

TECHNOLOGICAL EDUCATIONAL INSTITUTE OF CRETE

SCHOOL OF MANAGEMENT AND ECONOMICS

DEPARTMENT OF ACCOUNTING AND FINANCE

**UNDERGRADUATE
PROGRAMME IN ACCOUNTING AND FINANCE**

**European Credit Transfer System
(ECTS)**

Heraklion
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1st SEMESTER

<i>Course Title</i>	Principles of Accounting
<i>Course unit code</i>	AF1001
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	1 st
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Galifianakis George, <i>Lecturer</i> Karampinis Nikos, <i>Senior Lecturer with annual contract</i>
<u>Aims</u>	<p>This Course develops introduction to financial accounting information to both the analysis of key concepts - statements and records events and the end of each final year, and with the completion of each final accounting procedures and the basic theoretical framework of accepted accounting assumptions and principles.</p> <p>Accounting provides information about the financial position of a business or company. Accountants create financial records of business transactions, and prepare statements containing the assets, liabilities, and operating results of a business. They maintain and audit these quantitative records, while preparing financial reports such as the income statement, balance sheet, and statement of cash flows.</p>
<u>Content</u>	Accounting concept. Business. Property. Inventory. Changes in property. Accounting technique. Accounting errors. Supporting accounting records. Management Accounts. Accounts assets. Accounts goods. Accounts promissory-requirements. Payroll Accounts. Peculiar accounts. Exchange Accounts. Work year-end.
<u>Learning outcomes</u>	Cognitive skills (logic, critical thinking), analytical approaches to problem solving, ability for reduction and generalization, sufficient and adequate knowledge of scientific subject matter.
<u>Recommended Reading</u>	<ol style="list-style-type: none"> 1. Stickney C., Weil R., Financial Accounting: An Introduction to Concepts, Methods, and Uses 2. Καζαντζής Χ., Αρχές και πρότυπα Χρηματοοικονομικής Λογιστικής, Εκδόσεις Business Plus A.E., 2008 (in greek) 3. Γκίκας Δ., Παπαδάκη Α., Χρηματοοικονομική Λογιστική, Εκδ. Γεωργία Μπένου, 2012 (in greek)
<u>Language of Instruction</u>	Greek

<i>Course Title</i>	Microeconomics
<i>Course unit code</i>	AF1002
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	1 st
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-

Name of lecturer(s)	Dimitris G. Kirikos, <i>Professor</i>
Aims	Students completing the course are expected to know: <ul style="list-style-type: none"> • Basic concepts of economics. • The determinants of demand and supply. • The economic analysis of consumer behavior. • The modeling of production structures. • Firm behavior with regard to cost determination and supply. • Fundamentals of alternative market structures.
Content	- Basic Concepts: Economic Science, Production Possibilities Frontier, Decision Making - Demand and Supply, Elasticity - Consumer Behavior - Production Theory - Cost Theory - Market Structure, Perfect Competition – Monopoly - Monopolistic Competition - Oligopoly
Learning outcomes	Students completing the course are expected to be able to: <ul style="list-style-type: none"> ○ Determine the effects of alternative policy measures on markets. ○ Analyze the behavior of economic units based on optimum choice approaches. ○ Assess the effectiveness of production structures. ○ Discern the effects of market structures on prices and production.
Recommended Reading	1. D. Begg, S. Fischer, R. Dornbusch, Introduction to Economics , Vol. A, Athens 2006 (in Greek). 2. Krugman, P. και Wells, R. Microeconomics , Thessaloniki 2011 (in Greek). 3. Papadogonas, T. Principles of Microeconomic Analysis and Applications , Athens 2012 (in Greek). 4. Kottis, G. and A. Petraki-Kotti, Modern Microeconomics , Athens 2008 (in Greek). 5. Chacholiades, M. Microeconomics , Vol. A, Athens 1990 (in Greek).
Language of Instruction	Greek

Course Title	Civil Law
Course unit code	AF1003
Type of course unit	Compulsory
Hours per week	4
Semester	1 st
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Iatrakis George, <i>Professor</i>
Aims	This course is an introduction to the private law oriented to the specific needs of students in Accounting and Finance. Particular emphasis is also given to contract law and in particular the issues of breach of contract (abnormal development of guilt).
Content	General principles of civil law; Contract law; Special guilt; Property law; Applications to business problems; The teaching of the course is accompanied by practical exercises solved by the use of the Civil

Code, as well as, by case studies.
Learning outcomes Students will earn basic theory and practice on civil law applicable on Accounting and Finance.
Recommended Reading <ul style="list-style-type: none"> • Guy Antinozzi J.D., Alan Axelrod, Guy Antinozzi • The Complete Idiot's Guide to Criminal Investigation by: Alan Axelrod Ph.D., by Alpha Publishers
Language of Instruction Greek

Course Title	Mathematics for Economists
Course unit code	AF1004
Type of course unit	Compulsory
Hours per week	4
Semester	1 st
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Arvanitis Stavros, <i>Assistant Professor</i> Dimotikalis John, <i>Assistant Professor</i>
Aims The purpose of the course for the students is to gain the necessary mathematical concepts, methods and tools, so as to be able both using and understanding quantitative theoretical economic models.	
Content Review of the fundamentals of sets; numbers; and functions; Functions Limits and Continuity; Simple Derivatives and its Economic Applications; Partial and Total Derivatives and their Economic Applications; Maxima and Minima of Functions and Economic Applications; Integration and its Economic Applications; Matrices and Determinants and Economic Applications; More on Matrices Vectors Quadratic Forms Eigen Roots and Eigen Vectors.	
Learning outcomes Analytical approaches to problem solving, ability for reduction and generalization.	
Recommended Reading <ul style="list-style-type: none"> • Sydsaeter, K., Arne Strøm and Peter Berck (2011), Economists' Mathematical Manual, 4th edition, Springer. 	
Language of Instruction Greek	

<i>Course Title</i>	Business Statistics I
<i>Course unit code</i>	AF1005
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	1 st
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Arvanitis Stavros, <i>Assistant Professor</i>
Aims	After successfully complete this course the student should have acquires the appropriate statistical knowledge in order to efficiently accomplish both descriptive and stochastic (probabilistic) statistical analysis on business problems.
Content	Data collection; Presenting data in tables and charts; Numerical descriptive measures; Index numbers; Basic probability theory; Some important discrete and continuous probability distributions.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization.
Recommended Reading	<ul style="list-style-type: none"> • Mik Wisniewski, Foundation Quantitative Methods for Business • R. Levin and D. Rubin, Statistics for Management, Pearson International Edition
Language of Instruction	Greek

<i>Course Title</i>	Informatics I
<i>Course unit code</i>	AF1106
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	1 st
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Academic staff from Applied Technology School, TEI of Crete
Aims	Use of computer software technology (MS Office, OpenOffice, latex tools) for desktop publishing with an emphasis on general, analytical problem solving
Content	Internet services. Desktop publishing. Preliminary data analysis.
Learning outcomes	Familiarity with fundamental computer (hw/sw) and communications technology related to desktop publishing

<u>Recommended Reading</u>
<ul style="list-style-type: none"> • Notes by Professors • Relevant manuals
<u>Language of Instruction</u>
Greek

2nd SEMESTER

<i>Course Title</i>	Financial Accounting
<i>Course unit code</i>	AF2001
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	2 nd
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Karampinis Nikos, <i>Senior Lecturer with annual contract</i> Garefalakis Alexandros, <i>Lecturer with annual contract</i>
<u>Aims</u>	The procedures of the accounting circle in profit organizations. Preparation of the financial statements, according to the Greek General Chart of Accounts.
<u>Content</u>	Accounting books. Accounting systems. Accounting analyses of inventories. Accounting analyses for fixed assets. Accounting analyses for accounts receivable. Accounting analyses for cash and cash-equivalents. Accounting analyses for accounts payable. Accounting analyses for expenditure and revenue. Accounting of foreign currency transactions. Accounting for branches. Provisions. Participation accounts. End of period procedures. Financial statements. The lectures include practice exercises.
<u>Learning outcomes</u>	Students will learn how the accounts and the accounting system works.
<u>Recommended Reading</u>	1. Charles T. Horngren, Walter T. Harrison, M. Suzanne Oliver (2011), Accounting David Alexander, Christopher Nobes (2013), Financial Accounting An International Introduction , 5th Edition. 2. Pratt, J., Financial Accounting in an Economic Context , 5th ed. Cincinnati, Ohio: John Wiley & Sons, 2003.
<u>Language of Instruction</u>	Greek

