



MSC IN ADVANCED MANAGEMENT SYSTEMS

Department of Tourism Business Cultural and Educational Operations and β) Department of Accounting and Finance

COURSE OUTLINE- MSC IN ADVANCED MANAGEMENT SYSTEMS

Athens , December 2023

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1st SEMESTER

1001 INNOVATION AND LEADERSHIP

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	1001	SEMESTER	A
COURSE TITLE	Innovation and Leadership		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area General background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course aims to enable students to explore the concepts and challenges of leadership and the working team through the introduction of innovative ideas. Students will explore different approaches to change management, while trying to think of innovative improvements especially in management systems in order to improve the operation of businesses/organizations. Upon completion of the course, students will have understood and deepened the analysis and synthesis of information to develop an innovative solution in a field of management. Finally, they will have been able to demonstrate an understanding of teamwork and leadership styles. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	

1. Search for, analysis and synthesis of data and information, with the use of the necessary technology
2. Adapting to new situations
3. Decision-making
4. Working independently
5. Teamwork
6. Production of new research ideas
7. Respect for the natural environment

3. SYLLABUS

Week 1: Introduction to the concept of innovation and entrepreneurship

Week 2 : Recognition of the business idea
Week 3: Forms of innovation
Week 4: Innovation strategies
Week 5 : Development of an innovation business model
Week 6: Innovation, start-ups and the Greek innovation ecosystem
Week 7: Start-up funding
Week 8: Environmental innovation
Week 9: Concept and evolution of leadership
Week 10: Key leadership styles and theories of leadership
Week 11: Innovation and leadership
Week 12: Change management
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	21
	Group project	50
	Essay writing	50
	Independent study	40
	Course Total (25 hours of workload per credit)	200
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	I. Final exam including (60%): - Multiple-choice questions	

<p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> - Open-ended questions of critical thinking - Problems solving <p>II. Group essay (40%)</p>
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5. ATTACHED BIBLIOGRAPHY

- | |
|--|
| <ul style="list-style-type: none"> [1] van der Duin, P., & Ort, R. (2020). <i>Contextual Innovation Management: Adapting Innovation Processes to Different Situations</i>. Routledge. [2] Jarmai, K. (2020). <i>Responsible Innovation: Business Opportunities and Strategies for Implementation</i>. Springer Nature. [3] Drucker, P., & Maciariello, J. (2014). <i>Innovation and Entrepreneurship</i>. Routledge. [4] Hender, J. (2003). <i>Innovation Leadership: Roles and Key Imperatives</i>. Grist Ltd. [5] Northouse, P. G. (2014). <i>Introduction to Leadership: Concepts and Practice</i>. Sage. [6] Whittington, R., Regnér, P., Angwin, D., Johnson, G. & Scholes, K. (2023). <i>Business Strategy: Multifaceted Investigation</i>. Κριτική. (in Greek). |
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1002 APPLIED FINANCE

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE,ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	1002	SEMESTER	A
COURSE TITLE	APPLIED FINANCE		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	www.moodle.uniwa.gr		

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students will be able to:

1. acquire a basic mathematical background regarding interest rate methods and especially develop their skills for applying these principles.
2. Understand all stages of the administrative and financial decision-making process that includes capital budgeting and a basic understanding of financial statements.
3. Gain a clear understanding of the variety of sources and types of finance available in the business sector, as well as the related advantages and disadvantages of the various types of financing.
4. Gain the ability to conduct a quantitative and qualitative assessment of investment projects, along with a critical understanding of the concepts to be applied to these situations.
5. assess the role of operating capital, its relationship with the financial viability of the company and its long-term investment plans

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Working in an interdisciplinary environment

Others

Production of new research ideas

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Decision-making

Working independently

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

- Introduction to the basic concepts of modern Finance: Definitions, Business Management, Financial System, Role of Banks,
- Time Value of Money: P.V., F.V.. Investments. Concepts of interest rates, capital interest, discounted interest rate.
- Debt Valuation and Interest Rates: Part 1
- Debt Valuation and Interest Rates: Part 2 (Accounts)
- Stock valuation: Stock types,
- Risk-Performance Relation & Portfolio Theory: CAPM, Concept, definitions, model analysis
- Capital Cost: Sources of Financing, Cost of of Financing, Short-term financing
- Capital Expenditure Budget. Criteria for Investment Decisions
- Money and Banks- Currency Exchange
- Review Class

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Moodle	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i>	<u>Activity</u>	<u>Semester workload</u>
	Lectures & Seminars	39

COURSE OUTLINE- MSC IN ADVANCED MANAGEMENT SYSTEMS

<p>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.</p> <p>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</p>	Independent and Directed Learning	76
	Preparation and writing of Individual Project	85
	Course Total (25 hours of workload per credit)	200
<p>STUDENT PERFORMANCE EVALUATION</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	<p>Case study project that requires data collection and application of the taught material in real life case by providing appropriate analysis, calculations with the use of relevant softwares.</p> <p>The thesis is individual and requires presentation to the tutor in order to be awarded an individual mark and to certify its independent preparation.</p> <p>The case study counts for the 1005 of the final mark</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Textbooks in Greek:

1. S. Titman, A.J. Keown and J.D. Martin (2015). Χρηματοοικονομική Διαχείριση. Αρχές και Εφαρμογές. Εκδόσεις Παπαζήση. ISBN 978-960-02-3029-1
2. Επενδύσεις, Bodie Zvi, Kane Alex, Marcus Alan. ISBN-13: 978-618-80647-6-8. Κωδικός Ευδόξου- 41954671. Εκδότης – Utopia
3. Damodaran A. (2013). Εφαρμοσμένη Χρηματοοικονομική για Επιχειρήσεις. Broken Hill Publishers. ISBN: 9789604891511,
4. Ross A. Stephen (2016). Χρηματοοικονομική των Επιχειρήσεων, Broken Hill Publishers. ISBN: 9789963274017

Textbooks in English:

1. Brealey, R. A., S.C. Myers and A.J. Marcus (2012) *Fundamentals of Corporate Finance*, McGraw-Hill International Edition.
2. David Hillier, Stephen Ross, R. Westerfield, J. Jaffe, B. Jordan (2010) *Corporate Finance, European version*, New York, McGraw-Hill Irwin.
3. Atrill, P. & McLaney, E. J. (2011) *Accounting and finance for non-specialists* 7th edn. Harlow & New York: Prentice Hall Financial Times.
4. GITMAN L. J. & ZUTTER C.J. (2015). *Principles of Managerial Finance Global Edition*, 14/E. Pearson Education. UK
5. S. Ross, R. Westerfield, B. Jordan (2012); *Fundamentals of Corporate Finance Standard Edition*. McGraw-Hill

