decorative granite products. Owns a granite quarry in Shandong province.
- Suzhou Polcor China Sacrificial Anodes Manufacture Co. Ltd (member of the Tehniki Prostatias Perivallontos SA Group of companies).
- Shanghai Hitec Plastics Co. Ltd (member of the Plastika Kritis Group of companies): Production of plastic sheets and membranes. In China since 2001, it has made investments of about 10 million USD.

Greek Shipping Companies operating in China

- Shanghai Costamare Ship Management Co. Ltd (member of Konstantakopoulos Shipping).
- Lavinia Corporation Shanghai Representative Office (member of the Laskarides Shipping).
- Tsakos Group (member of Tsakos Shipping and Trade group).



- Diana Shipping (Simeon Palios – dry bulk cargoes).
- Other companies: Restis, Polembros, Polemis shipping, Potamianos, Goulandris, etc.

Greek Companies operating Retail Stores in China

- Korres: Well known manufacturer of hair, body and face care products with highly concentrated natural active ingredients; operating retail stores in about 31 countries.
- Folli Follie: Well known jewelry manufacturer, operating retail stores to about 25 countries.
- Oxette: Well-known jewelry manufacturer operating retail stores in 24 countries.
- Coco-Mat: Well-known sleep and bed products manufacturer, operating retail stores in 9 countries.



1d. Teaching of the Chinese Language in Greece

Chinese language is taught in Greece and is one of the foreign languages that attract an increasing number of students every year. The Athens University of Economics and Business, the University of Athens and the Greek-China Association are the main organizations offering Chinese language classes, whereas there are over 10 other private institutes teaching Chinese. It is estimated that about 3,000 Greek students attend these classes yearly.

The Business Confucius Institute in Athens is going to play a key-role in the training of Chinese in Greece. The Institute will offer all types of Chinese language programs (short and long-term Chinese learning, Business Chinese learning, etc) and courses of Chinese for special purposes (translation, tourism, finance or traditional Chinese medicine, etc). It will also organize the Chinese Proficiency Test (Hanyu Shuiping Kaoshi Test) and issue the Chinese Proficiency Certificates.





2. Confucius Institutes in the World

2a. Confucius: Heart and Soul of a Nation, Philosopher of all Times

His ideas of rule of virtue and governance of benevolence were often met with skepticism and hostility throughout his life, yet they became the orthodoxy of political thoughts for over two millennia in China and East Asia.

He was forced to resign from office of minister as an unsuccessful politician, yet his readiness to serve the state and refusal to compromise with evil to a large extent shaped the way of thinking of the Chinese intellectuals from generation to generation.

His students were killed and books burned two centuries after his death, yet the knowledge he accumulated and disseminated had survived and reached afar, such that education was no longer an aristocratic privilege and a special strata of social elites, shi, mushroomed from under rural roofs.

A thinker, an intellectual and an educator, Confucius had left a rich historical legacy: meritocracy in the shadow of monarchy, emphasis and experiences on learning and education, and doctrines for good government and stable society.

Above all, he pointed out for all of us a way to personal perfection and public good in this life. He urged people to approach wisdom through diligent learning, approximate benevolence through arduous undertaking, attain to bravery by feeling the shame, conform to propriety by practicing fidelity, fraternity and honesty, and strive to excel before dying in obscurity.

Even if understanding Tao, the supreme good, requires one to die at dusk the same day, it would be worthwhile. When tempted by profits, bear on mind Yi, the righteousness, for unjustly sought richness and prominence are no more than scattering clouds. Should accomplishing Ren, the benevolence, necessitate sacrifice of life, so be it.

Such said and did the philosopher. At the age of fifty-five, he chose to defend his ideals and go on a perilous fourteen-year exile. And thus did many others after him: hundreds of Chinese ministers shed blood for trying to dissuade their emperors from dissipation

and decadence; numerous men of letters rose up against the enemies of the state, internal or external, in writing or in arms.

Five hundred years after Confucius passed away, Sima Qian the historian detailed the influence and prestige the philosopher had then enjoyed. Another two thousand years later, we are still able to perceive the prowess of his words:

A benevolent man worries not.

A wise man puzzles not.

A brave man fears not.

2b. An Introduction to HANBAN

Hanban is the executive body of the Chinese Language Council International, a non-government and non-profit organisation affiliated to China's Ministry of Education. Hanban was established in 1987 and is composed of members from 12 state ministries and commissions. President of the Council is State Councilor Chen Zhili.