<i>Course Title</i>	Macroeconomics
<i>Course unit code</i>	AF2002
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	2 nd
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Dimitris G. Kirikos, <i>Professor</i>
Aims	
Students completing the course are expected to know: <ul style="list-style-type: none"> • Basic macroeconomic magnitudes and principles of national accounts. • The main determinants of consumption, saving and investment. • The determination of equilibrium income. • The conduct and the consequences of fiscal and monetary policies. • The relationship between external transactions and domestic macroeconomic magnitudes. • The conduct of economic policies in open economies. 	
Content	
<ul style="list-style-type: none"> - Basic concepts and national accounts - Determination of macroeconomic equilibrium - Public policy and macroeconomic equilibrium - Money Market - Equilibrium in goods and money markets - Fiscal and monetary policies - Aggregate demand and aggregate supply - The open economy: Balance of payments and exchange rates - Economic policy in open economies - Inflation and unemployment 	
Learning outcomes	
Students completing the course are expected to be able to: <ul style="list-style-type: none"> • Distinguish alternative approaches to macroeconomic issues. • Determine and describe macroeconomic equilibrium. • Analyze alternative macroeconomic policy measures. 	
Recommended Reading	
<ol style="list-style-type: none"> 1. Katseli, L.T. and Magoula C.M. Macroeconomic Analysis and the Greek Economy, Athens 2005 (in Greek). 2. Krugman, P. and Wells, R. Macroeconomics, Thessaloniki 2009 (in Greek). 3. Lianos. T. and Benos, T. Macroeconomic Theory and Policy, Athens 2005 (in Greek). 4. Papadogonas, T. Principles of Macroeconomic Analysis and Applications, εκδόσεις Θ. Παπαδόγγονα, 2011 (in Greek). 5. Petraki-Kotti A. and Kottis G. Modern Macroeconomics, Athens 2008 (in Greek). 	
Language of Instruction	
Greek	

Course Title	Commercial Law
Course unit code	AF2003
Type of course unit	Compulsory
Hours per week	4
Semester	2 nd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Iatrakis George, <i>Professor</i>
Aims	
The aim of the course is an overview of Commercial Law oriented to the specific needs of students in Accounting and Finance.	
Content	
Introduction in commercial law: merchant and commercial business, conveyance and clientele. SA Law; Law Ltd.; Law partnership and liabilities of shareholders or partners; Securities: exchange, promissory note, check; Applications to business problems; the teaching of the course is accompanied by practical exercises solved by the use of rules of Commercial Law (case studies)	
Learning outcomes	
Students will learn basics on Commercial Law and its applications on Business and Finance issues.	
Recommended Reading	
Paul Dobson and Rob Stokes Commercial Law Textbook 8th ed. Sweet & Maxwell Ltd, UK 2012.	
Language of Instruction	
Greek	

Course Title	Business Statistics II
Course unit code	AF2004
Type of course unit	Compulsory
Hours per week	4
Semester	2 nd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Arvanitis Stavros, <i>Assistant Professor</i>
Aims	
After successful completing the course the students should be able to work efficiently within parametric statistical inference framework in real world business problems. Understanding and use of appropriate statistical tools from regression and correlation analysis in modeling economic environment are also in course targets.	
Content	
Sampling and sampling distributions; Confidence interval; fundamentals of hypothesis testing; Analysis	

of variance; Simple linear regression; Introduction to multiple regression
Learning outcomes Students will understand and use appropriate statistical tools from regression and correlation analysis in modeling economic environment.
Recommended Reading David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Essentials of Statistics for Business and Economics , Southwestern Publishers
Language of Instruction Greek

Course Title	Business Administration
Course unit code	AF2005
Type of course unit	Compulsory
Hours per week	4
Semester	2 nd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Tzortzaki Alexia-Mary, <i>Assistant Professor</i>
Aims This course is designed towards the acquisition of knowledge relating to the basic principles of Management (Business Administration). The course provides the grounding for the development of leaders: managers and/or owners of SMEs. It emphasizes the importance of human capital and the need for clear communication practices.	
Content The modern Greek enterprise. The environment (micro and macro). Types of enterprises. Management and motivation. Activities of the management function. Efficient management. A firm's Social Responsibility. Modern managerial practices. Planning. Goal setting. Decision making. SWOT analysis. Organizational structures. Delegation. Recruitment. Training and development of staff. Remuneration. Leadership. An introduction to Emotional Intelligence. Communication. Control. MIS. TQM. SME management. In this course effective leadership is brought to life through examples. Case studies are used based on the particular characteristics of the modern Greek enterprise.	
Learning outcomes By the end of the course students should be able to understand: <ul style="list-style-type: none"> ○ The importance of the ever-changing micro and macro environment for the future of a business ○ The role of human capital in a predominately service landscape ○ The basic principles of Management and its five key functions ○ The difference between being a manager and a true leader and its impact on business performance ○ The idiosyncrasies in the management of a small to medium size enterprise as opposed to a large one and the challenges of managing a family business. 	
Recommended Reading Robbins, S.P. DeCenzo, D.A. and Coulter, M. (2011), Fundamentals of Management (7 th Edition), Pearson Education, Inc.	

Language of Instruction Greek

Course Title	Financial Mathematics
Course unit code	AF2006
Type of course unit	Compulsory
Hours per week	4
Semester	2 nd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Arvanitis Stavros, <i>Assistant Professor</i>
Aims This course aims to teach the basic principles of the time value of money. Students who successfully complete the course will be able to calculate simple and compound interest, pricing in the simple interest and compound interest and use annuities.	
Content The topics covered are: Time value of money and interest rates (nominal, real), Interest rate term structure, Compound Interest and Future Value off payment & Flow, Discounting and present value off payment & Flow, Cash flows of the Company and its value, Applications (Depreciation Loans, bond yields, etc.)	
Learning outcomes Students will learn basic principles of the time value of money and its applications in business and economics.	
Recommended Reading Any textbook on Financial Mathematics, or Maths for Finance.	
Language of Instruction Greek	

3rd SEMESTER

Course Title	Corporate Accounting
Course unit code	AF3001
Type of course unit	Compulsory
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Yiannoulis Yannis, <i>Lecturer</i>

<p>Aims</p> <p>Corporate Accounting is a branch of Financial Accounting that studies the accounting process of those operations that present specific unique features according to the legal status of the figure engaging in the business activity in question. The types of legally established companies studied in this subject from an accounting perspective are public limited companies (PLtd or S.A), Limited Liabilities Companies and General Partnership Companies The aims of the subject are:</p> <ol style="list-style-type: none"> 1. To develop students' knowledge of accountancy, through a more in-depth and broader study of its contents. 2. To study the special accounting problems associated with the incorporation of all the types of legally established companies 3. To teach students to relate legal texts (Greek Corporations Law) with accounting.
<p>Content</p> <p>Topics covered include: Accounting treatment of issues arising from the operation of companies:</p> <ul style="list-style-type: none"> • Nature and regulation of companies and accounting procedures relating to their formation and operation • Founding accounting entries • Increase and decrease capital • Amortization of capital • Accounting for income tax • Disposal of the company's profits • Liquidation and distribution • Fundamental concepts of corporate governance • Consolidation: controlled entities • Mergers and conversion companies to another company type
<p>Learning outcomes</p> <p>Students will learn the accounting procedures followed by S.A and Ltd companies in the context of the Greek law.</p>
<p>Recommended Reading</p> <p>Robert E. Hoskin, Maureen R. Fizzell, Donald C. Cherry Financial Accounting: A User's Perspective, by Wiley</p>
<p>Language of Instruction</p> <p>Greek</p>

Course Title	Money and Capital Markets
Course unit code	AF3002
Type of course unit	Compulsory
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Anastasakis Andreas, <i>Lecturer</i>
<p>Aims</p> <p>Applying and use of theoretical techniques for solving problems relevant to Money and Capital Markets</p>	

and for understanding fundamental mechanisms on Money Markets.
Content Money and Financial System, Money and Financial Markets, Markets of stocks and Derivatives.
Learning outcomes Obtaining of theoretical knowledge and skills referring to the Money and Capital Markets
Recommended Reading 1. Frank Fabozzi, Franco Modigliani, Frank Jones, Foundations of Financial Markets and Institutions: Pearson New International Edition , Addison Wesley, 2013 2. Miles Livingston, Money and Capital Markets , Wiley, 1996
Language of Instruction Greek

Course Title	Special Topics in Law (Labor, Insurance, Bankruptcy)
Course unit code	AF3003
Type of course unit	Compulsory
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Iatrakis George, <i>Professor</i>
Aims	Understanding the basic principles of labor, insurance and insolvency law relating to personal and legal entities, through the detailed teaching of the current institutional framework, as well as of the various amendments and supplements.
Content	General Concepts Labour Law; Individual employment contracts; Rights and obligations of the parties (employer - employee); Dissolution of the employment contract; Recruitment and staff costs; Employee job beyond the agreed schedule; Holiday allowance; Standard licensed workers; Abstinence employee from work; Collective labor agreements; Strike; Basic principles of social insurance; Principles of Bankruptcy Law; The teaching of the course accompanied by practical exercises solved by the use of the Law, as well as by real life case studies.
Learning outcomes	Students will learn basic principles of labor, insurance and insolvency law relating to personal and legal entities,
Recommended Reading	Professor's notes
Language of Instruction	Greek

