



2022

Course Catalog

Hellenic Mediterranean University



ATHENA
EUROPEAN UNIVERSITY



IRO- ACADEMY

International Relations Office
IRO-Academy

IRO-ACADEMY

The International Relations Office IRO-Academy, is the Academic Part of the office that offers Modules in English with Scientific and Cultural Research Topics to **ALL Erasmus** Students.

Students from **ALL Departments** could choose one or more of the lessons provided by our Office that they find interesting and/or important in order to satisfy completion of the studies and in order to complete the number of ECTS required for the Erasmus Program.

We are also pleased to offer lessons available online from our Partners in the ATHENA European University

The lessons provided by the HMU IRO-Academy are:

1) Soft and Research Skills Development

Course Code	ER0001
Course Title	Soft and Research Skills Development
ECTS	5
Tutor	Dr. Konstantinos Petridis cpetridis@hmu.gr
Prerequisite/ Corequisite	--
Semester	It is offered in both of the semesters
Objectives	Soft skills are a combination of people skills, social skills, communication skills, character or personality traits, attitudes, career attributes, social intelligence, and emotional intelligence that enable people to navigate their environment, work well with others, perform well, and achieve their goals with complementing hard skills. The Collins English Dictionary defines the term “soft skills” as “desirable qualities for certain forms of employment that do not depend on acquired knowledge: they include common sense, the ability to deal with people, and a positive flexible attitude.

	<p>Research skills like Bibliographic research, Academic Writing, Poster Presentation, Promotion of your Research, Grant Writing, Interview Tips and Digital Skills are also important to be taught from the final undergraduate year of any discipline.</p> <p>The objectives of the course (offered for undergraduate and postgraduate students) are the following:</p> <p>Develop an understanding of the importance of soft & research skills including how soft & Research skills are:</p> <ul style="list-style-type: none"> • Connected to technical or hard skills • Raise awareness amongst students, teachers, and professionals • Identify necessary soft skills depending on expertise • Assess how soft skills can be improved • Clarify and apply effective communication skills • Define and outline effective leadership skills including best practices • Examine and develop sense of self and culture • What are the Soft Skills a Scientist should have (Time Management, Problem Solving and Communication Skills) • How Research Skills are connected with your research and professional career
<p>Intended Learning Outcomes</p>	<p>The Learning Outcomes of the Soft & Research Skills Development Module are the following:</p> <ul style="list-style-type: none"> • to be able to provide an overview of the most wanted soft skills the labor market requires • to be able to apply the presented soft & research skills in her daily academic and research life • to be able to cope successfully in an interview process • to be able to analyze a complex problem into smaller units • to be able to present, negotiate and convince of her claims • to be able to write, submit and evaluate her work • to be able to communicate digitally and face to face communication • to be able to come back from fall back • to be able to adapt in any new professional or social environment
<p>Indicative Syllabus</p>	<p>An indicative syllabus of the course follows:</p> <ol style="list-style-type: none"> 1. Definition of Soft Skills & their Importance for Professional Development and Survival 2. Building Your Oral Presentation Skills

	<ol style="list-style-type: none"> 3. Building Your Time Management Skills 4. Building Your Stress Management Skills 5. Building Your Critical Thinking Skills 6. Building Your Problem Solving Skills 7. Building Your Resilience Skills 8. Building Your Collaboration Skills 9. Building Your Adaptability Skills 10. Building Your Leadership Skills 11. Building Your Academic Writing Skills 12. How to Promote Your Research 13. How to Build Your Network and Write a Proposal 14. Building Your Interview Skills 15. Building Your Digital Skills 16. Building Your Digital Profile 17. How to use LinkedIn for your Career Development 18. Building Your Negotiation Skills 19. Building Your Motivation Skills 20. Building Your Emotional Intelligence Skills 						
Teaching/Learning Methodology	<p>Lectures (online, face to face): Every week three hours</p> <p>Seminars: One seminar per two weeks where an external speaker interacts with our students in one of the aforementioned topics</p> <p>Workshops: Where students practice the soft skills are taught</p>						
Assessment Methods in Alignment with Intended Learning Outcomes	<p>Final Test (70% of the overall grade)</p> <p>Presentations during the course (30% of the overall grade)</p>						
Students' Working Load	<table border="0"> <tr> <td>Lectures:</td> <td>36 hrs</td> </tr> <tr> <td>Homework/Study Time</td> <td>108 hrs</td> </tr> <tr> <td>Seminars:</td> <td>12 hrs</td> </tr> </table>	Lectures:	36 hrs	Homework/Study Time	108 hrs	Seminars:	12 hrs
Lectures:	36 hrs						
Homework/Study Time	108 hrs						
Seminars:	12 hrs						