Hanban is committed to making Chinese language and culture teaching resources and services available to the world, as well as meeting the demands of overseas Chinese learners and contributing to the formation of a world of cultural diversity and harmony.

The Confucius Institute Headquarters is a non-profit organization that has the independent status of a corporate body. It owns the proprietorship of the name, logo and brand of the Confucius Institutes. The Headquarters are located in Beijing and provide guidelines to the Confucius Institutes worldwide, by carrying the following responsibilities:

- Formulating development plans, and setting the criteria for the establishment of Confucius Institutes, and their assessment standards;
- Examining and approving applications for the establishment of new Confucius Institutes;
- Examining and approving the implementation plans of annual projects, annual budgetary items, and final financial accounts of individual Confucius Institutes;
- Providing guidelines and making assessments to activities carried out by Confucius Institutes, supervising their operations and ensuring quality management;
- Providing support and teaching resources to the Confucius Institutes;
- Selecting and appointing directors and teachers from the Chinese side for the Confucius Institutes, and training administrative personnel and instructors for various Confucius Institutes;
- Organizing Confucius Institutes Conferences annually.



2c. Objectives of the Confucius Institutes

The Confucius Institutes, as non-profit educational organizations, develop a number of activities to satisfy the demands of people from different countries and regions in the world who wish to learn the Chinese language, enhance their understanding of the Chinese language and culture, strengthen educational and cultural exchanges and cooperation between China and other countries, and deepen friendly relations with other nations.

The services offered by the Confucius Institutes include: teaching of Chinese language, providing Chinese language teaching resources, training of Chinese language instructors, holding the HSK examination (Chinese Proficiency Test), as well as tests for the Certification of the Chinese Language Teachers, providing information and consultative services concerning China's education, culture, and business, and conducting language and cultural exchange activities between China and other countries. In addition, Confucius Institutes have also been offering classes in a diversity of subjects such as calligraphy, music, cooking, martial arts, etc. Individual Confucius Institutes develop their own portfolio of educational and cultural activities, depending on the local needs and resources.

2d. Other Partner Institutions

Until October 2008, more than 300 Confucius Institutes have been established in many countries and regions, and the number is growing. Usually these Institutes are established in cooperation with leading Universities in each country. Each Confucius Institute has been taking advantage of its own uniqueness to develop rich and diverse educational and cultural activities. In this way, it has gradually formed its own unique teaching modes and became an important place for people to learn Chinese language and understand Chinese culture.

In **Europe**, there are Confucius Institutes established in most countries. The countries and the number of Institutes in each country are the following: Sweden (1), Finland (1), Belarus (1), Russia (8), Ukraine (1), Poland (1), Czech Republic (1), Hungary (1), Germany (8), United Kingdom (6), Ireland (1), Netherlands (1), France (5), Belgium (3), Austria (1), Spain (3), Portugal (1), Italy (1), Serbia (1), Romania (1), Bulgaria (1). The Business Confucius Institute of Athens is the first Confucius Institute in Greece.

In other parts of the world, the Confucius Institutes are also growing. Most of the countries of **Asia** include a Confucius Institute, including Mongolia (1), Korea (11), Japan (12), Philippines (2), Singapore (2), Thailand (13), Malaysia (1), Union of Myanmar (2), Nepal (2), India (2), Bangladesh (1), Sri Lanka (1), Pakistan (1), Afghanistan (1), Kazakhstan (2), Uzbekistan (1), Israel (1), Lebanon (1), Turkey (1), Georgia (1), Armenia (1).

In **Africa** there are Confucius Institutes in Egypt (1), Nigeria (3), Rwanda (1), Kenya (2), Zimbabwe (1), South Africa (2). In **Oceania**, there are Institutes in Australia (3), and New Zealand (1). Finally, in **North America**, we can find Confucius Institutes in Canada (4), USA (56) and Mexico (1).

3. The Athens University of Economics and Business (AUEB)

The Athens University of Economics and Business (AUEB) was originally founded in 1920 and it is the oldest University in Greece in the general fields of Economics and Business. It is a State University under the supervision of the Ministry of Education. Since 1999 it includes 8 academic departments, offering 8 undergraduate degrees, 27 Master's degrees and an equivalent number of Doctoral Programs.

Each year about 1800 new students are enrolled in AUEB at the undergraduate level. The number of active undergraduate students today is estimated to about 7500. Approximately, 1200 students are registered at the graduate Master's and PhD programs. For further information, please visit www.aueb.gr.

