

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Engineering		
ACADEMIC UNIT	Department of Naval Architecture		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	NAOME1248	SEMESTER	7 th
COURSE TITLE	BUSINESS ADMINISTRATION AND MANAGEMENT AND ENTREPRENEURSHIP		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS (ECTS)	
Lectures and case study projects	3	4	
COURSE TYPE <i>general background, specialbackground, specialised general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes (in English)		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/NAFP128/		

(2) COURSE GOALS / LEARNING OUTCOMES

This course covers the basic aspects of Organization and Business Administration Science. The course goal is to introduce students to the processes of organizing medium and large enterprises and to present their basic principles of management. The aim of the course is to present in detail the general characteristics of Greek enterprises and the influence of management on their activation and also to familiarize students with the use of management and decision making methods. The course also covers introductory concepts of Organization and Staffing, Human Resource Management, Business control, so that the student has a comprehensive understanding of procedures and methodologies in organizing and managing business in the wider maritime area and shipping companies. Finally, the aim of the course is to understand the importance of entrepreneurship in the modern economy.

(3) COURSE CONTENT / SYLLABUS

1. Forms of Economic Activity - Economic Organizations.
2. Management as an incentive-activating mechanism for businesses and organizations.
3. Decision Making Analysis (Methods and Tools).
4. Forms of Organizational Function.
5. Project Management.
6. Supply Chain Management (Logistics)
7. Human Resources Management - Staffing.
8. Business control and feedback.
9. Basic Principles of a Business Plan.

10. Technical & Economic evaluation of Investments - Business Decisions. The temporal change in the value of money. Cash Flow. The main evaluation criteria, IRR, NPV, PBP. Applications and examples in the concepts of NPV, IRR, PBP. Applications in Investment Evaluation. Practical examples of investment evaluation in the field of engineering. Exercises and cash flow estimation and evaluation of business plans. Case studies on energy and construction work.

11. Reading and interpreting balance sheets. Financial analysis of enterprises. Financial Indicators. Applications in index calculation and financial analysis. Applications in the Financial Statement Analysis of Financial statements.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	<ul style="list-style-type: none"> Support learning through the electronic e-class platform. Lectures through software for presentations available on the course website. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non- directed study according to the principles of the ECTS</i>	Activity	Workload (hours)
	Lectures	26
	Practice exercises focusing on the application of methodologies and analysis of case studies	26
	Group project in a case study. Drawing up business plans.	26
	Study of Lectures	39
	Course total	117
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>	<ul style="list-style-type: none"> i) Written final examination (80%) that includes solving problems related to the theory. ii) Evaluation of technical group work reports (20%). 	

(5) ATTACHED BIBLIOGRAPHY

1. Heinz Wehrich, Harold Koontz, Management: A Global Perspective, McGraw Hill
2. Joan Magretta, What Management Is, Free Press, 2002
3. Peter Drucker, Management: Tasks, Responsibilities, Practices, Harper Business, 1993
4. Edmund R. Gray, Larry R. Smeltzer, Management: The competitive edge, Kendall Hunt Pub

Co, 2nd Revised edition (June 1996)

5. Stephen Robbins, Mary Coulter, Management, 13th edition, Pearson, 2015