Course Title	Greek General Chart of Accounts
Course unit code	AF3004
Type of course unit	Compulsory Elective
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Galyfianakis George, <i>Lecturer</i>
Aims	
<p>The aim of the module is to present the key accounting concepts, the procedures and the techniques employed by the economic entities in order to journalize and post transactions, adjust entries, analyze economic transactions and interpret financial information affecting decision making; To introduce the principles of accounts and financial statements as well as the process of the accounting cycle of the Greek General Accounting Standards; To familiarize with the procedures and the techniques of accounting, through exercises and case studies.</p>	
Content	
<p>Topics covered include:</p> <p>Analysis of accounting principles. Inventory. Types of inventory. Analysis of inventories. Record and post inventory. Last-In-Last-Out and First-In-First-Out. Calculate the Gross Profit of the accounting period using cost of goods sold.</p> <p>Fixed assets. Types of fixed assets. Analysis. Record and post fixed assets. Depreciation. Methods of depreciation. Fixed assets' valuation.</p> <p>Securities. Types of securities. Analysis. Record and post securities. Securities' valuation.</p> <p>Current assets. Current assets' accounts. Analysis. Record and post current assets.</p> <p>Shareholders' Equity. Accounts of shareholders' equity. Analysis. Record and post shareholders' equity accounts.</p> <p>Liabilities. Long and short run liabilities. Analysis, record and post liabilities on local and foreign currency.</p> <p>Temporary and Memo accounts. Revenues & expenses. Profit & loss Account.</p>	
Learning outcomes	
<p>After successful completion the student will be able to:</p> <ol style="list-style-type: none"> 1. define the meaning and purpose of accounting and its role in management 2. describe the types of tasks performed by accountants 3. understand the content of financial statements 4. identify the types, the function and the meaning of the accounts as well as understand the operation of the double-entry system and the Debit and Credit principle 5. perform journal entries for routine accounting events 6. understand the role of adjusting entries 7. determine the profit or loss over a period 10. prepare financial statements 11. understand the characteristics and content of the Greek Accounting Plan and chart of Accounts 12. apply the Greek General Accounting Plan for book keeping and financial statements preparation. 	
Recommended Reading	
<p>Instructor' s notes and bibliography in Greek.</p>	
Language of Instruction	
<p>Greek</p>	

Course Title	Tax Accounting (V.A.T.)
Course unit code	AF3005
Type of course unit	Compulsory Elective
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Karampinis Nikos, <i>Senior Lecturer with annual contract</i>
Aims	
Presentation of the Greek law about VAT. Distinguish and understand the general and analytical obligations of the code. Understand the law obligation for companies and accountants	
Content	
Introduction and presentation of Greek law on VAT (N.1642), tax transactions, obligations for accountants and companies, fill in tax forms (F2) & (F1), tax analysis with case studies.	
Learning outcomes	
Guidelines for tax accounting for different kind of companies, fill-in the standard tax forma of VAT.	
Recommended Reading	
Schenk A., Oldman O., Value Added Tax: A Comparative Approach , Cambridge University Press, 2007	
Language of Instruction	
Greek	

Course Title	National Accounts-Social Accounting
Course unit code	AF3006
Type of course unit	Compulsory Elective
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Stamatopoulos Theodoros, <i>Associate Professor</i>
Aims	
We aim to explain the notions of National Accounts in describing (on accounting level) a national open economy, as well as in measuring macroeconomic fundamental variables, with the vehicle of the European System of Accounts (ESA'95 or ESA'10). We focus on the social accounting of the public sector. We derive the necessary equations on the sustainability of the public deficit and debt.	
Content	
<ul style="list-style-type: none"> • System of National Accounts and Economic Analysis: National economy, social accounting and national income's variables. Methods of measuring national income and 	

systems of national accounts. Aggregates of national income and the European System of Accounts (ESA).

- The Value of a Country's Economic Transactions through the System of National Accounts: Analysis of the European system of accounts: institutional sectors, units, transactions. European system of accounts with focus on the public sector.
- Public Sector's Figures and the ESA: General government, deficit and debt. Measurement of Public Sector's main figures. European EMU and fiscal policy. The sustainability of the sovereign debt.
- National accounts and political economy.

Learning outcomes

Relative concepts' understanding facilitates critical valuation of broadly used macro-figures.

Recommended Reading

1. Bos, Frits (2009): **The National Accounts as a Tool for Analysis and Policy; History, Economic Theory and Data Compilation Issues.** <http://mpra.ub.uni-muenchen.de/23582/>
2. Utz-Peter Reich, (2009), **National Accounts and Economic Value: A Study in Concepts.** http://www.amazon.com/National-Accounts-Economic-Value-Concepts/dp/0333733916/ref=sr_1_12?s=books&ie=UTF8&qid=1389367447&sr=1-12&keywords=national+accounts
3. [National Accounts Statistics: Main Aggregates and Detailed Tables 2012](#) by United Nations
4. [European System of National and Regional Accounts 1995](#)

Language of Instruction

Greek (English for ERASMUS students)

Course Title	Introduction to Insurance Science
Course unit code	AF3007
Type of course unit	Compulsory Elective
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Tsoukatos Evangelos, <i>Assistant Professor</i>
Aims	
The course aims at presenting, from an all-round perspective, the institution of insurance and the scientific grounds which contemporary insurance is based upon.	
Content	
Basic concepts of insurance and evolution of the institution. Scientific background. Insurance forms. Social - Private insurance. Concept of risk. Categorizing risks. Insurance sub-sectors. Structure of the insurance market. Allowances. Managing insurance investments. Organization of insurance companies and agencies.	
Learning outcomes	

<p>Upon course completion students should be able to understand:</p> <ul style="list-style-type: none"> ○ The institution of insurance and complementarity of social and private insurance ○ The concept of risk in insurance ○ The social and economic contributions of insurance ○ The structure of the insurance market
<p>Recommended Reading</p> <ol style="list-style-type: none"> 1. Mark S. Dorfman and David Cather, Introduction to Risk Management and Insurance (10th Edition) (Prentice Hall Series in Finance) [Hardcover] 2. George E. Rejda and Michael McNamara, Principles of Risk Management and Insurance (12th Edition) (Pearson Series in Finance) [Hardcover]
<p>Language of Instruction Greek</p>

Course Title	Applied Econometrics I
Course unit code	AF3008
Type of course unit	Compulsory Elective
Hours per week	4
Semester	3 rd
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i>
<p>Aims</p> <p>The goal of this course is to teach students reliable applications of the basic econometric models (simple / multiple regressions), focusing on extensions of the linear model and the use of dummies. It will also focus on the concepts of multicollinearity, heteroskedasticity and autocorrelation.</p>	
<p>Content</p> <p>Review of Basic Statistics. Analysis of correlation and regression. Forecasting. Models with Dummy variables. Hypothesis testing using regression models (Homoscedastic, Independence, Orthogonality), Regression problems with time series data. Applications in economic problems.</p>	
<p>Learning outcomes</p> <p>By the end of the course students should be able to understand the importance of regression analysis, hypothesis testing and forecasting methods.</p>	
<p>Recommended Reading</p> <ol style="list-style-type: none"> 1. Christou G., (2008). «Introduction to Econometrics», Vol. A, Gutenberg. (in Greek) 2. Chalkos, G., (2011). «Econometrics, Theory, applications & Use of softwares with PC», Gutenberg. (in Greek) 	
<p>Language of Instruction Greek</p>	

<i>Course Title</i>	Marketing
<i>Course unit code</i>	AF3009
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	3 rd
<i>Number of ECTS credits allocated</i>	5
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Tzortzaki Alexia-Mary, <i>Assistant Professor</i>
Aims	
This course is designed towards the acquisition of knowledge relating to the latest developments in Marketing Management (including selling techniques). It teaches students the steps towards building a marketing strategy and the tools for decision making in the realms of marketing.	
Content	
Presentation of applications of Marketing and responses to the critiques of Marketing. Overview of market dynamics. Strategic Marketing. Decision making and developing a marketing plan. The information system, methods of selecting market information and use of information in the decision making process. Consumer behavior. Strategic Analysis for segmentation, selection of market segments, positioning, targeting. The four basic marketing decision categories: product, price, promotion, placement. Theory and practice are combined through the use of modern, primarily Greek company case studies with many opportunities for in class practice, ensuring that students can apply the marketing concepts in the work environment.	
Learning outcomes	
By the end of the course students should be able to understand: <ul style="list-style-type: none"> ○ The importance of the ever-changing micro and macro environment for the planning of a marketing strategy ○ The importance of the customer for a company's sustainability ○ The role of the marketing function within the company ○ The basic principles of Marketing and the key decisions that need to be taken as part of its function ○ How to form a marketing strategy and the variety of marketing tools one can choose from ○ Sales as a tool of marketing and the steps for successful selling. 	
Recommended Reading	
1. Jobber, D. and Ellis-Chadwick, F. (2012), Principles of Marketing , McGraw-Hill Higher Education. 2. Philip Kotler, Gary Armstrong Principles of Marketing (14th Edition) http://www.ii4u.com/Philip-Kotler-Gary-Armstrong-Principles-of-Marketing-14th-Edition-PDF161413.PDF	
Language of Instruction	
Greek	