3a. Academic Departments – Undergraduate Studies @ AUEB

The University offers its undergraduate degrees through its 8 academic departments which are:

- Department of Economics: Established in 1955, it is the oldest Economics department in the country. Its graduates find employment in the private and public sector of the economy. Moreover, a good number of graduates have served in various professional ranks in Greek and foreign Universities.
- Department of International and European Economic Studies: Established in 1989, its aim is to train specialists in European integration issues, and promote knowledge in the field of International Economics and International Relations.
- Department of Business Administration: The oldest Business Administration department in Greece, it enjoys a high reputation both in Greece and abroad for the quality of education it provides. It is the alma Mater of a large number of successful high-level national and international company executives and civil servants.
- Department of Marketing and Communication: Established in 1989, it aims to train students and conduct research in the fields of Marketing, Human Resources, and Communication.

- Department of Accounting and Finance: Also established in 1999, its mission is to educate students and advance knowledge in the fields of Accounting and Finance.

- Department of Management Science and Technology: Established in 1999, the department adopts an integrated approach stressing analytical skills, technological background and human skills.

- Department of Informatics: Established in 1989, the department covers a wide variety of topics ranging from theoretical Computer Science to innovative applications of Information Systems.

- Department of Statistics: Established in 1989, it is the first Statistics department in the country. The research interests of the faculty cover a wide range of theoretical and applied topics in Probability, Statistics, and related fields such as Econometrics and Demography.

Each department of the Athens University of Economics and Business awards an undergraduate degree (Ptychion) equivalent to a four-year BA or BSc in their respective fields. Students are accepted after a very competitive nation-wide entrance examination, where, on average, only one out of seven candidates is admitted. AUEB departments traditionally accept the candidates with the highest scores in the entrance exams.

To be able to graduate and get his/her degree, a student has to attend and successfully complete eight semesters of study (four years), corresponding to a total of approximately 240 ECTS credit hours.



3b. Graduate Studies @ AUEB

AUEB offers 27 different Masters Programs (either MSc or MBA). They include full-time programs, part-time programs, and joint programs (with other Universities). The duration of graduate studies at the Master's level is between 15 months (for the full time programs) to 27 months (for the part time programs). Students are admitted to these programs after satisfying certain admission criteria, such as results at the GMAT, TOEFL, IELTS or GRE tests, academic performance at the undergraduate level, work experience (mainly for the MBA program, as well as the part time programs), etc. Mastery of English is a prerequisite as courses include extensive seminars and lectures in English. Graduate students may receive scholarships or assistantships. All programs offer different specializations, allowing students to put together a customized program that fulfils their professional objectives and interests.

Full time Masters Programs include the programs in: Economics, International and European Economics, MBA, MBA International, Accounting and Finance, Management of Services, Marketing and Communication with New Technologies, Human Resources Management, Information Systems, Computer Science, and Statistics.

Part time Masters Programs include the programs in: Applied Economics and Finance, Finance and Banking, European Studies, Management of Services, Management of Telecom Companies, MBA for Executives, MBA International, Marketing and Communication with New Technologies, Human Resources Management, Accounting and Finance, Information Systems and Statistics.

The joint Masters Programs offered include: an MSc in Marketing with a number of European Universities, an MBA with the Technical University of Athens, an MSc in Business Mathematics with the University of Athens and an MSc in Basic and Applied Cognitive Science also with the University of Athens.

Doctorates are awarded by each department upon the completion of courses, a successful qualifying exam, a dissertation and its successful defence in public.

3c. Research @ AUEB

For decades the faculty of Athens University of Economics and Business has been conducting rigorous theoretical and applied research that has influenced the development of knowledge in the fields of economics, management, business administration, accounting and finance, marketing and communication, informatics, statistics, international and European studies.

With about 200 resident faculty members who publish in the top international academic journals, participate in various editorial positions, lead international conferences, advise large corporations and public organizations, AUEB creates knowledge on critical research issues, promotes good management practice, generates innovation in business, and influences leadership through its more than 25000 alumni and more than 1000 new graduates every year.

The activities undertaken by its members in the research field by AUEB faculty cover: a) basic theoretical research, aiming at the production and advancement of scientific and technological knowledge, and b) applied research and consulting, usually funded by outside sources, aiming at the resolution of problems of the economy and society, and of the firms.