	In total	156 hours → 5ECTS
Reading List and References		<ul style="list-style-type: none"> • Lecture's Notes • Mindtools (https://www.mindtools.com/) • Harvard Business Review Journal (https://hbr.org/) • Coursera (https://www.coursera.org/) • EdX (https://www.edx.org/)

2) Introduction to Research Methods

Course Code	ER 0002
Course Title	Introduction to Research Methods (Spring Semester)
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. George Kritsotakis
E-mail	gkritis@hmu.gr
Learning Outcomes / Description	<p>: In this course the students will have the opportunity to establish or advance their understanding of the research process. We will begin by establishing which are the reliable scientific resources and how to review the existing literature. This will be helpful in identifying significant gaps, coming up with novel and important research questions to investigate, and preparing a research proposal. We will also discuss different research methodologies within quantitative and qualitative paradigms including, among others, interviews, focus groups, diaries, and surveys. An important issue will be to debate on the ethical principles and challenges of the research activity and the relevant approval processes.</p>

Prerequisites	None
Assessment	During the semester students will be asked to present and critically analyze published research and present a small research proposal.
Teaching / Learning Methodology	lectures, case-studies, individual and group assignments.
Recommended Literature	<p>Belias, D., Rossidis, I., Papademetriou, C., & Mantas, C. (2021). Job Satisfaction as Affected by Types of Leadership: A Case Study of Greek Tourism Sector. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 1-19.</p> <p>Blumberg, B., Cooper, D. R., & Schindler, P. S. (2008). <i>Business research methods</i>. London: McGraw-Hill Higher Education.</p> <p>Chang, H. Y., Chu, T. L., Liao, Y. N., Chang, Y. T., & Teng, C. I. (2019). How do career barriers and supports impact nurse professional commitment and professional turnover intention? <i>Journal of Nursing Management</i>, 27(2), 347-356.</p>

3)PROJECT MANAGEMENT

Course Code	ER 0007
Course Title	Project Management
ECTS	5
Prerequisite/ Corequisite	--
Semester	2 nd (spring)
Tutor	Dr. Tomaz Aljaz from University FINI Slovenia
Objectives	The Project management aims to utilize understanding the principles and practices of project management in the area of digitalization. The students will learn and understand the strengths and drawbacks of project management. The main goal is to improve the effectiveness of the students in project management: from initiation to day-to-day activities,

	including skills and competences of the project manager, to manage, plan, monitor, and control projects of various types.	
Intended Learning Outcomes	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Foundations of project management and its importance to the success of projects • Understand the process of managing projects, including project plan, human behavior, interdependencies, rules and measurement. • Effectively apply learned concepts (e.g., CCPM, Scrum) in day-to-day environment. 	
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction of Project management • Traditional way of managing projects / V-model • Limitation of traditional project management principles • Ensuring stability, predictability and reliability of deliverables • Reducing time needed for finishing tasks and work in progress • Agile Project management • Critical Chain Project Management • Scrum • Project lifecycle • Case study 	
Teaching/Learning Methodology	<ul style="list-style-type: none"> • Lectures with active student participation (explanation, discussions, questions, examples and problem-solving). • Homework related to personal or working environment (reflecting personal experience, project work, teamwork, methods of critical judgement, discussions, giving feedback, and educational games). • Experimental exercises that are based on experience, cooperation and problem learning (independent study, discussions, explanation, observation, teamwork, case study, method of critical reading and writing, role play, collaborative learning, evaluation, self-evaluation). 	
Assessment Methods in Alignment with Intended Learning Outcomes	Weekly homework: 100%	
Students' Working Load	Tutorials	36 hrs
	Homework	36 hrs
	Self study	72 hrs
	In total	144 hours → 5ECTS
Reading List and	<ul style="list-style-type: none"> • Meredith, R. J. in Mantel, S. J. (2000): Project Management, 4th ed, John Wiley & Sons, Inc. 	