4th SEMESTER

Course Title	Cost Accounting
Course unit code	AF4001
Type of course unit	Compulsory
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Makrygiannakis Georgios, <i>Senior Lecturer</i>
Aims	Fundamental Cost concepts and principles, Costing methods, Costing Techniques
Content	Basic cost concepts. Basic elements of cost. Introduction to costing. Traditional costing systems. Job-costing systems. Process-costing systems. Costing for joint-products and byproducts. Spoilage and scrap. Deficits – surpluses – unsuitable goods – thefts – destructions. Cost accounts.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization
Recommended Reading	<ol style="list-style-type: none"> 1. Drury, C. (2011). Cost and management accounting: an introduction. 7th Edition. Andover: Central Learning 2. Horngren, C. T., Datar, S. M., & Rajan, M. V. (2012). Cost Accounting: A Managerial Emphasis. 13th Edition: Pearson/Prentice Hall. 3. Bhimani, A., Horngren, C. T., Datar, S. M., & Foster, G. (2008). Management and Cost Accounting, 4th Edition: Harlow: Prentice Hall.
Language of Instruction	Greek

Course Title	Corporate Finance I
Course unit code	AF4002
Type of course unit	Compulsory
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Voulgari Fotini, <i>Professor</i>
Aims	Students learn how to use capital budgeting and weighted Average Cost of Capital techniques in decision

making
<p>Content</p> <p>The student learns the time value of money, valuing bonds and stocks and the cost of capital derived from those models. Use of capital budgeting methods, using discounting cash flow analysis, focusing on the methods of NPV and IRR, calculation of projected Free Cash Flows to Firm (FCFF), under conditions of certainty and uncertainty. The student is introduced to the concept of risk and the calculation of risk factor in capital budgeting through the coefficient of variation, CAPM and scenario analysis. Calculation of the weighted average cost of capital, its interpretation and its use in company valuation. Capital budgeting under inflation and under conditions of risk. Cost of capital, cost of debt.</p>
<p>Learning outcomes</p> <p>By the end of the course students should be able to understand:</p> <ul style="list-style-type: none"> • The importance of capital budgeting techniques in long term financial decision making • The use of average cost of capital in project evaluation • Estimation of the value of the firm.
<p>Recommended Reading</p> <ol style="list-style-type: none"> 1. A.A. Gropelli, Ehsan Nikbakht (2012) «Finance», Prentice Hall. 2. R. Brealey and S. Myers, Principles of Corporate Finance, Mc Graw Hill 3. Ross, Westerfield and Jaffe, Corporate Finance, Mc Graw Hill Intern. Edition
<p>Language of Instruction</p> <p>Greek</p>

Course Title	International Economics
Course unit code	AF4003
Type of course unit	Compulsory
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Stamatopoulos Theodoros, <i>Associate Professor</i>
<p>Aims</p> <p>Understanding of the theory of international economics both in terms of monetary as well as to commercial relations, so as to be possible to interpret the contemporary relevant phenomena especially in the so-called "globalization era." An introduction to economics of international integration focusing on the European EMU is also a main target of the course.</p>	
<p>Content</p> <p>Theories of international trade; international factor movements; international trade policy; international financial institutions and payments systems or foreign exchange regimes; the balance of payments and the national accounts; foreign exchange markets; fundamental international parity conditions; Introduction to economics of international integration focusing on the European case. Open macroeconomic models.</p>	
<p>Learning outcomes</p> <p>Analytical approaches to problem solving, ability for reduction and generalization.</p>	
<p>Recommended Reading</p>	

<ol style="list-style-type: none"> 1. Krugman, P. and M. Obstfeld, (2009), International Economics: Theory and Policy, 8th or later PEARSON intern.edition. 2. Sawyer, C. W. and R. L. Sprinkle (2006), International Economics, 2nd or later PEARSON intern.edition.
<p>Language of Instruction Greek</p>

<i>Course Title</i>	Tax Code, Books and Data
<i>Course unit code</i>	AF4004
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	4 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Triarchis Dimitris, <i>Lecturer</i>
<p>Aims Distinguish and understand the general and analytical obligations of the code.</p>	
<p>Content Introduction of book keeping, introduction of forological greek code, obligations for companies in addition to their sales turnover. Practical exercises and case studies.</p>	
<p>Learning outcomes Analytical approaches to problem solving and tax calculation of companies, ability for reduction and generalization</p>	
<p>Recommended Reading Instructor's notes</p>	
<p>Language of Instruction Greek</p>	

<i>Course Title</i>	Cash Flow Statements
<i>Course unit code</i>	AF4005
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	4 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Karampinis Nikos, <i>Senior Lecturer with annual contract</i>
<p>Aims Understanding the consequences of accrual accounting in financial statements, learning how to adjust accrual figures to relevant cash flows, and preparing cash flow statements.</p>	

Content
Differences between cash and accrual accounting. Cash adjustments to the accounts of receivables. Obligations. Inventories. Fixed assets. Financial instruments and provisions. Techniques of preparing cash flow statements.
Learning outcomes
Financial statement analysis and preparing cash flow statements.
Recommended Reading
T. Jury, Cash Flow Analysis and Forecasting: The Definitive Guide to Understanding and Using Published Cash Flow Data , Wiley 2012
Language of Instruction
Greek

Course Title	Operational Research
Course unit code	AF4006
Type of course unit	Compulsory Elective
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Arvanitis Stavros, <i>Assistant Professor</i>
Aims	Mathematical modeling and optimization techniques applied in the business world are the target of the necessary knowledge which has to be acquired from the students of this course. Business examples may be programming in production, stocks, human resources, advertising, marketing, transportation, financial resources, etc.
Content	Inventory control; Linear programming (graphical method; simplex method; sensitivity analysis and duality); Transportation problem; Integer programming; Dynamic programming; Queuing theory.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization. Application of mathematical modeling and optimization techniques in problem solving for businesses.
Recommended Reading	<ul style="list-style-type: none"> Eiselt, H. A., Sandblom, Carl-Louis, 2013, Operations Research: a model-based approach, Springer.
Language of Instruction	Greek

Course Title	Portfolio Management
Course unit code	AF4007
Type of course unit	Compulsory Elective
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i>
Aims Students learn how to use financial models (CAPM, APT) and portfolio valuation theories in financial decision making.	
Content The methods of calculating return on investment. Investment risk, risk premium and the cost of capital. The types of risks and their characteristics. The methods of determining and calculating investment risks. The diversification of risk and the performance of the investment portfolio. Modern risk management models. Theories of portfolio valuation and risk analysis. The capital assets pricing model (Capital Asset Pricing Model) and the theory of investment valuation (Asset Pricing Theory). Modern theories of portfolio valuation and risk analysis. The efficient market hypothesis, the importance of market efficiency for investment decisions, methods of estimation of market efficiency. Stages of investment portfolio management, the behavior of listed securities (variable, constant, procyclical). The defensive / aggressive and passive / active investment strategies.	
Learning outcomes To help students understand investors needs and make them capable to perform effective analysis and management of portfolio investments.	
Recommended Reading <ul style="list-style-type: none"> Frank K. Reilly Investment Analysis and Portfolio Management (with Thomson ONE - Business School Edition and Stock-Trak Coupon) 	
Language of Instruction Greek	

Course Title	Actuarial Methods
Course unit code	AF4008
Type of course unit	Compulsory Elective
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Tsoukatos Evangelos, <i>Assistant Professor</i>
Aims Extension of the mathematical literacy of students so that they can perform actuarial calculations	

especially related to life insurance. Development of the necessary knowledge and skills for the preparation of actuarial assessment reports on private and social life and pension insurance.

Content

Biometric functions and mortality tables. Mathematical premiums on life insurance. Periodically net and gross premiums. Actuarial reserves. Morbidity Studies. Economic systems for retirement insurance. Techniques for calculating benefits and premiums. Financing insurance organizations. Benefits to dependents. Main and auxiliary benefits. Calculation of pensions.

Learning outcomes

Upon course completion students should be able to understand:

1. The concept of random variable in the context of life insurance
2. The concept of the restricted age/gender group. How to use mortality tables for calculating probability of survival/death
3. Methods for calculating mathematical premium on life insurance.
4. Economic importance of mathematical premium to the insured and the insurer.
5. Mathematical reserve or pension reserve and methods of calculation methods.
6. Methods of financing social insurance organizations
7. Techniques for calculating benefits and premiums in social and private life and pension insurance

Recommended Reading

1. Annamaria Olivieri and Ermanno Pitacco, “**Introduction to Insurance Mathematics: Technical and Financial Features of Risk Transfers**, Springer
2. Mario V. Wüthrich, Hans Bühlmann and Hansjörg Furrer, **Market-Consistent Actuarial Valuation** (EAA Series)

Language of Instruction

Greek

Course Title	Applied Econometrics II
Course unit code	AF4009
Type of course unit	Compulsory Elective
Hours per week	4
Semester	4 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i>

Aims

Students learn how to use time series models for forecasting.