Most of the research is conducted at AUEB's **research laboratories**. Currently (2009) there are 26 research laboratories, conducting basic and applied work, developing executive seminars, organizing international conferences, publishing working papers, supporting doctoral theses, etc. AUEB's research labs receive extensive research grants from the European Commission, the Greek Secretariat of Research, Government Agencies and private organizations. Many faculty members of AUEB are scientific heads or members in research consortia in national and European research programs, and the research groups of AUEB are collaborating with world – renowned Universities and Research Institutes.

The research work conducted at AUEB is supported by its **Research Center AUEB/RC**, established back in 1983, as well as by other structures, including one of the best **libraries** in Southeast Europe, full IT and telecoms infrastructure, the European Documentation Center, and the OECD Documentation Center.

Significant research is also conducted by AUEB's rigorous **doctoral program**. The total number of PhD students has increased from 20 (in 1990) to about 300 (in 2009). Many PhD graduates of AUEB follow today a successful academic career internationally.

The University's **liaison office** is a recently established service of AUEB. It aims on one hand to disseminate the results of the research which is carried out at the University and its research labs, while on the other, to bring academics and industry closer together.



3d. Academic Distinctions and International Orientation of AUEB

AUEB is a leading European University in the areas of Business and Economics. The University has a long tradition of developing the managers and corporate leaders of Greece but also internationally, and has played a prominent role in the economic, social and political life of the country.

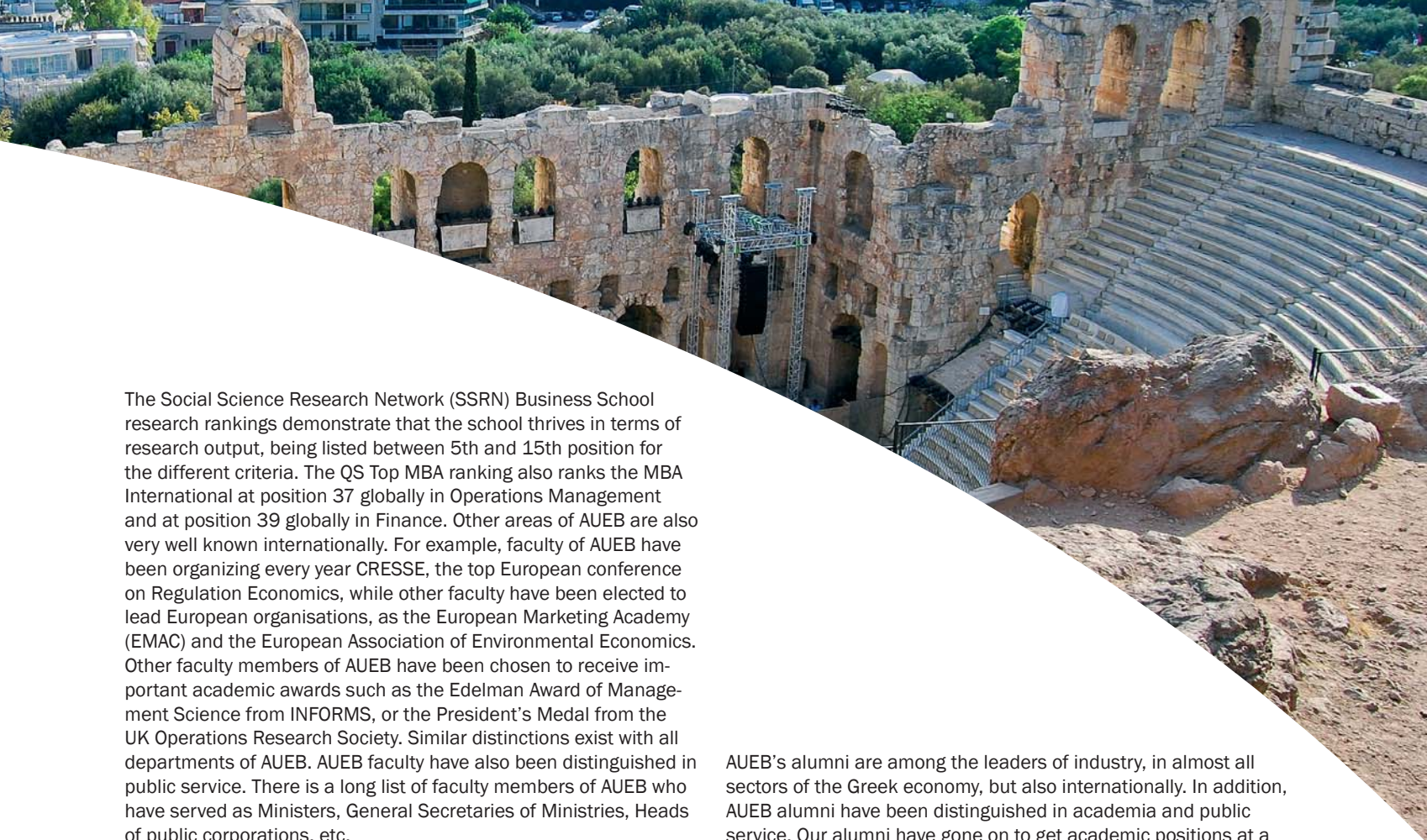
AUEB has a very strong international orientation, as exhibited by a number of programs and activities. The University is a member of University Associations, such as the European Universities Association (EUA), the Association of MBAs (AMBA), the Community of Mediterranean Universities (CUM), the European Association for International Education (EAIE), etc.

