



COURSE DESCRIPTION

1. GENERAL

GENERAL			
SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MNG100	SEMESTER	1 st
COURSE TITLE	Introduction to Business Organization and Management		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		4	5
COURSE CATEGORY	General Background		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1157/		
ECLASS	https://opencourses.ionio.gr/courses/DTO107/		

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the courses, students should be able to:
<ul style="list-style-type: none">● demonstrate that they can identify, understand and analyze economic, social, political, legal, and ethical factors and trends and their impact on business● describe the application of traditional and electronic (quantitative and qualitative techniques/tools and methods/methodologies) for identifying and solving problems and making decisions in businesses● evaluate and apply the concepts, theories, techniques and strategies from any relevant science in the business field● differentiate the special requirements of separate sectors of the economy and adapt to them standards and techniques of analysis, planning and decision-making● understand the core functions of the business and their contribution to value creation● analyze competitors and formulate strategies to build competitive advantage● understand the philosophies and methods used to improve the effectiveness and efficiency of organizational processes. In such a context the concept of quality and Total Quality Management will be developed● demonstrate their ability to develop a holistic perspective/approach of interacting internal and external factors and assess their impact on the business● demonstrate their ability to work effectively in teams
General Skills

3. CONTENT

The aim of the course is to introduce students to all the basic concepts of Management science. Upon completion of



the course, the students will have been acquired a unified image of the business, with clearly placed the basic functions, mechanisms and procedures that manager it, with a purpose to operate effectively.

Week 1

Introduction to the concept of business administration - management

Week 2

The organization's environment

Week 3

Tools and models for investigating the business environment

Week 4

The history of management thought

Week 5

The decision-making process

Week 6

The planning process

Week 7

The organization process

Week 8

Organizational planning and work organization

Week 9

The management process – leadership and motivation

Week 10

The management process – communication and group dynamics

Week 11

The control process

Week 12

The work of managers

Week 13

The importance of strategy for organizations

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD													
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES													
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Projects</td><td>13</td></tr><tr><td>Literature Study and Analysis</td><td>30</td></tr><tr><td>Practice and Preparation</td><td>30</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125												



EVALUATION OF STUDENTS

The evaluation process is based on the following model:

Written Exam (Combination: Multiple Choice Questions, Development Questions, Case Study Solution) - 70% of final grade

Written Assignment (group) - 30% of the final grade

5. BIBLIOGRAPHY

- Robbins, Coulter, DeCenzo (2012). *Fundamentals of Management* (10th edition) Pearson.
- Samson, D. and Daft, R.L. (2015) *Fundamentals of Management* (5th Asia Pacific Edition) Cengage Learning: Australia.
- Schermerhorn Jr, J. R., Bachrach, D. G., & Wright, B. (2020). *Management* (14th edition) John Wiley & Sons.