Content

Use of time series models and forecasting methods. Statistical techniques for analyzing and forecasting time series. Linear and non-linear models. Stochastic models. Autoregressive (AR), Moving Average (MA) and ARMA models. Box-Jenkins method for analyzing time series (ARIMA models). Forecasting methods with ARIMA and forecasting criteria (AIC and BIC). Vector Autoregressive (VAR) models and causality tests. Examples with applications using Gauss, RATS and EViews (econometric softwares).

Learning outcomes

By the end of the course students should be able to understand: The importance of time series modelling and forecasting methods using financial econometrics examples.

Recommended Reading

1. Christou G., **Introduction to Econometrics**, Vol. 2, 2007, ISBN: 978-960-01-0956-7, in Greek.
2. Chalkos, G., (2011). «**Econometrics, Theory, applications & Use of softwares with PC**», Gutenberg. (in Greek)

Language of Instruction

Greek

5th SEMESTER

Course Title	Applied Accounting
Course unit code	AF5001
Type of course unit	Compulsory
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Makrygiannakis George, <i>Senior Lecturer</i>
Aims	Through this course the students are trained to appropriate applied knowledge that will enable them to adhere sufficiently single and double entry accounting books, handle labor insurance issues, issue vouchers depending on the transaction and keep the ledger, attend all assets and liabilities of the company and fulfill all tax obligations.
Content	Practical exercises on Financial and Tax Accounting for enterprises of all categories (industrial, commercial and service). The teaching of the course is entirely in the laboratory scale, using handwritten and computerized monitoring of all events of the accounting cycle in companies such as S.A. and LTD.
Learning outcomes	analytical approaches to problem solving, attention to detail and time management
Recommended Reading	Philip E Meyer Applied accounting theory: A financial reporting perspective (The Willard J. Graham series in accounting).
Language of Instruction	Greek

Course Title	Introduction to Auditing
Course unit code	AF5002
Type of course unit	Compulsory
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Yiannoulis John, <i>Lecturer</i>
Aims	Understanding of the theory and basic principles of auditing and auditing profession in Hellas and in Europe.
Content	Theories of auditing, auditing profession in Hellas (SOE, SOEL), auditing requirements, audit report.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization.
Recommended Reading	1. Rick Hayes / Roger Dassen / Arnold Schilder / Philip Wallage Principles of Auditing:An Introduction to International Standards on Auditing , Prentice Hall, 2004
Language of Instruction	Greek

Course Title	Corporate Finance II
Course unit code	AF5003
Type of course unit	Compulsory
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Voulgaris Fotini, <i>Professor</i>
Aims	Students learn how to use financial analysis for control, financial programming, choices of financing and the effect of capital structure on the value of the stock and the dividend policy.
Content	Use of financial programming. Financial and Operational leverage. Break even point. Use of financial ratios in the evaluation of firm performance. Capital structure and how it affects the value of the stock. Optimal capital structure. Risk measurement and cost of capital. Short term and long term financial planning. Management of Working Capital. Dividend policy. Venture Capital, Leasing, Mergers and Acquisitions. Sources of financing.
Learning outcomes	By the end of the course students should be able to understand:

<ul style="list-style-type: none"> • The importance of short term and long term financial programming • The effect of leverage on profitability and value of stock. • The use of financial ratios • The efficient management of Working Capital • Dividend policy decisions • Mergers and Acquisitions
<p>Recommended Reading</p> <ol style="list-style-type: none"> 1. A.A. Gropelli, Ehsan Nikbakht (2012) «Finance», Prentice Hall. 2. R. Brealey and S. Myers, Principles of Corporate Finance, Mc Graw Hill 3. Ross, Westerfield and Jaffe, Corporate Finance, Mc Graw Hill Intern. Edition
<p>Language of Instruction</p> <p>Greek</p>

Course Title	Managerial Accounting
Course unit code	AF5004
Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Makrygiannakis George, <i>Senior Lecturer</i>
Aims	Accounting for decision support and management control
Content	Accounting for decision support. Fixed – flexible costs. Cost-Volume-Profit analyses. Marginal costing. Throughput costing. Accounting for management control. Budgets. Strategic management accounting techniques.
Learning outcomes	Analytical approaches to problem solving on cost accounting methods and calculations, actual cost and standard cost, explanation of variation, ability for reduction and generalization.
Recommended Reading	<ol style="list-style-type: none"> 1. Drury, C. (2012). <i>Management and cost accounting</i>. 8th Edition. Andover: Central Learning 2. Horngren, C. T., Datar, S. M., & Rajan, M. V. (2012). <i>Cost Accounting: A Managerial Emphasis</i>. 13th Edition: Pearson/Prentice Hall. 3. Bhimani, A., Horngren, C. T., Datar, S. M., & Foster, G. (2008). <i>Management and Cost Accounting</i>, 4th Edition: Harlow: Prentice Hall.
Language of Instruction	Greek

Course Title	Tax Accounting II (Income)
Course unit code	AF5005
Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Triarchis Dimitris, <i>Lecturer</i>
Aims	
The module aims to provide a thorough understanding of the “individual” and the “legal entity” income taxation, through the detailed discussion of the up to date tax legislation. Also it aspires to make students able to have the most cost-efficient tax management for all entities and individuals.	
Content	
General principles of taxation <ul style="list-style-type: none"> • Tax subjects • Tax object Taxation for individuals, <ul style="list-style-type: none"> • Various sources of taxable income: <ul style="list-style-type: none"> ✓ Employment income ✓ Property income ✓ Agricultural income ✓ Free-lancing income ✓ Commercial companies’ income ✓ Investments income • Declared Income • Imputed income Legal entities income taxation: <ul style="list-style-type: none"> • Partnerships <ul style="list-style-type: none"> OE - EE • Limited companies <ul style="list-style-type: none"> EIE - AE 	
Learning outcomes	
Thorough understanding of the Greek Income-Tax legislation, as well the development of the students' ability for effective tax management within the Greek tax legislation context.	
Recommended Reading	
1. Ernst & Young Tax Guide 2011 2. Instructor’s notes 3. Books on Greek taxation.	
Language of Instruction	
Greek	

Course Title	Public Economics
Course unit code	AF5006

Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Anastassakis Andreas, <i>Lecturer</i>
Aims The unit aims to provide students with the ability to understand and appreciate the operations of the government from an economic perspective	
Content Welfare Economics. Public and Private goods offered by the State. External Influences to Public Finance. Government Expenditure Theories. General Taxation Theory. Political Economy. Systems on Education, Health care, and Social Security. Policies against poverty. Fiscal policy in European Union. General government size.	
Learning outcomes The learning outcomes of the unit focus on the accumulation of knowledge and skills pertaining to the concepts and causal relationships underlying public finances.	
Recommended Reading 1. Gayer, T., and H.Rosen, Public Finance , 9 th edition, McGraw Hill, 2010. 2. Stiglitz, J.E., Economics of the Public Sector , 3 rd edition, Norton, 2000. 3. Holcombe, R., Public Sector Economics , Verlag-Prentice Hall, 2005.	
Language of Instruction Greek	

Course Title	Derivatives Products and Hedging Techniques
Course unit code	AF5007
Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i>
Aims Learning the concept of derivatives and mechanisms of derivatives markets.	
Content Basic Concepts of Financial Derivatives. Methods of Pricing and Hedging Futures positions, Forwards, Options and other derivatives. Interest Rates futures and Duration. Stock Options. Strategies in Options. Pricing futures contracts. Options on stock indices. Forward exchanges Futures and Options.	
Learning outcomes By the end of the course students should be able to understand: The importance of financial futures and options, hedging techniques, and pricing methods.	
Recommended Reading	

John C. Hull **Options, Futures, and Other Derivatives** CD Package (8th Edition)

Language of Instruction

Greek

Course Title	Management Information Systems (MIS) - Informatics II
Course unit code	AF5008
Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Academic staff from Applied Technology School, TEI of Crete
Aims	The purpose of this course is to introduce the basic concepts of Information Systems with an emphasis on understanding the benefits arising from their use in Management and acquaintance of underlying principles.
Content	<p>Theory: Introduction to Information Systems, as formed at the time depending on the economic and technical developments. The digital enterprise, the concept of information and data, the definition and dimensions of IS. Basic concepts, types of IS (TPS, KWS, OAS, MIS, DSS, ESS) and functions, Decision support and Interdependent systems, Integrated IS and challenges. Components of IS (hardware, software, databases, networks). Organizations and IS, redesign business, transaction cost theory, electronic data interchange (EDI), e-commerce, supply chain, scope, IS artificial intelligence, political, social and ethical considerations. Copyright, codes of conduct, security and control of IS. Case studies of companies in Greece and abroad.</p> <p>Lab: Introduction to the analysis, design and development of Management Information Systems. Application of EXCEL in making business decisions. Feasibility study into a MIS, describe problems and alternatives, evaluating alternatives, collection - defining requirements and system specifications. Technical data collection phases and schedule project resources, budget, project phases, timelines and risks. Technical design and modeling data flow diagrams</p>
Learning outcomes	Analysis and design, benefits arising from the use of MIS , problems and solutions.
Recommended Reading	1.Kenneth Laudon and Jane Laudon Essentials of Management Information Systems (10th Edition) [Paperback] 2.Keri E. Pearlson and Carol S. Saunders Managing and Using Information System, a strategic approach
Language of Instruction	Greek

