CONTEMPORARY ISSUES AND TRENDS IN MANAGEMENT AND TECHNOLOGY

- **Course code**

  8112
- **Type of course (compulsory, optional)**

  Optional (exclusively 1st year students)
- **Level of course**

  N/A
- **Year of study**

  2013-2014
- **Semester**

  2nd Semester
- **Number of credits allocated**

  6 ECTS Credits
- **Name of lecturer**

  Voudouris Irini, Assistant Professor
- **Learning outcomes**

  The course has a double aim: 1) to introduce basic concepts related to business functions and familiarize students with contemporary issues and trends on management and technology and 2) to familiarize students with the methodologies of research projects
- **Mode of delivery (face-to-face, distance learning)**

  Traditional "face-to face" mode of delivery. Each session of the course is organized in: a) a lecture from an invited professor, expert is a specific field, and b) a tutorial lesson on research projects' results and case studies.
- **Prerequisites and co-requisites**

  No prerequisite
- **Recommended optional programme components**

- **Course contents**

  The course material includes the following thematic areas
  - Enterprise – Entrepreneur – Entrepreneurship
  - Innovation - New product development
  - Marketing – digital marketing
  - Informatics and information systems

- Introduction to e-commerce
- Operations management
- Supply chain management
- Management of human resources
- Flexible employment
- International business
- Enterprise and the natural environment
- Competitiveness
- Research methodologies

- **Recommended or required reading**

  Teaching notes

- **Planned learning activities and teaching methods**

  Lectures, tutorials, invited guest-speakers, case studies, research projects presentations.

- **Assessment methods assessment methods and criteria**

  The grade of the students is based on their performance on a project

- **Language of instruction**

  Greek

- **Work placement(s)**

  None