Useful links:

www.fisher.osu.edu/fin/journal/jofsites.htm Finance Site List

www.investorguide.com Investor Guide

www.finweb.com Financial Web

www.aaii.org American Association of Individual Investors

www.cfainstitute.org CFA Institute (Chartered Financial Analyst)

www.nyssa.org New York Society of Security Analysts

www.mta.org Market Technicians Association

www.mfea.com The Mutual Fund Education Alliance

www.ecgi.org European Corporate Governance Institute

www.icgn.org International Corporate Governance Network

www.ibbotson.com Ibbotson's Data and Education Resources

www.sec.gov U.S. Securities and Exchange Commission

www.nyse.com New York Stock Exchange (NYSE)

www.cboe.com Chicago Board Options Exchange

www.issproxy.com Institutional Shareholder Services

www.ir-soc.org.uk Investor Relations Society-UK

www.worldbank.org World Bank

www.ecb.int European Central Bank

www.msccibarra.com MSCI

www.goldmansachs.com Goldman Sachs

www.wsj.com The Wall Street Journal
www.ft.com Financial Times
www.fortune.com Fortune Magazine
www.forbes.com Forbes Magazine
www.bloomberg.com Bloomberg
www.standardandpoors.com Standard & Poor's
www.moody.com Moody's
www.fitchratings.com FitchRatings
www.russell.com Russell
www.bankofgreece.gr Τράπεζα της Ελλάδος
www.agii.gr Ένωση Θεσμικών Επενδυτών
www.hcmc.gr Επιτροπή Κεφαλαιαγοράς
www.ase.gr Χρηματιστήριο Αθηνών
www.hiri.gr Ελληνικό Ινστιτούτο Σχέσεων με τους Επενδυτές

1003 CORPORATE GOVERNANCE

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	1003	SEMESTER	A
COURSE TITLE	Corporate Governance		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area General background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The aim of the course is to enable students to develop their theoretical knowledge on corporate governance, and the control and management of businesses through boards, owners and other national and international mechanisms for both private and public owners. Upon completion of the course, students will be able to describe the theoretical issues of corporate governance and the regulations that govern it, analyze corporate governance mechanisms and their characteristics and take into account different types of corporate governance in terms of national and organizational differences. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

8. Search for, analysis and synthesis of data and information, with the use of the necessary technology
9. Adapting to new situations
10. Decision-making
11. Working independently
12. Teamwork
13. Production of new research ideas
14. Respect for the natural environment

3. SYLLABUS

Week 1: Introduction to the concept and history of corporate governance

Week 2: Purpose and usefulness of corporate governance

Week 3: Institutional framework of corporate governance and corporate governance in Greece
Week 4: Principles and theories of corporate governance
Week 5: Corporate governance systems
Week 6: Corporate governance of listed businesses
Week 7: The role of the Board of Directors in corporate governance
Week 8: Internal audit and corporate governance
Week 9: Purpose and types of internal audit
Week 10: Corporate social responsibility and corporate governance
Week 11: Corporate ethics
Week 12: Corporate governance modeling
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	16
	Group project	45
	Essay writing	25
	Independent study	50
	Course Total (25 hours of workload per credit)	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	I. Final exam including (60%): - Multiple-choice questions	

<p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>- Open-ended questions of critical thinking</p> <p>II. Group essay (40%)</p>
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5. ATTACHED BIBLIOGRAPHY

1. Zopounidis, K., Doubos, M., Garaliotis, Aim. & Eskandar, M. (2022). *Sustainable Financial Climate Change and ESG Criteria*. Kleidarthmos. (in Greek).
2. Zopounidis, K., Eskandar, M. (2022). *Socially Responsible Investing: ESG Methods and Criteria*. Kleidarithmos. (in Greek).
3. Goergen, M. (2016). *Corporate governance: an international perspective*. Diplographia Publications. (in Greek).
4. Tricker, R. I. (2015). *Corporate Governance: Principles, Policies, and Practices*. Oxford University Press.
5. Law 4706/2020. *Corporate governance of sociétés anonymes, modern capital market, incorporation into Greek legislation of Directive (EU) 2017/828 of the European Parliament and of the Council, measures to implement Regulation (EU) 2017/1131 and other provisions*. FEK A' 136/17-07-2020. (in Greek)

1004 ACCOUNTING

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE,ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	1004	SEMESTER	C
COURSE TITLE	ACCOUNTING		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
COMPULSORY/ OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The Accounting course aims to acquaint students with financial accounting theory and practice, to follow the overall accounting circuit of economic entities related to tourism and to understand the accounting principles, procedures and rules that frame accounting practice. During the educational process, specialized case studies are examined, while emphasis is placed on the theoretical background of Accounting.

After successful completion of the course, the students will have an in-depth understanding of accounting issues, will apply accounting techniques for the valuation of fixed assets, stocks, receivables, liabilities and will In general have an understanding of the framework of the Greek Accounting Standards. Through case studies, they will choose the most appropriate approach to solve accounting problems concerning specific cases of financial entities.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Team work

Criticism and self-criticism

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

The general skills that the graduate will have acquired and which the course aims at are:

- Search, analysis and synthesis of financial data and information, using the necessary accounting technologies
- Adaptation to new situations of the economic environment
- Decision - making
- Independently working as well as teamwork

- Working in an interdisciplinary environment
- Exercise critical skills

3. SYLLABUS

- Basic Principles of Financial Accounting. The normative, theoretical and conceptual framework of Financial Accounting.
- Accounting standardization, institutional framework, categories of economic entities.
- The accounting process, accounting cycle, inventory, accounting records, financial statements.
- Accounting of tangible assets (identification-appearance, valuation, impairment, depreciation).
- Inventories (purchase, sale, valuation, destruction)
- Requirements, liabilities.
- Accounting entries at the end of the year
- Adjustment accounting entries
- Profit and Loss Account

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p>-Teaching: Presentations of the lectures are carried out with modern audio-visual media and the slides of the lectures are available to the students through the electronic platform moodle.</p> <p>-Communication with students: Students communicate with the lecturer via e-mail or face-to-face at the end of each lecture</p>	
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.</i>	<i>Activity</i>	<i>Semester workload</i>
	Lectures by the teacher on each theoretical field of the course supported by presentations in electronic format	39

<p>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</p>	(power point). Each comprehensive module is accompanied by many exercises and case studies.	
	Preparation for solving exercises	65
	Independent study	71
	Course Total (25 hours of workload per credit)	175
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Language of evaluation: Greek</p> <p>Methods of evaluation: The grade of the course is 100% formed by its written examination in the examination period. In case of failure, the student is re-examined in the repeat period. Students are asked to answer short-answer questions, multiple choice questions and solving accounting problems. Students have access to their written examination and explanations are given by the instructor about their grades and how to improve their performance.</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- Αληφαντής Γ., Χρηματοοικονομική Λογιστική, Διπλογραφία, Αθήνα 2019
- Δημητρίου Δ., Ανάλυση και Ερμηνεία των Ε.Λ.Π. σε Λογιστική και Φορολογική Βάση, Οικονομικές Εκδόσεις ΕΕ, Θεσσαλονίκη 2017