Course Title	Human Resource Management
Course unit code	AF5009
Type of course unit	Compulsory Elective
Hours per week	4
Semester	5 th
Number of ECTS credits allocated	5
Prerequisites	-
Name of lecturer(s)	Tzortzaki Alexia-Mary, <i>Assistant Professor</i>
Aims	
This course is designed towards the acquisition of knowledge relating to the latest developments in Human Resource (HR) Management. The course builds on the subjects covered in the 'Business Administration' course and deals with the detail of specialized HR issues.	
Content	
The meaning of HR Management and the activities it involves. Environmental influences. HR strategy. Planning for HR and foreseeing HR needs. Job descriptions. Staff recruitment. Staff selection. Equal opportunities. Workforce training and development. MBO. Remuneration. Communications. Positive reinforcement. Health and Safety in the workplace. International HR. Case studies are used to help students experience real life situations within the realms of HR Management.	
Learning outcomes	
By the end of the course students should be able to understand:	
<ul style="list-style-type: none"> ◆ The key difference of traditional Personnel Management and modern Human Resource Management ◆ The role of human capital for the sustainability of a business ◆ The need for strategic planning of HR ◆ The importance of the ever-changing micro and macro environment for effective HR planning ◆ The basic HR functions ◆ The importance of Health and Safety in the workplace 	
Recommended Reading	
Armostrong, M. (2012), Armostrong's Handbook of Human Resource Management in Practice (12 th edition), Kogan Page.	
Language of Instruction	
Greek	

6th SEMESTER

Course Title	Accounting Software Applications
Course unit code	AF6101

Type of course unit	Compulsory
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Yiannoulis John, <i>Lecturer</i>
Aims	Understanding of the basic concept of Accounting programs.
Content	Accounting programs; Accounts; Transactions; Balance sheets; Income statements.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization.
Recommended Reading	1. Bibliography in Greek 2. Instructor's notes 3. Software used in accounting in Greek businesses
Language of Instruction	Greek

Course Title	Financial Statements Analysis
Course unit code	AF6002
Type of course unit	Compulsory
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Floros, Christos, <i>Associate Professor</i> Galifianakis George, <i>Lecturer</i> Anastassakis Andreas, <i>Lecturer</i>
Aims	The module provides an understanding of the techniques for the analysis of the financial statements, which are necessary for the evaluation of the liquidity, efficiency, profitability and asset structure of an organization, in order to facilitate proper financial management and decision making.
Content	Topics covered are: <ul style="list-style-type: none"> ○ Definition and targets of financial statements analysis, ○ Categories and groupings of financial ratios, ○ Analysis of the most important financial ratios ○ Financial statement analysis using the break-even-point model, ○ Comparative analysis of financial statements based on the common size technique, ○ Longitudinal analysis of financial statements and trend analyses, ○ Deflating the financial statements
Learning outcomes	Development of the ability to analyze and interpret published Financial Statements, and thus being able to

assess the strengths and weaknesses of companies trading activities, financial structure as well as to forecast their viability in the short and medium term.

Recommended Reading

1. Bernstein, Leopold A., "**Financial Statements Analysis, Theory, Application and Interpretation**", revised edition, Homewood, Illinois, Richard D. Irwin, 1978.
2. Foster, George, "**Financial Statements Analysis**", Englewood, New Jersey, Prentice-Hall, Inc., 1978.

Language of Instruction

Greek

Course Title	Strategic Management and Feasibility Studies
Course unit code	AF6003
Type of course unit	Compulsory
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Tzortzaki Alexia-Mary, <i>Assistant Professor</i> Anastassakis Andreas, <i>Lecturer</i>
Aims	This course is designed to show students how to develop a business strategy, given a number of strategic options. It demonstrates the importance of building a sustainable competitive advantage. The course also teaches participants how to develop a Business Plan.
Content	The meaning of strategy and its difference from strategic planning. The environment (micro and macro) and its link to strategy. Types of strategy. Choosing a strategy and implementation methods. Analyzing the environment in preparation for strategic planning. Crisis management. Portfolio management. Business Plan development. In this course strategic management is brought to life through a discussion of a variety of case studies.
Learning outcomes	By the end of the course students should be able to understand: <ul style="list-style-type: none"> o The importance of the ever-changing micro and macro environment for the future of a business. Students will be able to analyze the external environment of a company o The role strategy plays in the sustainability of a company o The number of strategic decisions available for a company and how to choose the optimal future direction o How to identify a company's competitive advantage and what is necessary to sustain it o what type of structure, systems and people, a company needs to successfully implement a chosen strategy o How to develop a Business Plan in a highly unstable business environment.
Recommended Reading	<ul style="list-style-type: none"> o Wheelen, T.L., and J.D.Hunger, Strategic Management and Business Policy, 13/e, Pearson. o Mintzberg, H., Ahlstrand, B. and Lampe, B.J. (2008), Strategy Safari: The Complete Guide

Through the Wilds of Strategic Management, Financial Times, Prentice Hall.

- Grant, B.M., (2012), **Contemporary Strategy Analysis: Texts and Cases** (8th edition), John Wiley & Sons.

Language of Instruction

Greek

Course Title	Capital Taxation and Other Taxes
Course unit code	AF6004
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Triarchis Dimitris, <i>Lecturer</i>
Aims	Obtaining knowledge in Greek Capital Taxation, estimating the Greek taxes on Property Transfers as well as on Inheritance, Donation and Parental benefits.
Content	Greek Capital Taxation; Tax Code on Property Transfers, on Inheritance, Donation and Parental benefits, Taxation of Owners of Greek Property
Learning outcomes	analytical approaches to estimating the taxes on the above mentioned chapters
Recommended Reading	1. Instructor's notes 2. Bibliography in Greek
Language of Instruction	Greek

Course Title	Internal Audit
Course unit code	AF6005
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Yiannoulis John, <i>Lecturer</i>
Aims	Understanding of the theory and basic principles of internal auditing.
Content	

Internal auditing requirements; internal audit report.
Learning outcomes Corporate governance rules and codes for listed in the Athens Stock Exchange companies
Recommended Reading Articles and site (www.ase.gr , www.hcmc.gr , https://na.theiia.org/certification/CIA-Certification/Pages/CIA-Certification.aspx)
Language of Instruction Greek

Course Title	Decision Analysis
Course unit code	AF6006
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Arvanitis Stavros, <i>Assistant Professor</i>
Aims	Completing successfully the course, the students, it is expected to have acquire the necessary statistical knowledge in order to either, both conduct and assess surveys, or choose the appropriate criteria for rational decisions, under certain, risk or uncertain business conditions.
Content	Nonparametric tests and Chi-Square Tests; (opt.: Time-Series Analysis; Smoothing methods; Autoregressive models); Decision making; Decision tree; Multivariate analysis.
Learning outcomes	Analytical approaches to problem solving, ability for reduction and generalization.
Recommended Reading	<ul style="list-style-type: none"> • Goodwin, P. and G. Wright, 2014, Decision analysis for management judgment, 5/e, Wiley. • Skinner, D., Introduction to Decision Analysis (3rd Edition)
Language of Instruction	Greek

Course Title	Financial Risk Management
Course unit code	AF6007
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th

Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i>
Aims	Learning the concept of Financial Risk and Risk assessment techniques.
Content	Concepts of Financial risk. Market Risk. Credit Risk. Interest Rate Risk. Currency Risk. Operational Risk. Liquidity Risk. Equity risk and portfolio. The Basel Committee. Calculating VaR (Value at Risk). Risk assessment techniques. Calculation of risk in financial derivatives. shares and portfolios (with examples). Risk Management: Lessons from the recent crisis.
Learning outcomes	By the end of the course students should be able to understand the importance of financial risk and VaR methods.
Recommended Reading	<ul style="list-style-type: none"> • Steve L. Allen Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk (Wiley Finance)
Language of Instruction	Greek

Course Title	Total Quality Management
Course unit code	AF6008
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Tzortzaki Alexia-Mary, <i>Assistant Professor</i>
Aims	This course is designed to develop an understanding of the two main goals of Total Quality Management (TQM): a/ the improvement of customer service and b/ the reduction of production costs. These two goals are often conflicting, so there the Total Quality philosophy needs to exist at the strategic level and be planned for managed throughout the company.
Content	The meaning of TQM. Overview of the original TQM thinkers. Customer types. Supply chain and customers. Systemic thinking. Customer satisfaction measurement tools. Planning for TQM. TQM systems. Cost calculations. Cost reduction techniques. Designing a TQM continuous improvement system.
Learning outcomes	By the end of the course students should be able to understand and apply in practice: <ul style="list-style-type: none"> ○ The principles of TQM ○ Planning for TQM within a private company or an organization ○ Identification of customer types and their roles within the supply chain

- Flow charts, fishbone diagrams and other TQM tools
- Customer satisfaction measurement tools
- Cost calculations
- Cost reduction techniques
- The strategic importance of TQM and the balancing of its two conflicting goals.