The University has particular expertise in providing management education in an international environment. Its MBA International program (www.imba.aueb.gr) attracts students from 25 countries all over the world, and is considered a leading graduate program in Business Administration. Fully accredited by AMBA, it has been internationally distinguished in terms of school quality, quality of students, research output and popularity among students. A 2006 Business Schools international ranking places the program among the top 10 MBA programs in Europe and among the top 30 in the world. This is confirmed by another ranking conducted in 2009. In terms of the school quality, the Program assumed the 4th position in Europe, and 18th in the world along with schools such as Yale, Berkley, Cornell, INSEAD, IMD, Oxford, Cambridge, ESADE and HEC.

AUEB is highly recognized by the employers, not only in Greece, but also internationally. Based on a 2006 Alumni survey, the Program ranked No 5 in Europe. In a recent ranking performed by QS Top MBA, the co-publisher of the prestigious QS Times World University Ranking, the MBA International is ranked at position 17 in Europe, based on responses from over 600 leading employers globally.

AUEB is also a very popular school internationally. In a 2005 ranking by GMAC®, it turned out to be the 3rd most popular school in Europe (in terms of the number of GMAT scores sent) among European candidates, and the 6th most popular one internationally, behind LBS, INSEAD, Harvard, Columbia and Stanford.

Additionally, AUEB's research is truly international, as its faculty collaborate with many international research partners. The University is highly recognised for its research contributions. Since 2000, the research laboratories of AUEB have undertaken more than 50 international projects every year, producing important results for the research community and the society at large.



The Social Science Research Network (SSRN) Business School research rankings demonstrate that the school thrives in terms of research output, being listed between 5th and 15th position for the different criteria. The QS Top MBA ranking also ranks the MBA International at position 37 globally in Operations Management and at position 39 globally in Finance. Other areas of AUEB are also very well known internationally. For example, faculty of AUEB have been organizing every year CRESSE, the top European conference on Regulation Economics, while other faculty have been elected to lead European organisations, as the European Marketing Academy (EMAC) and the European Association of Environmental Economics. Other faculty members of AUEB have been chosen to receive important academic awards such as the Edelman Award of Management Science from INFORMS, or the President's Medal from the UK Operations Research Society. Similar distinctions exist with all departments of AUEB. AUEB faculty have also been distinguished in public service. There is a long list of faculty members of AUEB who have served as Ministers, General Secretaries of Ministries, Heads of public corporations, etc.

The international orientation of AUEB is also exhibited by its student body. The University cooperates with more than 190 European Universities in the context of the Erasmus program. Since 1989 almost 2000 students have attended courses at EU partner institutions, while approximately 2000 were welcomed to our university and took courses for one semester or one full academic year, making AUEB's Erasmus program the strongest per capita in Greece. The University also participates in Erasmus Teaching Staff Mobility program and Erasmus Staff Training program.

The exchange programs of AUEB also exist at the graduate level. Only the MBA International program has exchange agreements with more than 15 leading Universities in 4 continents. Undergraduate and graduate students of AUEB have also achieved numerous distinctions, including 1st place in international business games (e.g. Global Management Challenge, International Venture Capital Competition) and contests (e.g. European Doctoral Contest on HR Management).