References

- Lewis, J. P. (2006): Fundamentals of Project Management. American Management Association.
- Eliyahu M. Goldratt. The Goal: A Process of Ongoing Improvement, Gower Publishing Ltd; 30th Anniversary Edition, 2012
- Eliyahu M. Goldratt. Critical Chain. 1997
- Rob Newbold. Project Management in the Fast Lane, 1998
- Eliyahu M. Goldratt. Production the TOC Way with CD simulator
- Kent Beck, Cynthia Andreas. Extreme Programming Explained: Embrace Change 2nd Edition, 2004
- Ken Schwaber and Jeff Sutherland: The Scrum Guide,2020

3) Introduction to History of Crete and GREECE

Course Code	ER 0003
Course Title	INTRODUCTION TO HISTORY OF CRETE & GREECE
ECTS	3
Level of Studies	Undergraduate
Tutor	Dr. Gareth Owens
E-mail	ogareth@hmu.gr
Brief Description	a) Cretan and Hellenic Mythology, b) Cretan History – Minoan,

	<ul style="list-style-type: none"> c) Cretan History – Hellenic, Roman, Byzantine, Arabic, Venetian, Turkish and 20th Century. d) Hellenic History e.g. Classical Athens and Democracy, Delphi and Religion, Epidaurus and Theatre, Olympic Games, Macedonia and Alexander the Great etc. and Roman, Byzantine, Turkish and 19th-20th Century. e) Cretan Culture and Tradition. f) Study Trips to Museums, Archaeological Sites and Places of Interest.
Learning Outcomes	To acquaint the visiting European Students (ERASMUS+) with the rich history, language, culture and civilization of Crete and Hellas
Prerequisites	Students could manage to obtain ENGLISH LANGUAGE B2
Assessment	Written Assignment (3000 Words in English) on a mutually agreed research project on an aspect of Cretan Culture, or a Certificate of Attendance will be awarded.
Recommended Literature	http://history.heraklion.gr/background.php?url=index&id=&cat=&open=&lang=441&chron= and https://www.teicrete.gr/daidalika/ and Supplementary Material

4) Introduction to Philosophy-Past Present Future

Course Code	ER 0004
Course Title	INTRODUCTION TO PHILOSOPHY – PAST PRESENT FUTURE
ECTS	3
Level of Studies	Undergraduate

Tutor	Dr. Gareth Owens
E-mail	ogareth@hmu.gr
Brief Description	Our age has raised expectations and dangers to the limit. In our everyday life we make decisions and choices that may influence society far beyond our perception. This lesson, in the form of series of discussions, aims at presenting views on problems essential for the totality of life. Ecology, economy, geopolitics, religion, policy in general, art, education and the bright side of life, are presented and discussed freely. There is no “correct” view or dominant ideology. Arguments can be of logical, scientific, historical, or even emotional origin, they cannot be self-centered or irrational.
Learning Outcomes	What would it be like to be in a school in ancient Athens with Socrates-Plato-Aristotle? You certainly would not have to write long essays because you would not have paper. Nor would it be required to remember names and theories, as they were not in books yet. Now, having the internet, a group of students, can equally well do their search for a personal truth by using logic & common sense. Expression, communication, discussion, freedom of constraints can be so fruitful in acquiring the individual personal way of thinking.
Prerequisites	ENGLISH LANGUAGE B2
Assessment	<p>Written Assignments (3000 words) on mutually agreed projects etc. and Class Contribution and Lesson Participation. After the introductory lecture, students are asked to choose from a list of subjects and they present the material to the group and set the intro for the discussion that follows</p> <p style="text-align: center;"><u>From Odysseus and Aristotle to Harari and Ithaki – General Bibliography</u></p> <p>Inspired by Stephen Fry, Mythos, the Greek Myths Retold (2017), and Heroes, Mortals and Monsters, Quests and Adventures (2018); Daniel Mendelsohn, An Odyssey, A Father, a Son, and An Epic (2017) and The Bad Boy of Athens, Classics from the Greeks to Game of Thrones (2019); Edith Hall, The Ancient Greeks: Ten Ways They Shaped the Modern World (2016) & Aristotle’s Way, Ten Ways Ancient Wisdom Can Change Your Life (2018); Anthony Gottlieb, The Dream of Reason, A History of Western Philosophy from the Greeks to the Renaissance, (2000) & The Dream of Enlightenment, The Rise of Modern Philosophy (2016); Yuval Noah Harari, Sapiens, A Brief History of Humankind (2011), which explores the past, Homo Deus, A Brief History of Tomorrow (2015), which explores the future, & 21 Lessons for the 21st Century (2018) and Lewis Dartnell, Origins: How the Earth Shaped Human History (2019); as well as Garry Kasparov, Deep Thinking, Where Machine Intelligence Ends and Human Creativity Begins (2017) and Jonathan Rowson, The Moves that Matter, A Chess Grandmaster on the Game of Life (2019); Charles Darwin, The Origin of Species, 1859, Penguin 1985 and Aristotle, 384-322 BC, Metaphysics, Penguin 1998. Lord Byron, Selected Poems, 1996; James Joyce, Ulysses, 1922, Penguin 2000; Sun-Tzu, The Art of War, 2002; George Orwell 1984 and Animal Farm (20)</p>