Recommended Reading

Goetsch, D.L. and Davis, S., (2013), **Quality Management for Organizational Excellence: Introduction to Total Quality** (7th Ed.), Pearson.

Language of Instruction

Greek

Course Title	International Finance and Banking
Course unit code	AF6009
Type of course unit	Compulsory Elective
Hours per week	4
Semester	6 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Floros Christos, <i>Associate Professor</i> , Stamatopoulos Theodoros, <i>Associate Professor</i> , Galifianakis George, <i>Lecturer</i>
<u>Aims</u>	To introduce students to the concepts of international financial management with emphasis in banking. Students learn the role of institutions and regulation in the international financial environment so as to be able to understand relevant decisions either from the enterprises' side or that of banks, with international activity.
<u>Content</u>	The international financial environment. The banking industry: products, risks, regulation and management. Exchange rate behavior. Derivative markets. Exchange rate risk management. Long-term asset and liability management. Short-term asset and liability management. Contemporary relevant issues and cases.
<u>Learning outcomes</u>	On successful completion of this unit, students should be able to illustrate an in-depth understanding of the theory, the concepts and the methods involved within the international financial management with emphasis in banking.
<u>Recommended Reading</u>	1. Madura, J., International Financial Management , Thomson, 2014.

2. Shapiro, A., **Multinational Financial Management**, Wiley, 2005.
3. Shelagh Heffernan, **Modern Banking**, Wiley 2004.

Language of Instruction

Greek

7th SEMESTER

Course Title	International Accounting Standards (IAS)
Course unit code	AF7001
Type of course unit	Compulsory
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Triarchis Dimitris, <i>Lecturer</i>

Aims

The module aims to present the International Accounting Standards (IAS)/ International Financial Reporting Standards (IFRS), to analyze their basic concepts and to pinpoint the differences compared with the Greek Financial Reporting Standards (GFRS). The purpose is also to develop students' ability to publish companies' Financial statements under IAS/IFRS.

It is worth mentioning here that all the companies which are members of the Greek Stock Exchange Market have an obligation to publish their financial statements according to the IAS/IFRS (*since 1/1/2005*).

Content

Topics covered are:

- The mechanism for the creation of IAS/IFRS and the role of the IASB/FASB committee
- The IAS/IFRS currently in use
- Basic accounting principles which apply in the IAS/IFRS
- Analysis of the most important IAS/IFRS:
 - Financial Statements form and presentation:
 - ✓ IAS 1 : The presentation of the financial statements
 - Balance Sheet elements:
 - ✓ IAS 2 : Inventories
 - ✓ IAS 4 : Accounting for depreciation
 - ✓ IAS 16 : Fixed Assets
 - ✓ IAS 36 : Asset devaluation
 - ✓ IAS 37 : Provisions and contingencies
 - ✓ IAS 38 : Intangible assets
 - Profit & Loss statement elements:
 - ✓ IAS 8 : Net Profits/Losses, Fundamental errors and changes in accounting methods
 - ✓ IAS 12 : Income taxes
 - ✓ IAS 17 : Leases
 - ✓ IAS 18 : Revenues
 - ✓ IAS 23 : Interest cost

- Legislative context of application of the IAS/IFRS in Greece
- Methods of applying IAS/IFRS in the books of Greek companies in conjunction with the GFSR

Learning outcomes

At the end of the course the students are expected to have a substantial knowledge of the most important IAS/IFRS, also to know the major differences with the Greek Accounting/Financial reporting Standards and finally to be able to construct/transform a Financial Statement according to the IAS/IFRS concepts and rules.

Recommended Reading

1. Alfredson K., Picker R., Pacter P., Radford J., "Applying International Accounting Standards", Wiley.
2. B. Epstein, A.A. Mirza, P. Walton, "Interpretation and Application of International Accounting & Financial Reporting Standards". Wiley 2005.

Language of Instruction

Greek

<i>Course Title</i>	Final Year Seminar
<i>Course unit code</i>	AF7002
<i>Type of course unit</i>	Compulsory
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Tsoukatos Evangelos, <i>Assistant Professor</i>
<u>Aims</u>	
The course aims at equipping students with the necessary knowledge and skills so that they are able to study, in compliance with the Academic Practice, on issues of particular interest and develop in writing the results of their study.	
<u>Content</u>	
The course is completed in 13 weeks and includes the following:	
<ol style="list-style-type: none"> 1. Basic concepts, Selection of research topic 2. Bibliographic search - review 3. Strategy - Survey design and management of research project 4. Empirical analysis and measurements 5. Primary data - definition - collection and analysis 6. Secondary Data and Analysis, Composite indicators 7. Writing a dissertation, Structure and Content 8. Discussion of published studies 	
<u>Learning outcomes</u>	
Upon course completion students will be able to:	
<ul style="list-style-type: none"> • Plan, manage and successfully complete an original study. • Implement a study with academically acceptable manner, which would reflect on the content, structure, style and presentation of their work. • Analyse one by one all phases of the research process on both quantitative and qualitative studies. 	

- Selected for each specific task the appropriate analytical techniques.

Recommended Reading

1. Mark Saunders, **Research Methods for Business Students** (6th Edition), Pearson Custom Publishing
2. Uma Sekaran and Roger Bougie, **Research Methods for Business: A Skill-Building Approach**, (6th Edition), Wiley

Language of Instruction

Greek

<i>Course Title</i>	Consolidated Financial Statements
<i>Course unit code</i>	AF7003
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Triarchis Dimitris, <i>Lecturer</i>
Aims	
The aim of the module is to make the students skilful and able to master the theory and the technical procedure of the consolidation of the accounts of a group of companies. This includes consolidation of their assets, liabilities, financial position and trading results.	
Content	
Topics covered are: <ul style="list-style-type: none"> ○ General principles of accounting for consolidations, ○ Obligations and exemptions, ○ Principles and rules for the consolidations under the Greek Legislation, ○ Consolidation technique, ○ Accounting treatment of intercompany transactions, ○ Accounting treatment of “Goodwill”, of the over/under estimation of value of assets and of the loss/gain on acquisition, ○ Accounting for “related” companies, ○ Accounting for consolidations according to the IAS/IFRS ○ Auditing the CFS 	
Learning outcomes	
Development of the students' ability to construct Consolidated Financial Statements, as well as to interpret the CFS, especially in comparison to the financial statements of the individual entities comprising the 'Group'.	
Recommended Reading	
<ol style="list-style-type: none"> 1. Taylor P., "Consolidated Financial Statements - Concepts, Issues and Techniques, P.C.P. Accounting and Finance Series, London, UK. 2. Huefner, R. and Largay, J. (1996), "Advanced Financial Accounting", The Dryden Press, NY, USA. 	
Language of Instruction	
Greek	

Course Title	Special Issues in Accounting
Course unit code	AF7004
Type of course unit	Compulsory Elective
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Makrygiannakis George, <i>Senior Lecturer</i>
Aims The course covers specific issues in accounting.	
Content Accounting for shipping organizations; Accounting for construction organizations; Accounting for hospitality organizations; Accounting for financial organizations.	
Learning outcomes Analytical approaches to problem solving, ability for reduction and generalization.	
Recommended Reading R. Anthony, D.Hawkins, K. Merchant, Accounting: Text and Cases , McGraw-Hill/Irwin; 12 edition (2006)	
Language of Instruction Greek	

Course Title	Information Technology Applications in Cost Accounting
Course unit code	AF7105
Type of course unit	Compulsory Elective
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Makrygiannakis George, <i>Senior Lecturer</i>
Aims Practice cost accounting with the use of IT Software	
Content Practice exercises and case studies in cost methods and techniques using IT software.	
Learning outcomes Using PCs and software; practical applications in theory of cost accounting; analytical approaches to problem solving; ability for reduction and generalization.	
Recommended Reading 1. Instructor's notes	

2. Software applications
Language of Instruction Greek

Course Title	International Auditing Standards
Course unit code	AF7006
Type of course unit	Compulsory Elective
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Yiannoulis John, <i>Lecturer</i>
Aims	Understanding of the theory and basic principles of international auditing standards.
Content	Internal auditing requirements, internal audit report.
Learning outcomes	Auditor planning. Audit risk.
Recommended Reading	Steven Collings Interpretation and Application of International Standards on Auditing , Wiley, 2011
Language of Instruction	Greek

Course Title	Regional Development and the Environment
Course unit code	AF7007
Type of course unit	Compulsory Elective
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Anastassakis Andreas, <i>Lecturer</i>
Aims	Understanding of the principles and methodological approaches of economics in the fields of the environment, environmental resources management, sustainable development, and regional-local development.
Content	The role of economics in environmental resources management. The relation between man and the

environment. Environmental resources allocation via the market mechanism. Environmental cost-benefit analysis – Environmental cost – Assessment and management of risk. Economic tools for environmental resources management. Sustainable development. The regional dimension of economic activities. The regional problem – Theories of regional development and growth. Means and targets of regional policy.

Learning outcomes

Analytical approaches to problem solving, ability for reduction and generalization.