AUEB's alumni are among the leaders of industry, in almost all sectors of the Greek economy, but also internationally. In addition, AUEB alumni have been distinguished in academia and public service. Our alumni have gone on to get academic positions at a number of Universities internationally, such as: MIT, London School of Economics, University of London (Queen Mary), Manchester Business School, Copenhagen Business School, and many others.

Other activities of international nature of the University include: the Jean Monnet Chair on European Integration, the Indian Chair on Entrepreneurship, the Summer Entrepreneurship program, the participation in the United Nations Global Compact Initiative, etc.

Finally, a large number of books from AUEB faculty are addressed to the international academic community: they have been translated internationally and have been published by international publishers. Some examples of publishers who have published books by AUEB faculty include: Prentice Hall, Wiley, Addison Wesley, North Holland, Chartwell-Bratt, McMillan, Ellis Horwood, Kluwer, IDEA, Springer Verlag, Routledge, Tsinghua University Press, and others. Their books have been published in a number of languages, including English, French, German, Russian, Chinese, Japanese, Korean, etc.



4. The Business Confucius Institute in Athens (BCI-Athens)

4a. Organization and Objectives of BCI-Athens

Organization of BCI-Athens

The Business Confucius Institute (BCI) in Athens is developed in collaboration between the Athens University of Economics and Business (AUEB) of Greece and the University of International Business and Economics (UIBE) of China, aiming at promoting friendly relationship between Greek and Chinese peoples, under the guidance of Confucius Institute Headquarter (Hanban).

AUEB provides about 80 m² of appropriately formed and equipped space close to the main building of the University for BCI to carry out its activities. This space includes classes and offices of the administrative personnel and the Chinese instructors.

In addition, AUEB provides the necessary working conditions for the Chinese instructors, the administrative personnel, the equipment and infrastructure for the organizational and operational support of the Institute, as well as access to all University facilities, namely Library, Computer Center, University's Internet Network, students' restaurant. The University also offer support to administrative procedures, granting the necessary official information and certifications.

The Confucius Institute Headquarters (Hanban) authorizes the use of the title "Confucius Institute" and provide logos and institute emblems. It also provides authorized books, audio-visual and multimedia materials and other supplementary teaching materials, and authorizes the use of online courses.

Objectives of BCI-Athens

"Isn't it delightful to have friends coming from afar?" Confucius

Business Confucius Institute in Athens is a place for learning Chinese language and understanding Chinese culture, a platform for China-Greek cultural exchanges, and a bridge for the strengthening of friendship and cooperation between the Chinese and Greek people. All friends with interest in Chinese language and culture are invited to join the programs of the Institute.



4b. Decision Making Bodies

The Business Confucius Institute in Athens is managed by a Board of Directors who has the responsibility for the operation of the Institute within the frame of the regulations of the Athens University of Economics and Business and of the Greek Law. Daily operation is run by its Co-Directors. The members of the Board of Directors are commonly indicated by the Greek and the Chinese executive bodies (AUEB and Hanban). The Institute runs under the auspices and regulations of AUEB/RC. The internal decision making bodies of the Institute are its Advisory Committee, the Council and the Co-Directors.

The Advisory Committee

The advisors are selected from experts and scholars, who are supportive of the development of friendly relationship, educational and cultural exchanges between China and Greece. The advisors are responsible to give consultancy, guidance, advice and suggestions to the Confucius Institute regarding its development and improvement. The Advisory Committee's members are nominated by the Council.

The Council

The Council consists of 8 members as follows:

Co-Chairs of the Council

- Madame Wang Ling, Chair of University Council of UIBE
- Professor Gregory P. Prastacos, Rector of AUEB

Vice Chairs of the Council

- Professor Lin Guijun, Vice-President of UIBE
- Professor Ioannis Katsoulakos, Vice-Rector of AUEB

Executive Council Members

- Ms. Han Liang, Executive Director, Center for International Business Chinese Communication, UIBE
- Mrs. Katerina Galanaki, Director of International Relations of AUEB
- Assoc. Professor Yang Xiuqin, Co-director of Confucius Institute in AUEB
- Asst. Professor Dimitrios Kardaras, Co-director of Confucius Institute in AUEB

The Co-Directors

In accordance with the regulations of the Confucius Institute and of Hanban, the Confucius Institute adopts a system in which the Co-Directors, under the leadership of the Council, assume the main responsibility for the Institute's daily operation and administration.