- Κόντος Γ., Χρηματοοικονομική Λογιστική, Διπλογραφία, Αθήνα 2015
- Κορομηλάς Γ. – Τσιαουσίδου Μ., Ελληνικά Λογιστικά Πρότυπα για πολύ μικρές και μικρές οντότητες, Tax advisors, Αθήνα 2016
- Λεκαράκου Κ., Ειδικά Θέματα Χρηματοοικονομικής Λογιστικής, Εξέλιξη, Πειραιάς 2018
- Μπατσινίλας Ε. – Πατατούκας Κ., Σύγχρονη Λογιστική, Α΄ & Β΄ τόμος Σταμούλης, 5η έκδοση, Αθήνα 2017
- Παπαγιάννης Ν, Πρακτικός Οδηγός Λογιστικής - Η Εφαρμογή των Ε.Λ.Π. στην πράξη, Οικονομικές Εκδόσεις ΕΕ, Θεσσαλονίκη 2015
- Ροδοσθένους Μ., Λεκαράκου Κ., Χρηματοοικονομική Λογιστική ΙΙ, Εξέλιξη, Πειραιάς 2019
- Σγουρινάκης Ν. – Μιχελινάκης Β. – Βλησμάς Ο. – Ναούμ Β., Ελληνικά Λογιστικά Πρότυπα, Οικονομική Βιβλιοθήκη, Αθήνα 2016
- Σταματόπουλος Δ. – Π. – Γ., Ελληνικά Λογιστικά Πρότυπα, Forin, Αθήνα 2015

2nd SEMESTER

2001 BUSINESS STATISTICS

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	2001	SEMESTER	B
COURSE TITLE	Business Statistics		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area General background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> 																	
<p>The aim of the course is to help students learn the basic statistical techniques of data analysis for business decision making. A basic requirement is the familiarization of the student with the basic concepts and principles of statistics, integrating statistical thinking into administrative practice. At the end of the course, students will be able (1) to understand the basic concepts and principles of statistics (2) to apply basic statistical techniques in various areas of a business (3) to produce basic and complex statistical analyses using appropriate statistical packages (4) to analyze business data and draw conclusions useful for administrative decisions. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.</p>																	
<p>General Competences</p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Team work</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Others</i></td> </tr> <tr> <td><i>Production of new research ideas</i></td> <td></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>	<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>	<i>Decision-making</i>	<i>Respect for the natural environment</i>	<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Team work</i>	<i>Criticism and self-criticism</i>	<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>	<i>Working in an interdisciplinary environment</i>	<i>Others</i>	<i>Production of new research ideas</i>	
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>																
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>																
<i>Decision-making</i>	<i>Respect for the natural environment</i>																
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<i>Team work</i>	<i>Criticism and self-criticism</i>																
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>																
<i>Working in an interdisciplinary environment</i>	<i>Others</i>																
<i>Production of new research ideas</i>																	
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, with the use of the necessary technology • Adapting to new situations • Decision-making • Working independently • Teamwork • Production of new research ideas 																	

3. SYLLABUS

Week 1: Introduction to statistics

Week 2: Sampling

Week 3: Data presentation – descriptive statistical measures

Week 4: Data presentation – descriptive statistics charts

Week 5: Probability theory

Week 6: Useful distributions

Week 7: Statistical hypotheses tests

Week 8: Correlation tests

Week 9: Simple linear regression

Week 10: Multiple linear regression

Week 11: Factor analysis

Week 12: Statistical quality control

Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Practice	21
	Group project	30
	Essay writing	35
	Laboratory practice	35
	Independent study	40
	<i>Course Total</i>	200

	<i>(25 hours of workload per credit)</i>	
STUDENT PERFORMANCE EVALUATION	<p>I. Final exam including (60%):</p> <ul style="list-style-type: none"> - Multiple-choice questions - Open-ended questions of critical thinking - Problem solving <p>II. Group essay (40%)</p>	
<p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		

5. ATTACHED BIBLIOGRAPHY

- [7] Aczel, A. & Sounderpandian, J. (2016). *Complete Business Statistics*. Paschalidis Publications. (in Greek)
- [8] Gnardellis, C. (2022). *Data Analysis with IBM SPSS Statistics 28*. Papazisis Publications.
- [9] Field, A. (2016). *The Investigation of Statistics Using IBM's SPSS*. Propompos Publications. (in Greek).
- [10] Sharma, J. (2019). *Business Statistics*. 5th Edition. Vikas Publishing.

2002 DIGITAL TRANSFORMATION IN ENTERPRISES AND ORGANIZATIONS

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	2002	SEMESTER	B
COURSE TITLE	Digital Transformation in Enterprises and Organizations		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific Area Specialisation		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon completion of the course, students will have achieved:

- understand the concept of digital transformation,
- understand the concept of digitalization,
- recognise modern digital skills,
- gain basic knowledge and skills to recognise the contribution of technology to the business environment (Business 4.0), and organisations.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Decision-making
- Autonomous work
- Teamwork
- Working in an interdisciplinary environment

- Generating new research ideas
- Demonstrate social, professional and ethical responsibility and gender sensitivity
- Promotion of free, creative and deductive thinking

3. SYLLABUS

This course will not only introduce the critical role of technology in modern businesses and organisations, but will also improve students' overall understanding of how business works in general. The course will explore the basic systems used by accountants, financial managers, managers of various departments of a modern business, for example managers of human resources, quality control, procurement, marketing etc. departments on a daily basis. The main objective of the course is therefore to disseminate practical knowledge in order to gain an in-depth understanding of the managerial and non-managerial challenges to the successful use of technology in business. On completion of the course, students will have succeeded in gaining basic knowledge and skills to recognize the contribution of technology in the business environment. The course includes, in addition to the syllabus, a case study, a mid-term (optional) and a final examination.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of slide projection software (PowerPoint), use of the Internet, WordPress software for blogging, use of MS Teams video conferencing software, email.	
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>	<u><i>Activity</i></u>	<u><i>Semester workload</i></u>
	Lectures	39
	Laboratory exercise	81
	Conducting a study	80

	Course Total <i>(25 hours of workload per credit)</i>	200
<p align="center">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Formative and summative assessment with delivery of a project	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- Zakopoulos, V., Georgakopoulos, I. and Exarchos, M. (2022) *Business Informatics. Theoretical Background, Presentation of Digital Tools, Modelling of Business Problems, Solving Business Scenarios*. Thessaloniki: Dissigma Publications (2nd edition).
- European Commission (2021) *Digital Compass 2030. The European Roadmap to the Digital Decade*. Brussels, European Union.
- Hellenic Republic - Ministry of Digital Governance (2021) *Digital Transformation Paper 2020 - 2025*. Available at: <https://digitalstrategy.gov.gr>
- National Centre for Documentation and Electronic Content (EKT). (2021). *OECD: Better understanding the new digital age*. Athens: National Documentation and Electronic Content Centre (EKT). ISSN 2732-6179.
- Alam, M., & Khan, I. R. (2020). *Business 4.0 - A New Revolution. Information technology for management*. KD Publications, Delhi, India, 41-57

COURSES OF THE SPECIALIZATION SERVICES BUSINESS MANAGEMENT AND LOCAL DEVELOPMENT

2101 APPLIED COSTING SYSTEMS FOR SERVICE COMPANIES

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	2101	SEMESTER	B
COURSE TITLE	APPLIED COSTING SYSTEMS FOR SERVICE COMPANIES		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims to discuss the various roles and interpretations of management accounting information in management, and particularly in decision making and control.

