

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	Department of Tourism Economics and Management		
LEVEL OF STUDIES	UNDERGRADUATE PROGRAMME		
COURSE CODE	TO3019	SEMESTER	WINTER
COURSE TITLE	MANAGEMENT INFORMATION SYSTEMS		
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	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/211108/		

(2) LEARNING OUTCOMES

<p>Learning outcomes <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 course aims to introduce the concept of analytical thought and to develop the critical thinking skills of the students, necessary for decision making in the field of business administration. The course supplements knowledge acquired by previous courses, including the understanding of the logic and organization of information technology. After the completion of the course, students will be able to handle effectively more complex theoretical and practical management problems in all fields studied at the Department of Business Administration.</p> <p>The successful completion of the module will enhance the following skills and knowledge of the students:</p> <ul style="list-style-type: none"> - Acquire broad knowledge regarding the nature, functions and operating principles of Management Information Systems (MIS) - Develop understanding related to the potential competitive advantages offered by MIS - Develop critical thinking and knowledge necessary for systematic, thorough and

organized solving of complex business problems and tasks combining the use of logical reasoning and advanced business tools.

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

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

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

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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

Adapting to new situations

Decision-making

Working independently

Team work

Project planning and management

Production of free, creative and inductive thinking

(3) SYLLABUS

Contents:

1. Course Framework

- Contents and subjects
- Objectives
- Educational process
- Theory outline
- Evaluation
- Bibliography and study material

2. Introduction

- How does the use of MIS change modern enterprises
- How important are MIS for the proper management of a company
- Basic definitions: what is an MIS, the structure and components
- How can business problems be solved in an organized manner by using MIS
- What are the necessary MIS related skills needed by a modern executive

3. Digital Entrepreneurship

- The basic structure and main operating functions of an enterprise
- Other factors affecting the operations of an enterprise
- The role of MIS in each business operation
- The evolving of information systems and the placement of MIS

4. Competitive Advantage

- Competitive forces and strategic planning
- Value creation and MIS use optimization
- Emerging innovative technologies and impact on enterprises

- Gaining strategic advantage with the help of MIS

5. Infrastructure: Hardware and Software

- MIS infrastructure components
- Basic hardware related technologies
- The role of the software
- Modern technology trends
- Option for getting access to necessary technology and developing infrastructure

6. Data and Information management

- Digital organization of data
- Basic data organization models
- Database management systems and components
- Alternative database management systems
- Definition of basic data organization and management terms
- Description of fundamental data management in a database: practical approach through query language
- Presentation of modern developments and trends

7. Communication Networks

- Enterprise communication and networks
- Data transfer
- Physical data transfer means
- Data transfer technologies
- Data transfer speed
- Local networks
- Wireless networks
- Network connections
- Modern enterprises and communication

8. Security

- Understanding the nature and extent of the problem
- Recognition of dangers for MIS
- Protection from digital threats

9. Business Applications

- Definition of enterprise systems Κατανόηση της έννοιας των επιχειρησιακών συστημάτων
- Understanding the importance and functions of important specific systems:
 - Logistics
 - CRM
- Difficulties in adopting integrated enterprise information systems

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-Face Classroom Teaching.																							
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching. Lectures based on digital slides. Communication and information exchange with students through asynchronous e-learning platform, supplemented by conventional digital communication channels (skype, e-mail etc) Upload of actual lectures with full audiovisual and supplementary contents for repeat viewing and further study and understanding of the subjects. Online availability of curriculum, information and guidelines, lecture slides and other course material and resources on asynchronous e-learning platform. Training and educational use of aforementioned technologies by students, presentations of projects and tasks.</p>																							
<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. 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>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Projects</td> <td>65</td> </tr> <tr> <td>Self-directed Study</td> <td>21</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Course total</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Projects	65	Self-directed Study	21													Course total	125	
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<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>The following alternative evaluation schemes are available: A. Final written exams (100%) B. Writing and presentation of intermediary project (40%) and final written exams (60% or 100%) C. Writing and presentation of intermediary project (40%) and writing and presentation of final project (60%) Additional optional evaluation and/or grade improvement tasks are given during the semester Students are assessed in Greek.</p>																							

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

A variety of the most recent academic papers and news articles is presented during each lecture to students for further reading. All resources are dynamically compiled each year during the course and tailored according to the course and students' needs.

- General Reference Titles (books):

1. ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΟΙΚΗΣΗΣ

Κωδικός Βιβλίου στον Εύδοξο: 41962586

Έκδοση: 11η Αμερικανική/2014

Συγγραφείς: KENNETH C. LAUDON, JANE P. LAUDON

ISBN: 978-960-461-623-7

Τύπος: Σύγγραμμα

Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΛΕΙΔΑΡΙΘΜΟΣ ΕΠΕ

2. Πληροφοριακά συστήματα διοίκησης

Κωδικός Βιβλίου στον Εύδοξο: 32997790

Έκδοση: 1η έκδ./2014

Συγγραφείς: Wallace Patricia

ISBN: 978-960-218-886-6

Τύπος: Σύγγραμμα

Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