Πάντες ἄνθρωποι τοῦ εἰδέναί ὄρεγονται φύσει
'By nature, all men long to know'
'All humans, by nature, desire knowledge'
'All human beings by nature yearn for knowledge'

Penguin Books in Translation

Who's Who in the Ancient World, Greek Literature – An Anthology; Homer – The Iliad & The Odyssey, The Homeric Hymns, The World of Odysseus; Hesiod and Theognis, Theogony, Works and days, Elegies; Aesop, The Complete Fables; Aeschylus – The Oresteia, Sophocles – The Theban Plays; Euripides – Medea and Other Plays, Bacchae and Other Plays; Aristophanes – Lysistrata and Other Plays; Plato – The Republic, The Laws, The Last Days of Socrates, The Symposium; Aristotle – Metaphysics, Art of Rhetoric, On the Soul, Poetics, Athenian Constitution, Politics; Sappho – Stung with Love, Poems and Fragments; The Hippocratic Writings, The Greek Sophists, Early Greek Philosophy; Pausanias – Guide to Greece, Herodotus – The Histories, Plutarch – The Age of Alexander, Arrian – The Campaigns of Alexander, Apollonius of Rhodes – the Voyage of Argo; The Penguin Book of Greek Verse (33)

Comics/Graphic Novels, Sapiens, Harari; 300 Spartans, Miller & Varley; Erotokritos, Kornaros; Alki Zei, Peter's Long Walk; History of Crete, Sifis and Company, Democracy, Logicomix, Dune, and, Biography of George Orwell. (10)

Nikos Kazantzakis, At the Palaces of Knossos & Alexander the Great

Tales of Troy and Greece, Andrew Lang, 1978

(66)

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Recommended Literature

Inspired by Stephen Fry, Mythos, the Greek Myths Retold (2017), and Heroes, Mortals and Monsters, Quests and Adventures (2018); Daniel Mendelsohn, An Odyssey, A Father, a Son, and An Epic (2017) and The Bad Boy of Athens, Classics from the Greeks to Game of Thrones (2019); Edith Hall, The Ancient Greeks: Ten Ways They Shaped the Modern world (2016) & Aristotle's Way, Ten Ways Ancient Wisdom Can Change your Life (2018); Anthony Gottlieb, The Dream of Reason, A History of Western Philosophy from the Greeks to the Renaissance, (2000) & The Dream of Enlightenment, The Rise of Modern Philosophy (2016); Yuval Noah Harari, Sapiens, A Brief History of Humankind (2011), which explores the past, Homo Deus, A Brief History of Tomorrow (2015), which explores the future, & 21 Lessons for the 21st Century (2018) and Lewis Dartnell, Origins: How the Earth Shaped Human History (2019); as well as Garry Kasparov, Deep Thinking, Where Machine Intelligence Ends and Human Creativity Begins (2017) and Jonathan Rowson, The Moves that Matter, A Chess Grandmaster on the Game of Life (2019); Charles Darwin, The Origin of Species, 1859, Penguin 1985 and Aristotle, 384-322 BC, Metaphysics, Penguin 1998. Lord Byron, Selected Poems, 1996; James Joyce, Ulysses, 1922, Penguin 2000; Sun-Tzu, The Art of War, 2002; George Orwell 1984 and Animal Farm (20), and Supplementary Material.