Specifically, the following issues are discussed:

- Cost analysis
- Strategic Planning and Budgeting
- Management Control
- Performance measurement and evaluation.

Course Aim. Students should obtain the ability:

- Understand various cost systems: e.g. Job Order Costing, Process Costing, ABC Costing.
- to understand the nature of control
- to understand the controlling roles of accounting information
- to understand the relationship between planning and control.
- To familiarize with various management control procedures.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently

3. SYLLABUS

- Costing and Cost systems
- The concept of control
- Strategy, strategic planning and Control
- Control and Decision-Making
- Cost volume profit analysis
- Pricing
- Investment Decisions and Management Control
- Transfer Pricing
- Budgeting
- Flexible budgets and Variance Analysis
- Cash flows and cash management
- Performance measurement and evaluation.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
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.</i>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Essay writing	70
	Individual study	66

<p>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</p>		
	<p>Course Total (25 hours of workload per credit)</p>	<p>175</p>
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Case study /essay preparation</p> <p>Interim and final exam</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- (1) Needles, B., Powers, M., Crosson, S., (2017). Διοικητική Λογιστική, Broken Hills Publishers Ltd.
- (2) Garrison R. Norren E and Brewer P, "Managerial Accounting", 18th edition 2023.
- (3) Horngren, C.T., A. Bhimani, S. Dataz and Foster, "Management and Cost Accounting", Prentice Hall, 2nd edition 2002.
- (4) Cohen, S., Venieris, G., «Management Accounting», Diplogarfia, 2023
- (5) Ballas A., Dimitras A., Management Accounting», Gutenberg, 2009.

2102 SERVICE MARKETING

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	2102	SEMESTER	B
COURSE TITLE	Service Marketing		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course focuses on strategic and managerial issues related to the formulation and implementation of marketing strategy, and examines the tools, concepts and theories necessary to make effective strategic marketing decisions. In particular, the course focuses on programming, implementation and control, focusing mainly on the promotion of services, which due to their intangible substance are the subject of special interest in the context of marketing. In addition, the course examines how the use of modern digital media and technology allows companies to enhance the effectiveness and efficiency of their existing marketing operations. Upon completion of the course, students will be able to understand a range of complex topics related to both marketing in general and service marketing. Moreover, they will be able to assess the impact of technology on marketing strategies and develop original ideas. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	

15. Search for, analysis and synthesis of data and information, with the use of the necessary technology
16. Adapting to new situations
17. Decision-making
18. Working independently
19. Teamwork
20. Production of new research ideas

3. SYLLABUS

Week 1:Marketing and its strategic role
Week 2:Consumer behaviour
Week 3: The marketing environment
Week 4: Marketing mix
Week 5: Segmentation
Week 6: Market research
Week 7: Marketing program decisions
Week 8: Service development
Week 9: Service pricing
Week 10: Promotion of services
Week 11: Digital marketing
Week 12: Marketing strategy in the modern economy
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	11
	Group project	25
	Essay writing	60
	Independent study	40
	Course Total (25 hours of workload per credit)	175
STUDENT PERFORMANCE EVALUATION	I. Final exam including (80%):	

<p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> - Multiple-choice questions - Open-ended questions of critical thinking <p>II. Group essay (20%)</p>
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5. ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> i. Grewal, D., Levy, M., Leonidou, L. & Fotiadis, Th. (2022). <i>Marketing</i>. Kritiki. (in Greek). ii. Fahy, J. & Jobber, B. (2014). <i>Marketing Principles</i>. Kritiki. (in Greek) iii. Fisk, R. P., Grove, S. J., & John, J. (2013). <i>Services Marketing Interactive Approach</i>. Cengage Learning. iv. Lovelock, C. H., & Wirtz, J. (2016). <i>Services marketing: People, Technology, Strategy</i>. 8th edition. World Scientific Publishing Company. v. Kotler, P. (2012). <i>Kotler on Marketing</i>. Simon & Schuster UK.
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2103 HUMAN RESOURCES MANAGEMENT CONTEMPORARY METHODS

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	2103	SEMESTER	B
COURSE TITLE	Human Resources Management Contemporary Methods		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course aims to introduce contemporary issues related to human resource management, with the aim of creating an in-depth and critical exploration of some of the challenges faced in the workplace today. Such topics include diversity management, changing ways of working and career, work ethic, how corporate social responsibility fits with human capital, well-being at work and work-life balance. Upon completion of the course, students will have acquired a thorough and in-depth knowledge of contemporary issues and issues related to human resource management and their impact at company level. They will also be able to assess the relevant weaknesses of the system and implement solutions for the more efficient operation of businesses and organizations. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	Others
Production of new research ideas	

21. Search for, analysis and synthesis of data and information, with the use of the necessary technology
22. Adapting to new situations
23. Decision-making
24. Working independently
25. Teamwork
26. Production of new research ideas
27. Respect for difference and multiculturalism

3. SYLLABUS

Week 1: Strategic human resource planning
Week 2: Recruitment and selection of staff
Week 3: Reception and integration of staff
Week 4: Training, human resource development and talent management
Week 5: Human resources remuneration policy and systems
Week 6: Human resources performance evaluation
Week 7: Motivation theories
Week 8: Problems and conflicts resolution
Week 9: Stress
Week 10: Socially responsible human resource management
Week 11: Diversity and inclusion in the workplace
Week 12: Human resource management in an international environment
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	30
	Practice	11
	Group project	25
	Essay writing	60
	Independent study	40
	<i>Course Total</i> <i>(25 hours of workload per credit)</i>	175

COURSE OUTLINE- MSC IN ADVANCED MANAGEMENT SYSTEMS

<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>I. Final exam including (60%):</p> <ul style="list-style-type: none"> - Multiple-choice questions - Open-ended questions of critical thinking <p>II. Group essay (40%)</p>
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5. ATTACHED BIBLIOGRAPHY