Asst. Prof. Dimitrios Kardaras

Dr Dimitris K. Kardaras is an assistant professor in information management at the Athens University of Economics and Business (AUEB). He holds a BSc (Hons) in informatics and a BSc (Hons) in management both from AUEB, an MSc in information systems engineering and a PhD in information systems from the University of

Manchester Institute of Science and Technology (UMIST), England. Dr Kardaras has participated in many research projects and has extensive teaching experience both in the UK and in Greece. His research work in the areas of IS planning, fuzzy cognitive maps, IS modelling and e-commerce has been published in leading international journals and books. He is a regular reviewer to academic journals, an external examiner for research degrees in UK universities, a member to the steering committees of international conferences, and an advisor to English and Greek companies.



孔子学院总部
Confucius Institute Headquarters



Assoc. Prof. Yang Xiuqin

Associate Prof. Yang Xiuqin supervises and teaches undergraduate courses in the University of International Business and Economics (UIBE), China on Media English in Business and Economics, Selected Readings in Western Magazines, Empirical Business English, Financial English, Business Negotiation, English Reading

and Skills, etc. Her works includes one textbook with selection of readings, and papers and translations on the subject of world and regional economy published in China's core magazines. Associate Prof. Yang received her MPP from the School of Management and Public Policy of Korea Development Institute and her BA from the University of International Business and Economics (UIBE), China. She also participated in a Teaching Methodology Program in UK in 2007. In the recent five years, she also served as the Director of the Department of Domestic Training Programs of SCE/UIBE, being responsible for training programs for senior government officials and business executives. She has the experience of diplomatic career in the Chinese Embassy in Uganda (1988-91), Bulgaria (1993-95) and Nepal (1995-97).

4c. BCI-Athens Programs

Indicatively, the general program line of the Institute will include:

1. All types of Chinese language programs (short and long-term Chinese learning, Business Chinese learning, Pre-examination training for HSK and other Chinese tests) and courses of Chinese for special purposes (translation, tourism, finance or traditional Chinese medicine);
2. Professional training for university, secondary and elementary school Chinese teachers;
3. HSK tests and examination for certificate of Teaching Chinese as a Foreign Language;
4. Workshops on Chinese traditional arts, including cooking, paper-cut, embroidery, etc and philosophy;
5. Degree courses integrated with those in Chinese universities and institutes;
6. Helping formulate Chinese teaching curriculum or teaching plan;
7. Business seminars and research projects in China;
8. Co-developing practical Chinese teaching materials tailored for local regions;
9. Showcasing Chinese movies and TV programs;
10. Library service for reference;
11. Development of joint research activities.

Some of the programs starting soon are:

A. Basic Language Training Programs

a) **Long-Term Training Program** (over three months): for students from primary and secondary schools as well as universities

- The Basic Mandarin Language Class (spelling, reading, writing and grammar)
- Business reading and writing in the Mandarin language
- The oral and listening skill training in the Mandarin language

b) **Mid-Term Training Program** (1-3 months): for students from primary and secondary schools as well as universities

- Express learning in the Mandarin language (listening, oral and reading)
- Calligraphy practice in the Mandarin language
- Literature writing in the Mandarin language
- Business Chinese (negotiation, writing and newspaper comprehensive reading)
- Teachers training
- Workshops on the traditional Chinese arts and crafts (paper-cut art, embroidery, calligraphy and folk music, etc.)

c) **Short-Term Training Program** (3-15 days): for students from universities and employed persons

- Daily oral Mandarin
- The Mandarin language business negotiations
- Teachers training

B. Culture-related Programs

- a) Lectures on etiquette and social prohibition (or ban) in doing business with China, introduction to the Chinese traditional festivals, the social customs, etc
- b) Spring festival presentations, including appreciation of Chinese folk articles, film festivals, etc
- c) Poetry and essay contests, as well as art presentations

C. Proposed Business Activities

- a) Seminars on the Business Environment in China, Challenges and Opportunities for Economic & Trade Cooperation between Greece and China, etc
- b) Mutual exchange - visits by academics, entrepreneurs and students from both countries
- c) Development of research projects between AUEB and UIBE faculty on areas of academic interest, such as the influence of ancient Greek and Chinese philosophy on management today, etc