5) English for Academic Purposes

Course Code	ER 0005
Course Title	ENGLISH FOR ACADEMIC PURPOSES
ECTS	2
Level of Studies	Undergraduate
Tutor	Dr. Gareth Owens
E-mail	ogareth@hmu.gr
Brief Description	<ul style="list-style-type: none"> • Can understand a wide range of demanding, longer clauses, and recognize implicit meaning. • Can express ideas fluently and spontaneously without much obvious searching for expressions. • Can use language flexibly and effectively for social, academic and professional purposes. • Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.
Learning Outcomes	Students could manage to obtain C1 Effective Operational Advanced English
Prerequisites	ENGLISH LANGUAGE B2
Assessment	Written Assignments and Class Contribution and Lesson Participation
Recommended Literature	Zoe Kantaridou, English for Academic Purposes, Reading and Vocabulary, Student's Book, 2 nd Revised Edition, University of Macedonia Press Thessaloniki 2011 Ruth Spack, Tufts University, Guidelines, a Cross-Cultural Reading/Writing Text, Second Edition, Cambridge University Press, 1998, and Supplementary Material.

6) Greek Language

Course Code	ER 0006
Course Title	GREEK LANGUAGE
ECTS	2
Level of Studies	Undergraduate
Tutor	Dr. Gareth Owens
E-mail	ogareth@hmu.gr
Brief Description	<ul style="list-style-type: none">☐ Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.☐ Can introduce themselves and others and can ask and answer questions about personal details such as where they live, people they know and things they have.☐ Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.
Learning Outcomes	Students could manage to obtain A1 Breakthrough or beginner
Prerequisites	ENGLISH LANGUAGE B2
Assessment	Written Examination and Class Contribution and Lesson Participation

Recommended Literature

Kleanthes & Frossos Arvantakis, Communicate in Greek for Beginners, Course Book + Audio CD, Deltos Publishing, First Edition July 2010, Reprinted September 2014.

Kleanthes & Frossos Arvantakis, Communicate in Greek for Beginners, Workbook One, Deltos Publishing, First Edition July 2010, and Supplementary Material



DEPARTMENT OF ACCOUNTING AND FINANCE

School of Management and Economics
Sciences



DEPARTMENT OF ACCOUNTING AND FINANCE
HERAKLION

Hellenic Mediterranean University School of Management and Economics Sciences Department of Accounting and Finance	
Course Title	Financial Risk Management
ECTS	6
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	<i>Aims</i> Learning the concept of Financial Risk and Risk assessment techniques. Contents: Concepts of Financial risk. Market Risk. Credit Risk. Interest Rate Risk. Currency Risk. Operational Risk. Liquidity Risk. Equity risk and portfolio. The Basel Committee. Calculating VaR (Value at Risk). Risk assessment techniques. Calculation of risk in financial derivatives. shares and portfolios (with examples). Risk Management: Lessons from the recent crisis.
Learning Outcomes	By the end of the course students should be able to understand the importance of financial risk and VaR methods.

Prerequisites	None
Assessment	100% Individual Assignment
Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor
Recommended Literature	<p>1. <i>Saunders, A. and Cornett, M.M. (2018) Financial Institution Management—A Risk Management Approach. 8th Edition, McGraw Hill Irwin, New York.</i> https://www.mheducation.com/highered/product/financial-institutions-management-risk-management-approach-saunders-cornett/M9781259717772.html</p> <p>2. Steve L. Allen, <i>Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk (Wiley Finance)</i></p>

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Accounting and Finance

Course Title	Corporate Finance II
ECTS	6
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	<p>Students learn how to use financial analysis for control, financial programming, choices of financing and the effect of capital structure on the value of the stock and the dividend policy.</p> <p>Contents:</p> <p>Use of financial programming. Financial and Operational leverage. Break even point.</p> <p>Use of financial ratios in the evaluation of firm performance.</p> <p>Capital structure and how it affects the value of the stock. Optimal capital structure.</p> <p>Risk measurement and cost of capital. Short term and long term financial planning. Management of Working Capital.</p> <p>Dividend policy. Venture Capital, Leasing, Mergers and Acquisitions. Sources of financing.</p>
Learning Outcomes	<p>By the end of the course students should be able to understand:</p> <ul style="list-style-type: none">• The importance of short term and long term financial programming.• The effect of leverage on profitability and value of stock.• ☐The use of financial ratios.• ☐The efficient management of Working Capital.• ☐Dividend policy decisions• ☐Mergers and Acquisitions
Prerequisites	None
Assessment	100% Individual Assignment

Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor
Recommended Literature	<ol style="list-style-type: none">1. BerkJ, DeMarzo, Harford, Fundamentals of Corporate Finance, Pearson, https://www.pearson.com/us/higher-education/product/Berk-Fundamentals-of-Corporate-Finance-3rd-Edition/9780133507676.html2. R. Brealey and S. Myers, Principles of Corporate Finance, Mc Graw Hill3. Ross, Westerfield and Jaffe, Corporate Finance, Mc Graw Hill Intern. https://www.mheducation.com/highered/product/corporate-finance-ross-westerfield/M9781259918940.html