<p>[1] Stewart, G. L., & Brown, K. G. (2019). <i>Human Resource Management</i>. John Wiley & Sons.</p> <p>[2] Wilton, N. (2019). <i>An Introduction to Human Resource Management</i>. Sage.</p> <p>[3] Neubert, M. J., & Dyck, B. (2021). <i>Organizational Behavior: For a Better Tomorrow</i>. John Wiley & Sons.</p> <p>[4] Harzing, A.W., Reiche, S. & Tenzer, H. (2022). <i>International Human Resource Management</i>. Sage.</p>

2104 BANKING ENVIRONMENT – MICROFINANCE AND LOCAL DEVELOPMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	2104	SEMESTER	B
COURSE TITLE	BANKING ENVIRONMENT – MICROFINANCE AND LOCAL DEVELOPMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

This course aims to show to the students the role of banks and the banking system for real economy and society. We examine the retail banking and the different types of loans (real estate, corporate, consumption etc.) and the alternative ways of financing like Leasing, Factoring and Forfaiting. We also examine the role of Central Banks in relation to the commercial and investment banks and learn issues like capital adequacy and bankruptcy. Special reference is given also in the presentation of banking products and in the Assets and Liabilities management to eliminate risks of duration gap and maturities. In addition, the course focuses on special needs for financing of local businesses especially SME by emphasizing in microfinance and development funds. Students will also learn to evaluate banks using the CAMELS ratios system

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	Others
Production of new research ideas	

- Analysis and synthesis of data and information
- Understanding the new situations in the financial system
- Decision making
- Independent work
- Work in collaboration
- Generation of new research ideas
- Strategy planning and risk hedging
- Critical perception of situations
- Promotion of free, creative and inductive thinking

3. SYLLABUS

Upon completion of the course students will be capable to:

1. understand the importance of the Banking system for the economy,
2. know the operation and use of Banking Products and Services,
3. analyze and evaluates the risk of Banking institutions,
4. make decisions on the use of Banking Products and Services,
5. offer solutions regarding the difficulty of access of startups in financing.
6. merit-critically consider the usefulness of financial data transport when making financial decisions.
7. investigate alternative sources of funding that available to organizations.
8. realize the role of Central Banks for the stability of the financial system
9. realize concepts like capital adequacy
10. evaluate securities
11. learn leasing, factoring and forfaiting
12. evaluate banks with CAMELS ratios

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures & Seminars	39
	Preparation and writing of Individual Project	70
	Study	66
	Course Total <i>(25 hours of workload per credit)</i>	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Final written exams 3 hours Greek language	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Anthony Saunders, Marcia Cornett and Otgo Erhemjamts (2021). Financial Institutions Management: A Risk Management Approach, 10th Edition.

Stephen Cecchetti and Kermit Schoenholtz (2021). Money, Banking and Financial Markets, 6th Edition.

Christopoulos A., and Dokas, I. (2012). Issues in Banking and Finance theory, Kritiki publications.

COURSES OF THE SPECIALIZATION TOURISM - HEALTH AND WELLNESS

2201 SPECIAL – ALTERNATIVE FORMS OF TOURISM

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2201	SEMESTER	B
COURSE TITLE	Special – Alternative Forms of Tourism		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course focuses on the presentation of forms of special – alternative tourism which include complex tourism products that respond to special incentives. Upon completion of the course, students will have understood and deepened the forms of alternative tourism. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	Others
Production of new research ideas	

28. Search for, analysis and synthesis of data and information, with the use of the necessary technology
29. Adapting to new situations
30. Decision-making
31. Working independently
32. Teamwork
33. Production of new research ideas
34. Respect for the natural environment

3. SYLLABUS

Week 1: Tourism development planning

Week 2: Historical development and development of special and alternative forms of tourism

Week 3: Analysis of the basic characteristics of special and alternative forms of tourism

Week 4: Special and alternative forms of tourism based on culture, religion and education

Week 5: Special and alternative forms of tourism based on sea
Week 6: Special and alternative forms of tourism based on health and quality of life
Week 7: Special and alternative forms of tourism based on nature and environmental protection
Week 8: Special and alternative forms of tourism based on food and beverage-based
Week 9: Special and alternative forms of tourism based on sport and physical exercise
Week 10: Other specific and alternative forms of tourism
Week 11: Climate change and tourism
Week 12: Sustainable tourism development
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	11
	Group project	45
	Essay writing	40
	Independent study	40
	Course Total (25 hours of workload per credit)	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer</i>	I. Final exam including (60%): - Multiple-choice questions - Open-ended questions of critical thinking	

COURSE OUTLINE- MSC IN ADVANCED MANAGEMENT SYSTEMS

<p><i>questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>II. Group essay (40%)</p>
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5. ATTACHED BIBLIOGRAPHY

- [11] Kokkosis, C., Tsartas, P., & Grimpa, E. (2020). *Special and Alternative Forms of Tourism: Demand and Supply of New Tourism Products*. Kritiki. (in Greek).
- [12] Slocum, S. L., Aidoo, A., & McMahon, K. (2020). *The Business of Sustainable Tourism Development and Management*. Routledge.
- [13] Weaver, D. (2020). *Advanced Introduction to Sustainable Tourism*. Edward Elgar Publishing.
- [14] Smith, V. & Eadington, W. (2016). *Tourism Alternatives Potentials and Problems in the Development of Tourism*. University of Pennsylvania Press, Incorporated.

2202 CULTURAL TOURISM AND EVENT MANAGEMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA	
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance	
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME	
COURSE CODE	2202	SEMESTER
COURSE TITLE	Cultural Tourism and Event Management	
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS
	3	7
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>		
COMPULSORY / OPTIONAL	Compulsory	
PREREQUISITE COURSES:	-	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek	
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No	
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/MSCAMS120/	

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course analyses the tourism activity in which the main motivation of the visitor is to visit cultural attractions in order to get to know and experience the cultural heritage of the tourist destination visited.

Upon completion of the course students will be able to:

- Identify the cultural tourism product
- Understand the concept of cultural tourism
- Know the characteristics of the tourism forms of this product group
- Understand the concept of cultural heritage
- Understand the tourism demand of this product group
- Understand concepts such as Pilgrimage Tourism, Educational Tourism, Scientific Tourism, City Tourism, Cultural Events, Cultural Activities.
- Make a distinction between the Cultural Tourist and other forms of tourism
- Understand the relationship and interaction between cultural tourism and other specific alternative forms of tourism
- Be aware of the positive effects as well as the impact of Cultural Tourism on the destination and the local population
- Organise the promotion of cultural products
- Deepen their knowledge of the organisation and development of tourist destinations of cultural interest,
- Organise events related to urban tourism, film tourism and other areas of cultural tourism development.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and

Project planning and management

<i>information, with the use of the necessary technology</i>	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	<i>Others</i>
<i>Working in an interdisciplinary environment</i>	
<i>Production of new research ideas</i>	

- Promoting free, creative and deductive thinking to develop original ideas
 - Searching, analysing and synthesising data and information, using modern scientific tools to solve problems in specialised applications
 - Autonomous work
 - Group work
 - Working in an interdisciplinary environment
 - Generating new research ideas and dealing with complex issues
 - Design and originality in the development of programmes and projects
 - Respect for the natural environment
 - Working in an international environment
 - Respect for diversity and multiculturalism
 - Demonstrate social, professional and ethical responsibility and gender sensitivity
 - Exercise of critical and self-critical thinking and judgement
- Developing capacities for disseminating original scientific and research work in order to increase the human resources to apply the new scientific added value.