Recommended Reading

1. Tietenberg T., Lewis L., **Environmental & Natural Resource Economics** (8th Edition), Addison Wesley, 2008
2. Jonathan Harris & Brian Roach, **Environmental and Natural Resource Economics: A Contemporary Approach**, M.E. Sharpe, 2013

Language of Instruction

Greek

Course Title	Logistics and Transport Economics
Course unit code	AF7008
Type of course unit	Compulsory Elective
Hours per week	4
Semester	7 th
Number of ECTS credits allocated	6
Prerequisites	-
Name of lecturer(s)	Dimotikalis John, <i>Assistant Professor</i>
Aims	This unit provides students with a broad appreciation of the nature and importance of logistics activities and an understanding of some of the key concepts and tools used by logistics managers, who rely on transportation economics too.
Content	Logistics. The Supply Chain & Competitive Strategy. Logistics & Customer Value. Measuring Logistics Costs and Performance. Creating the Responsive Supply Chain. Strategic Lead-Time Management. Managing Risk in the Supply Chain. Barriers to Supply Chain Integration. Inventory management. Warehousing. Routing and scheduling. Logistics system design. Sourcing decisions. Pricing and revenue management. modelling of supply chains. Transportation demand (relevant consumer theory). Transportation cost of production (relevant producer theory) in the short and long run. Economic equilibrium in competitive markets, concentration and market power in transportation. Regulation deregulation and efficiency in transportation.
Learning outcomes	After studying the unit students should be able to contribute positively to the logistics management activities in a company and the economics of transportation.
Recommended Reading	<ol style="list-style-type: none"> 1. Martin Christopher, Logistics and Supply Chain Management, 4/E, FT Press, 2010. 2. Ronald H. Ballou, Business Logistics Management, Prentice-Hall International, 2004. 3. McCarthy, P., Transportation Economics, edition Wiley.

Language of Instruction

Greek

<i>Course Title</i>	Self Improvement Strategies and Development of Interpersonal Skills
<i>Course unit code</i>	AF7009
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Tzortzaki Alexia-Mary, <i>Assistant Professor</i>

Aims

This course is designed for Business School students. It focuses on soft skills development. Using plain language it will inspire participants to be authentic, to build healthy relationships and to follow their dreams. It has been designed based on the belief that self-awareness and acceptance of who we actually are leads to increased self-esteem, the key to a more fulfilling life. The course provides grounding for the development of leaders in all walks of life.

Content

Self-knowledge exercises. The art of 'acting always so as to increase the number of choices available'. Creation of a mission statement and a personal career strategy. An introduction to Emotional Intelligence. Time management and stress management tools. Communication skills. Anger management and conflict within the workplace. Presentation skills. An introduction to holding successful meetings and debating methods. Job searching strategies and successful job application techniques.

Learning outcomes

By the end of the course students should be able to:

- Have a better appreciation of their authentic self
- Understand the need for constant self-improvement/ evolution in order to keep pace with the ever-changing environment
- Grasp the significance of clear and genuine communication in building resonant relationships
- Have learned basic self-development tools
- Appreciate the importance of being open minded and creative when faced with challenges
- Design their own 5 year career path
- Have a clear understanding of the difference between resonant and dissonant leadership.

Recommended Reading

1. Boyatzis, E. and McKee, A., (2005), **Resonant Leadership: Renewing Yourself and Connecting with Others Through Mindfulness, Hope, and Compassion**, Harvard Business Review Press.
2. Covey, S. (2004), **The 7 Habits of Highly Effective People**. London, UK: Simon & Schuster Ltd.
3. McKee, A., Boyatzis, R., & Johnston, F. (2008). **Becoming a resonant leader: Develop your emotional intelligence, renew your relationships, sustain your effectiveness**. Boston, MA: Harvard Business Press.
4. Goleman, D., Boyatzis, R., & McKee, A. (2002). **Primal leadership: Realizing the power of emotional intelligence**. Boston, MA: Harvard Business School Press.
5. Bradberry, T. and Greaves, J. (2005), **Emotional Intelligence – the quick book**, Fireside.
6. Sharma, R. (1997), **The monk who sold his Ferrari**, HarperCollins Publishers.

Language of Instruction

Greek and English for Erasmus students.

<i>Course Title</i>	Special Topics in Financial Management
<i>Course unit code</i>	AF7010
<i>Type of course unit</i>	Compulsory Elective
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Floros Christos, <i>Associate Professor</i>
Aims	Understanding of special topics in Financial Management (with an emphasis on quantitative analysis).
Content	Topics in Financial Management: Behavioral Finance, Market Efficiency, Volatility of stock market returns. Performance of portfolios and stock products (extensions of CAPM, Greeks & VaR), Examples in Excel and EViews.
Learning outcomes	By the end of the course students should be able to understand the importance of Modern techniques with applications to Behavioral Finance theories and Financial Markets.
Recommended Reading	<ol style="list-style-type: none"> 1. Forbes, W. Behavioural Finance, 2009, John Wiley & Sons Ltd. 2. Rees, M., Financial Modelling in Practice, 2008, Wiley.
Language of Instruction	Greek

<i>Course Title</i>	Life, Property and Liability Insurance
<i>Course unit code</i>	AF7011
<i>Type of course unit</i>	Compulsory elective
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Tsoukatos Evangelos, <i>Assistant Professor</i>
Aims	Examining further the concept of insurance with emphasis on specific aspects of life, property and liability insurance including Marine Insurance. The course includes an introduction to Reinsurance.
Content	Property and Liability Insurance

<ul style="list-style-type: none"> • Organization of the private insurance market. • Property & Liability Insurance - basic concepts. Fundamentals of insurance. Car insurance. Industry organizations. Liability Car. Industry 'car insurance'. • "Fire and elements of nature" Insurance ' • Other Sectors of property and liability insurance. Insurance Assistance, Legal Protection Insurance. • Marine Insurance. Subject of marine insurance. Guarantees (Warranties) in marine insurance. Insurance coverage (H&M, War, I.V., LOH etc.). Exceptions. Damages - Damages. <p>Reinsurance</p> <ul style="list-style-type: none"> • Concept and content. Justification. Types of reinsurance. Optional reinsurance. Conventional reinsurance. Necessities that various forms of reinsurance cover. • Examples - Case Studies <p>Life and Health Insurance</p> <ul style="list-style-type: none"> • Introduction to Life & Health Insurance • Scientific and Legal Framework • Social and Private Life and Health Insurance • Principles of Insurance and Pricing of Life and Health Insurance • Survival and mortality tables • Types of Life Insurance (Death and Survival insurance) • Health insurance. • Pension plans and Optional Benefits. • Group insurance. • Structure and function of the Unit Linked products. • Evaluation of life insurance policies.
<p><u>Learning outcomes</u></p> <p>Upon course completion students should be able to understand:</p> <ol style="list-style-type: none"> 1. The elements of life, health, property and liability insurance 2. The social and economic contributions of life, health, property and liability insurance 3. The basic elements of marine insurance 4. The legal grounds, the contributions and the rationale of reinsurance and its global scope
<p><u>Recommended Reading</u></p> <ol style="list-style-type: none"> 1. Kenneth Black Jr. and Harold D. Skipper Jr., Life and Health Insurance, 13th Edition, Prentice Hall 2. Wiening & Ludhardt, PROPERTY AND LIABILITY INSURANCE PRINCIPLES, 4TH EDITION 2005, AICPCU
<p><u>Language of Instruction</u></p> <p>Greek</p>

<i>Course Title</i>	E-business and Multimedia
<i>Course unit code</i>	AF7012
<i>Type of course unit</i>	Compulsory elective
<i>Hours per week</i>	4
<i>Semester</i>	7 th
<i>Number of ECTS credits allocated</i>	6
<i>Prerequisites</i>	-
<i>Name of lecturer(s)</i>	Academic staff from Applied Technology School, TEI of Crete

Aims

To present the basic principles of electronic commerce and related technologies and applications

Content

Electronic commerce. Basic principles of e-commerce. Infrastructure technologies. Assistive technologies and services (smart cards, payment systems, security solutions, tools for trading services, internet). E-commerce systems (e-banking, e-mall, portals, vertical portals, e-education, e-governance). B2B and B2C relationships. E-Commerce (B2C) and business models. Legal and institutional framework in the EU. Introduction to multimedia, definitions and categorization of multimedia technologies. Perception of sound and image. Sound processing (recording sounds-digital audio signal analysis techniques-digital compression techniques-software and hardware for sound processing-computer music). Image editing, image analysis techniques-digital compression techniques-image processing hardware and software). Design and development of multimedia applications. Uses of Multimedia in business.

Lab: Familiarity with eCommerce applications. Processing of audio and video with known applications. Use of Joomla platform and Dreamweaver.

Learning outcomes

Understanding the basic principles of electronic commerce. Examination of business opportunities and risks presented in electronic commerce. Knowledge for the development of multimedia applications and development tools.

Recommended Reading

1. Veljko Milutinovic and Frédéric Patricelli Editors, **Mastering E-Business Infrastructure (Multimedia Systems and Applications)**
2. Steffano Korper and Juanita Ellis, **E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia)**

Language of Instruction

Greek