Indicative List of Courses Offered by BCI-Athens

Language	<ul style="list-style-type: none">• Mandarin Pronunciation• Comprehensive Mandarin• Spoken Mandarin• Happy/Fast Learning of Mandarin
Business Mandarin	<ul style="list-style-type: none">• Business Mandarin• Business Spoken Mandarin• Mandarin Business Correspondence• Business Culture• Selected Readings on Articles from Chinese Press• Business Mandarin of 100 Sentences
Weekend Workshops	<ul style="list-style-type: none">• China's Folk Songs and Dances• Chinese Calligraphy• Chinese Cooking/Cuisine• TaiJi (Shadow Boxing)• Chinese Folk Music
Lectures	<ul style="list-style-type: none">• Business Etiquette in China• Beauty Appreciation of Peking Opera• Traditional Customs of China• Appreciation and Analysis on Chinese Poems• Chinese Paper-Cut





Important Quotes from Ancient Greek and Chinese Philosophers

Putting High Goals • If you shoot for the stars and hit the moon, it's OK. But you've got to shoot for something. A lot of people don't even shoot (*Confucius*) • Give me a lever long enough and a fulcrum on which to place it, and I shall move the world (*Archimedes*) • The wise man looks into space and he knows there is no limited dimensions (*Lao Tzu*) • Better a diamond with a flaw than a pebble without (*Confucius*) • **Strategy** • When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps (*Confucius*) • Every truth has two sides; it is as well to look at both before we commit ourselves to either (*Aesop*) • If ignorant of both your enemy and yourself, you are certain to peril (*Sun Tzu*) • Quick decisions are unsafe decisions (*Sophocles*) • **Systematic Approach** • The journey of a thousand miles must begin with a single step (*Lao Tzu*) • Excellence is an art won by training and habituation (*Aristotle*) • All difficult things have their origin in that which is easy, and great things in that which is small (*Lao Tzu*) • Little by little does the trick (*Aesop*) • **Teamwork** • United we stand, divided we fall (*Aesop*) • He who wished to secure the good of others, has already secured his own (*Confucius*) • The sum is greater than its parts (*Aristotle*) • **Leadership by Example** • Virtue is not left to stand alone. He who practices it will have neighbours (*Confucius*) • Good actions give strength to ourselves and inspire good actions in others (*Plato*) • Go before the people with your example, and be laborious in their affairs (*Confucius*) • Character may almost be called the most effective means of persuasion (*Aristotle*) • He who is to be a good ruler must have first been ruled (*Aristotle*) • **Focus on a Job You Like** • Choose a job you love and you will never have to work a day in your life (*Confucius*) • Pleasure in the job puts perfection in the work (*Aristotle*) • **Personal Behaviour** • Wherever you go, go with all your heart (*Confucius*) • The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence (*Confucius*) • Happiness depends upon ourselves (*Aristotle*) • What you do not want done to yourself, do not do to others (*Confucius*) • Be kind, for everyone you meet is fighting a harder battle (*Plato*) • It is not living that matters, but living rightly (*Socrates*) • Judge a tree from its fruit, not its leaves (*Euripides*) • He who knows that enough is enough will always have enough (*Lao Tzu*) • It is thrifty to prepare today for the wants of tomorrow (*Aesop*) • Our greatest glory is not in never falling, but in rising every time we fall (*Confucius*) • The measure of a man is the way he bears up under misfortune (*Plutarch*) • It does not matter how slowly you go so long as you do not stop (*Confucius*) • Everything has beauty, but not everyone can see it (*Confucius*) • **Importance to Know Thyself** • Real knowledge is to know the extent of one's ignorance (*Confucius*) • As for me, all I know is that I know nothing (*Socrates*) • **On Teaching** • Give a man a fish and you feed him for a day. Teach him how to fish and you feed him for a lifetime (*Lao Tzu*) • Do not train a child to learn by force or harshness; but direct them to it by what amuses their minds, so that you may be better able to discover with accuracy the peculiar bent of the genius of each (*Plato*) • I have three things to teach: simplicity, patience, compassion. These three are your greatest treasures (*Lao Tzu*) • **On Learning** • I hear and I forget. I see and I remember. I do and I understand (*Confucius*) • To make no mistakes is not in the power of man; but from their errors and mistakes the wise and good learn wisdom for the future (*Aristotle*) • He who learns but does not think, is lost! He who thinks but does not learn is in great danger! (*Confucius*) • Know how to listen, and you will profit even from those who talk badly (*Aristotle*) • **On Friendship** • Have no friends not equal to yourself (*Confucius*) • Perfect friendship is the friendship of men who are good, and alike in excellence; for these wish well to each other, and they are good in themselves (*Aristotle*)





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