3. SYLLABUS

- The concept of tourism and its significance
- Tourism trends
- Development of Cultural Products
- Cultural Heritage
- Concept of Culture

- Concept of Heritage
- Link between culture and heritage
- Group of products with culture as their dominant motive
- Concept, Historical development, characteristics and dimensions of Cultural Tourism
- Sub-categories of Cultural Tourism
- Experiential Cultural Tourism
- Creative Cultural Tourism
- World Heritage Protection Organisations
- Case Studies of Cultural Tourism destinations and products
- The Cultural Tourism Charter
- International Bodies for Cultural Tourism
- Event Organisation - MICE Tourism
- Organisation of Cultural Events
- The contribution of cultural events to the promotion of cultural tourism

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Study & Literature Analysis	21
	Study	50
	Essay writing	65

	Course Total <i>(25 hours of workload per credit)</i>	175
<p align="center">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>This course includes, in addition to the syllabus and several case studies, the successful completion of 1 (one) composition project in the form of a case study, where students will have applied the knowledge and skills they have acquired during their studies in the MSc, as well as a public presentation.</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Greek

- Σμιθ Μ. Κ. & Κικίλια Κ. Ειδικά Θέματα Μελετών Πολιτιστικού Τουρισμού. εκδ. Broken Hill
- Παπαγεωργίου Α. Μανατζμεντ Συνεδρίων και Εκδηλώσεων. Hybrid, Virtual, In Person. εκδ. Broken Hill
- Μοίρα Π. Θρησκευτικός Τουρισμός & Προσκύνημα, εκδ. Φαίδιμος
- Κοκκώσης Χ., Τσάρτας Π., Γκρίμπα Ε. Ειδικές και Εναλλακτικές Μορφές Τουρισμού, εκδ. Κριτική
- Ανδριώτης Κ., Αειφορία και Εναλλακτικός Τουρισμός, εκδ. Σταμούλης Αθ.

International

- B. Mc Kercher, H. Du Cros, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage
- G. Richards, Cultural Tourism: Global and Local Perspectives
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Journals:

- G Richards, Cultural tourism: A review of recent research and trends, Journal of Hospitality and Tourism Management, 2018 – Elsevier

- NB Salazar - Community-based cultural tourism: issues, threats and opportunities Journal of Sustainable Tourism, 2012 - Taylor & Francis
- H Zeppel, CM Hall, Selling art and history: Cultural heritage and tourism. Journal of Tourism Studies, 1991 - cabdirect.org
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- Gazing from home: Cultural tourism and art museums T Stylianou-Lambert - Annals of Tourism Research, 2011 - Elsevier

2203 THERMAL AND THERAPEUTIC TOURISM MANAGEMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2203	SEMESTER	B
COURSE TITLE	Thermal and Therapeutic Tourism Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course focuses on issues of organization and management of businesses active in thermal and therapeutic tourism as well as the role of local and state stakeholders in this form of tourism. Upon completion of the course, students will know the conditions for the development and organization of businesses operating in this form of alternative tourism, in order to achieve with the most effective the sustainable utilization of natural resources with mild forms of development. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

35. Search for, analysis and synthesis of data and information, with the use of the necessary technology

36. Adapting to new situations

37. Decision-making

38. Working independently

39. Teamwork

40. Production of new research ideas

41. Respect for the natural environment

3. SYLLABUS

Week 1: Health and wellness tourism characteristics analysis

Week 2: Tourism, health, wellness and quality of life

Week 3: Healing properties of thermal springs

Week 4: Forms of hydrotherapy

Week 5: Spa and therapeutic tourism in Greece

Week 6: Spa and therapeutic tourism at international level
Week 7: Identification of key characteristics of spa tourism centers
Week 8: Organization and operation of spa and therapeutic tourism centers
Week 9: Demand and supply of thermal and therapeutic tourism
Week 10: Spa and therapeutic tourism in the context of sustainable development
Week 11: Contribution of thermal and therapeutic tourism to the local and national economy
Week 12: Legislative framework for spa and therapeutic tourism
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	11
	Group project	25
	Essay writing	60
	Independent study	40
	Course Total (25 hours of workload per credit)	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	I. Final exam including (80%): - Multiple-choice questions - Open-ended questions of critical thinking II. Group essay (20%)	

5. ATTACHED BIBLIOGRAPHY

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3. Smith, M., & Puczko, L. (2014). *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*. Routledge.
4. Voigt, C., & Pforr, C. (2013). *Wellness Tourism: A Destination Perspective*. Routledge.

2204 HEALTHCARE UNITS MANAGEMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	2204	SEMESTER	B
COURSE TITLE	Healthcare Units Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	OPTIONAL		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

This course focuses on issues of healthcare units' management at local level and especially in remote island areas emphasizing those where the economy is based on tourism. Upon completion of the course, students will be familiar with issues related to the management of existing health units and will be able to determine the necessity of establishing the appropriate health unit within an organized system of health structures that can support the needs of areas, which change within the year. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

42. Search for, analysis and synthesis of data and information, with the use of the necessary technology

43. Adapting to new situations

44. Decision-making

45. Working independently

46. Teamwork

47. Production of new research ideas

3. SYLLABUS

Week 1: The healthcare sector

Week 2: Healthcare organization and healthcare units

Week 3 : Management and leadership in healthcare units

Week 4: Human resources management in healthcare units

Week 5: Quality assurance systems in healthcare

Week 6: Management information systems in healthcare

Week 7: E-health

Week 8: Health economics

Week 9: Financing of healthcare units and services

Week 10: Economic evaluation of healthcare units and services

Week 11: Indicators for the evaluation of healthcare units

Week 12: Decision making methods and techniques in health units

Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Practice	11
	Group project	25
	Essay writing	60
	Independent study	40
	<i>Course Total</i> <i>(25 hours of workload per credit)</i>	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written</i>	I. Final exam including (80%): - Multiple-choice questions - Open-ended questions of critical thinking - Problem solving	

<p><i>work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>II. Group essay (20%)</p>
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5. ATTACHED BIBLIOGRAPHY

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3rd SEMESTER

COURSES OF THE SPECIALIZATION SERVICES BUSINESS MANAGEMENT AND LOCAL DEVELOPMENT

3101 SERVICE BUSINESS MANAGEMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3101	SEMESTER	C
COURSE TITLE	Service Business Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific Field of Specialization		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/MSCAM5114/		

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course provides a comprehensive framework for understanding and applying advanced principles of administrative science in the contemporary economic environment. With a primary focus on applied administration, the course introduces students to critical concepts of administrative practice, including areas such as strategy, marketing, and human resource management.

