

## COURSE OUTLINE

### (1) GENERAL

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC AND VISUAL COMMUNICATION DESIGN		
LEVEL OF STUDIES	6 Undergraduate		
COURSE CODE	N1-6160	SEMESTER	6
COURSE TITLE	<b>Administration and Entrepreneurship in Graphic Arts</b>		
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			
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>		3	4
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
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 student is able to know the various types of businesses and the basic functions of a business
- The student is able to understand the basic functions and principles of management
- The student is able to understand specific issues on management, with an emphasis on entrepreneurship, new technologies and business functions
- The student is able to understand the important role of innovation for the success of a business
- The student can analyze issues of entrepreneurship and business functionality
- The student understands in practice the product life cycle

#### 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?*

<p><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></p> <p><i>Adapting to new situations</i></p> <p><i>Decision-making</i></p> <p><i>Working independently</i></p> <p><i>Team work</i></p> <p><i>Working in an international environment</i></p> <p><i>Working in an interdisciplinary environment</i></p> <p><i>Production of new research ideas</i></p>	<p><i>Project planning and management</i></p> <p><i>Respect for difference and multiculturalism</i></p> <p><i>Respect for the natural environment</i></p> <p><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></p> <p><i>Criticism and self-criticism</i></p> <p><i>Production of free, creative and inductive thinking</i></p> <p>.....</p> <p><i>Others...</i></p> <p>.....</p>
<ul style="list-style-type: none"> <li>-Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>-Development of business readiness</li> <li>-Demonstration of social, professional and moral responsibility in management issues</li> <li>- Decision making</li> <li>- Autonomous work</li> <li>- Work in an interdisciplinary environment</li> <li>- Project design and management</li> <li>-Respect for the environment</li> <li>-Demonstration of social, professional and moral responsibility in the workplace</li> <li>- Promoting free, creative and inductive thinking</li> <li>- Technical thinking and offering applied proposals and solutions in the production process</li> </ul>	

**(3) SYLLABUS**

<ol style="list-style-type: none"> <li>1. BUSINESS: ENVIRONMENT, FUNCTIONS, BUSINESS FORMS</li> <li>2. PRINCIPLES OF BUSINESS ADMINISTRATION, THEORIES OF ADMINISTRATION</li> <li>3. KEY FUNCTIONS OF MANAGEMENT</li> <li>4. ADMINISTRATIVE EXECUTIVES AND ADMINISTRATIVE WORK</li> <li>5. POWER-DECENTRALIZATION-AUTHORIZATION</li> <li>6. PRINCIPLES OF ENTREPREUNERSHIP</li> <li>7. COMMUNICATION, ADVERTISING AND MARKETING IN THE DIGITAL ENVIRONMENT</li> <li>8. BUSINESS PLAN</li> <li>9. SWOT ANALYSIS</li> <li>10. BUSINESS DEVELOPMENT STRATEGIES</li> <li>11. CASE STUDIES 1</li> <li>12. CASE STUDIES 2</li> <li>13. ESSAY PRESENTATIONS</li> </ol>
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#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face, written examination	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of Computers for: A) The teaching of the theoretical part B) Communication with students C) The execution of the necessary exercises	
<b>TEACHING METHODS</b> <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>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	
	Study and analyze relevant literature	
	Written essay	
	Course total	<b>100</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure  Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other  Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Greek, A. Written examination with short questions response and short development - resolution problems (theoretical part), B. References on the subject of the works, Test of multiple-choice questions and short topic development	

#### (5) ATTACHED BIBLIOGRAPHY

<p>- Suggested bibliography:</p> <ol style="list-style-type: none"> <li>1. Kuratko Donald (2009). Entrepreneurship: Theory, Process, and Practice, Cengage Learning</li> <li>2. Kavoura Androniki (2021). Communication, Advertising and Marketing in the Digital Environment and the Role of Social Media, Gutenberg, Athens</li> <li>3. Παπαλεξανδρή Νάνσυ Α., Μπουραντάς Δημήτριος Κ. Διοίκηση ανθρωπίνων πόρων, Εκδόσεις Μπένου Γ.</li> <li>4. Instructor's Notes</li> </ol>
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