Upon completion of the course, students gain a substantial understanding of fundamental concepts in various functional areas of administration. Their ability to comprehend the importance of strategic planning and effective management is enhanced, showcasing their capacity to apply management theories at an international level.

In addition to the curriculum, the course includes case studies, offering students the opportunity to apply acquired knowledge in practical scenarios. In this way, students are prepared for challenges they may encounter in the management of service-oriented businesses, achieving a high level of practical and theoretical readiness.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

The course aims to develop the following skills:

Data and Information Search, Analysis, and Synthesis:

Cultivate the ability to find, analyze, and synthesize data and information using modern technologies.

Adaptation to New Situations:

Develop the ability to adapt to new situations, facing challenges and adjusting strategies.

Decision-Making:

Enhance decision-making skills by examining and evaluating complex issues.

Autonomous and Teamwork:

Promote the ability to work independently as well as collaborate within a team framework.

Work in an International and Interdisciplinary Environment:

Train students for effective work in international and interdisciplinary environments.

Project Planning and Management:

Acquire the ability to plan and manage projects systematically and efficiently.

Respect for Diversity, Multiculturalism, and the Natural Environment:

Cultivate respect for diversity, multiculturalism, and the natural environment.

Demonstration of Social, Professional, and Ethical Responsibility:

Encourage students to demonstrate social, professional, and ethical responsibility.

Critical and Self-Critical Exercise:

Develop the ability to exercise critical thinking and self-criticism to enhance their skills.

Promotion of Free, Creative, and Inductive Thinking:

Encourage the development of free, creative, and inductive thinking in students.

3. SYLLABUS

The course content includes the following thematic areas:

1. Introduction to Service Management:

- Understanding the fundamental principles and practices of service management, with an emphasis on the specific challenges faced by service-oriented businesses.

2. Strategic Service Management:

- Analysis of the strategic challenges and opportunities encountered by service businesses, along with the application of strategic management techniques.
3. **Services Marketing:**
 - Understanding methods and marketing strategies specifically designed for service-oriented businesses.
 4. **Organization and Design of Services:**
 - The role of planning and design in services.
 - Analysis of the external environment and adaptation to changing conditions.
 - Improvement and innovation methodologies in the services sector.
 5. **Human Resource Management in Services:**
 - Practices and techniques for the management and development of human resources in service-oriented businesses.
 6. **Quality Management in Services:**
 - Study of processes and practices contributing to the quality of services and how it can be ensured and improved.
 7. **Impact of Multiculturalism and Diversity on Management:**
 - Analysis of challenges arising from the management of multicultural teams and how diversity influences management.
 8. **Quality Management/Customer Satisfaction:**
 - Definition of service quality.
 - Techniques for measuring and improving customer satisfaction.
 9. **Leadership-Decision Making/Perception:**
 - Techniques for developing leadership skills.
 - The decision-making process in a service environment.
 - Analysis and understanding of customer perceptions.
 - Techniques for developing leadership skills.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations with slides are used to provide information, graphical representations, diagrams, and images for visualization, supporting the understanding of the topics. Online sources are utilized to enable students to leverage the internet for research, access to e-books, scientific articles, and other resources.

	<p>Moreover, the e-class platform is employed for posting materials, exercises, and announcements, ensuring immediate updates. Email is used for providing instructions and clarifications related to the course. Mutual interaction is encouraged, and continuous communication with students is maintained both during and outside class hours.</p>		
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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></p>	<u>Activity</u>	<u>Semester workload</u>	
	Lectures	39	
	Study & Literature Review	37	
	Collaborative Learning	34	
	Case-Based Learning	35	
	Educational Games	12	
	Coursework Project	43	
	Course Total (25 hours of workload per credit)	200	
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Stages and methods provide a comprehensive overview of the students' educational journey. Assessment methods include multiple-choice tests, short-answer questions, essay-type questions, problem-solving tasks, written assignments, reports, oral examinations, presentations, and laboratory exercises.</p> <p>Throughout the assessment process, there are explicitly defined assessment criteria presented to the students. These criteria clarify the expected levels of achievement and provide clear parameters for evaluating their work, encouraging self-assessment and</p>		

	improvement. This contributes to the fairness and objectivity of the assessment process, enhancing students' confidence in the education system.
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Chytiris L., Anninos L. (2015). "Management and Service Quality". Publisher: Greek Academic Textbooks and Manuals, www.kallipos.gr.

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3102 ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	3102	SEMESTER	3rd
COURSE TITLE	Entrepreneurship and Sustainable Development		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge		
COMPULSORY / OPTIONAL	COMPULSORY		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is the students to be familiarized with the basic concepts and characteristics of entrepreneurship, as well as with the content of the concept of sustainable local development. At the same time, it focuses on the connection and interaction that take place between them. In an intensely globalized environment, in the context of the 4th industrial revolution, with the prevailing megatrends such as climate change, technological developments, resource limitation, continued urbanization, the importance of acquiring knowledge in analysis of the environment that organizations operate, at the micro and macro level is crucial. In addition, other key variables of entrepreneurship are analyzed such as the importance of the value chain, the design of innovative business models and the drafting of business strategic plans, in the context of sustainability.

The recognition and utilization of local resources: natural, human, cultural, financial, as valuable resources for the development of entrepreneurship are highlighted in the context of the course.

Upon completion of the course, students will have been familiarized with the concept of innovative entrepreneurship, as well as with the content of sustainable development and finally on how they interact with each other. Students will be able to:

- recognize the main parameters of entrepreneurship and sustainable development as well as the interaction among them, taking into account the contemporary relevant literacy.
- apply the basic theories and tools learned, in the context of the modern challenges and demands.
- gain the ability to synthesize and evaluate effective strategies, through the study and comparative analysis of good practices, from the national and international field.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma

Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	

- Individual Assignments
- Team Assignments
- Adapting to new tasks
- Decision Making
- Criticism and self-criticism
- Production of free, creative and inductive thinking
- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Respect for the natural environment

3. SYLLABUS

The course is structured as follows:

- The contemporary framework of organizations: Mega Trends, Technological Framework, Sustainable Development
- The concept and content of Entrepreneurship
- Introduction to the concept of Sustainable Development
- Analysis of Organizations' External Environment: Theoretical background and methodology
- Analysis of Organizations' Internal Environment
- Basic Tools of Organizations' Environmental Analysis
- Value Chain and Business Models
- Strategies and Business Plans implementation
- ESG strategies
- Case Studies Analysis

4. TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	<p>Blended, Face-to-face and distance learning</p>	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>I. Using digital presentations during the lectures (in PowerPoint and PDF)</p> <p>II. Teaching material as well as all the supportive documents can be found in eclass platform of program.</p> <p>III. Regular communication with postgraduate students via emails</p> <p>IV. Using of both the Ms Teams synchronous education platform for distance learning</p> <p>v. Using of videos (Youtube)</p>	
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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></p>	<p><i>Activity</i></p>	<p><i>Semester workload</i></p>
	<p>Lectures</p>	<p>39</p>
	<p>Individual or Group Assignment</p>	<p>66</p>
	<p>Individual study</p>	<p>70</p>
	<p style="text-align: center;"><i>Course Total</i></p> <p style="text-align: center;"><i>(25 hours of workload per credit)</i></p>	<p>175</p>
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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,</i></p>	<p>Writing and presenting of assignment (in groups or individually)</p> <p>The assignment is strongly recommended to be carried out in groups, based on case studies. At the end of the lectures, each group presents the results of its effort.</p>	

<p><i>laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>The evaluation criteria are accessible to students in the digital platform.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

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COURSES OF THE SPECIALIZATION TOURISM - HEALTH AND WELLNESS

3201 TOURISM DESTINATION DEVELOPMENT AND MANAGEMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE,ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	3201	SEMESTER	3rd
COURSE TITLE	Tourism Destination Development and Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area special background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/MSCAMS113/		

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

Students will be able to:

- acquire the necessary theoretical background of the management and promotion of tourist destinations and to understand the basic concepts, principles and issues.
- recognize the important role of the management and promotion of tourist destinations, emphasizing on the connection between theory and practice.
- get familiarized with the application of the theoretical principles of the management and promotion of tourist destinations at a practical level by analyzing strategies and practices of successful tourist destinations.
- understand the importance of Tourism Destination Management and Promotion

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Adapting to new situations

Respect for difference and multiculturalism

Decision-making

Respect for the natural environment

Working independently

Showing social, professional and ethical responsibility and sensitivity to gender issues

Team work

Criticism and self-criticism

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

-Search for, analysis and synthesis of data and information, with the use of the necessary technology

-Decision-making

-Working independently

-Working in an interdisciplinary environment

-Production of new research ideas

-Project planning and management

- Respect for difference and multiculturalism
- Respect for the natural environment

3. SYLLABUS

The course includes issues of planning, development, management/administration and promotion of Tourist destinations, specifically in the island areas.

Upon completion of the course, students will have understood the need for the development, promotion and management of tourist destinations with scientific methods and will be able to know how these can be implemented in the context of sustainable business development.

The course includes, in addition to the teaching material, case studies, a midterm (optional) and a final exam.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching	
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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Project	52
	Essay writing	25
	Study and analysis of bibliography	59

	Course Total (25 hours of workload per credit)	175
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Language of evaluation: Greek</p> <p>Methods of evaluation: written work, essay/report</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

-Pike, S. (2015). Destination marketing: essentials. Routledge.

-Βαγιάννη, Ε., Ιωσηφίδης, Θ. και Πετανίδου, Θ., (2003) χρήση της ανάλυσης SWOT στο χωρικό και αναπτυξιακό σχεδιασμό: περίπτωση του οικοτουριστικού σχεδιασμού στον Πολιχνίτο Λέσβου, ΤΟΠΟΣ Επιθεώρηση Χωρικής Ανάπτυξης, Σχεδιασμού και Περιβάλλοντος, 20-21/2003 ISSN 1105-3267 σσ. 119-137

-Buhalis, D. and Fletcher, J., (1995), 'Environmental impacts on tourism destinations: An economic analysis', in Coccosis, H. και Nijkamp, P., (eds), Sustainable Tourism Development, Avebury, England, ISBN 185972177, pp.3-24

3202 WELLNESS TOURISM AND LOCAL DEVELOPMENT

1. IN GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3202	SEMESTER	C
COURSE TITLE	Wellness Tourism and Local Development		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialized General knowledge		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

Upon completion of the course, students will have gained comprehensive knowledge on wellness tourism topics and all the activities involved in this form of tourism. They will also be able to conduct development plans for areas and regions related to investment and business activities in the wellness tourism sector. Additionally, they will be able to understand the contribution of wellness tourism to the economic, social, and environmental development of local communities, as well as the challenges faced by wellness tourism such as sustainability, the need for education, and the preservation of local cultures, along with the emerging opportunities.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

Research, analysis, and synthesis of data and information, using necessary technologies. Adaptation to new situations. Decision making. Autonomous work. Teamwork. Working in an international environment. Working in an interdisciplinary environment. Generation of new research ideas. Planning and managing projects. Respect for diversity and multiculturalism. Respect for the natural environment. Practice of critical and self-critique. Promotion of free, creative, and inductive thinking.

3. SYLLABUS

The course focuses on wellness tourism and its multifaceted impact on local development. Wellness tourism concentrates on providing services and experiences that improve health

and wellbeing. This may include spas, rejuvenation treatments, health and wellness activities such as yoga and meditation, as well as other experiences related to physical and spiritual wellbeing. The link between wellness tourism and local development lies in the fact that this type of tourism can strengthen local economies. Businesses offering wellness services can create jobs and attract visitors, who in turn contribute to the local economy

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Support of the learning process through the electronic platform e-class, communication with students via emails, use of PowerPoint presentations.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Study and analysis of bibliography	56
	Essay writing	60
	Independent study	45
	Course Total (25 hours of workload per credit)	200
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>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>	In this course, which includes both the curriculum and case studies, a successful completion requires the submission of one (1) comprehensive assignment in the form of a concise developmental study. In this assignment, students will focus on areas where wellness tourism has shown development and the impact of this	

COURSE OUTLINE- MSC IN ADVANCED MANAGEMENT SYSTEMS

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

development on the local economy, society, environment, and culture.

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Suban, S.A. (2023), "Bibliometric analysis on wellness tourism – citation and co-citation analysis", *International Hospitality Review*, Vol. 37 No. 2, pp. 359-383. <https://doi.org/10.1108/IHR-11-2021-0072>

Voigt, C., & Pforr, C. (Editors). (2014). *Wellness Tourism: A Destination Perspective*. Routledge. ISBN: 978-1136474809.

Grimwood, B. S. R., Mair, H., Caton, K., & Muldoon, M. (2018). *Tourism and Wellness: Travel for the Good of All?* Lexington Books. ISBN: 978-1498563307.

Smith, M., & Puczko, L. (2009). *Health and Wellness Tourism*. Butterworth-Heinemann. ISBN: 978-0750683432.