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Accounting and Finance

Course Title	Derivatives Products and Hedging Techniques
ECTS	6
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	<i>Aims</i> Learning the concept of derivatives and mechanisms of derivatives markets. Contents: Basic Concepts of Financial Derivatives. Methods of Pricing and Hedging Futures positions, Forwards, Options and other derivatives. Interest Rates futures and Duration. Stock Options. Strategies in Options. Pricing futures contracts. Options on stock indices. Forward exchanges Futures and Options.
Learning Outcomes	By the end of the course students should be able to understand: The importance of financial futures and options, hedging techniques, and pricing methods.
Prerequisites	None
Assessment	100% Individual Assignment
Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor
Recommended Literature	John C. Hull Options, Futures, and Other Derivatives CD Package, https://www.pearson.com/us/higher-education/product/Hull-Options-Futures-and-Other-Derivatives-8th-Edition/9780132164948.html

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Accounting and Finance

Course Title	Portfolio Management
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	<p>Students learn how to use financial models (CAPM, APT) and portfolio valuation theories in financial decision making.</p> <p>Contents: The methods of calculating return on investment. Investment risk, risk premium and the cost of capital. The types of risks and their characteristics. The methods of determining and calculating investment risks. The diversification of risk and the performance of the investment portfolio. Modern risk management models. Theories of portfolio valuation and risk analysis. The capital assets pricing model (Capital Asset Pricing Model) and the theory of investment valuation (Asset Pricing Theory). Modern theories of portfolio valuation and risk analysis. The efficient market hypothesis, the importance of market efficiency for investment decisions, methods of estimation of market efficiency. Stages of investment portfolio management, the behavior of listed securities (variable, constant, procyclical). The defensive / aggressive and passive / active investment strategies.</p>
Learning Outcomes	To help students understand investors needs and make them capable to perform effective analysis and management of portfolio investments.
Prerequisites	None
Assessment	100% Individual Assignment
Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor

Recommended
Literature

1. *Elton, E. J., Gruber, M. J., Brown, S. J., & Goetzmann, W. N.* Modern portfolio theory and investment analysis. (9th ed.) John Wiley & Sons. <https://www.wiley.com/en-us/Modern+Portfolio+Theory+and+Investment+Analysis%2C+9th+Edition-p-9781118469941>
2. Reilly, K. F. and Brown, C. K. (1986) Investment Analysis and Portfolio Management, <https://www.cengage.co.uk/books/9781305262997/>

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Accounting and Finance

Course Title	Special Topics in Financial Management
ECTS	6
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	Aims Understanding of special topics in Financial Management (with an emphasis on quantitative analysis). Contents: Topics in Financial Management: Behavioral Finance, Market Efficiency, Volatility of stock market returns. Performance of portfolios and stock products (extensions of CAPM, Greeks & VaR), Examples in Excel and EViews.
Learning Outcomes	By the end of the course students should be able to understand the importance of Modern techniques with applications to Behavioral Finance theories and Financial Markets.
Prerequisites	None
Assessment	100% Individual Assignment
Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor
Recommended Literature	1. Zvi B., Kane, A., Marcus, A. J., Investments, McGraw Hill. 2019 https://www.mheducation.ca/ise-essentials-of-investments-9781260288391-can-group 2.

Forbes, W. Behavioural Finance, 2009, John Wiley & Sons Ltd.

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Accounting and Finance

Course Title	Corporate Finance I
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. Christos Floros, Professor
E-mail	cfloros@hmu.gr
Brief Description	<p>Students learn how to use capital budgeting and weighted Average Cost of Capital techniques in decision making.</p> <p>The student learns the time value of money, valuing bonds and stocks and the cost of capital derived from those models. Use of capital budgeting methods, using discounting cash flow analysis, focusing on the methods of NPV and IRR, calculation of projected Free Cash Flows to Firm (FCFF), under conditions of certainty and uncertainty. The student is introduced to the concept of risk and the calculation of risk factor in capital budgeting through the coefficient of variation, CAPM and scenario analysis. Calculation of the weighted average cost of capital, its interpretation and its use in company valuation. Capital budgeting under inflation and under conditions of risk. Cost of capital, cost of debt.</p>
Learning Outcomes	<p>By the end of the course students should be able to understand:</p> <ul style="list-style-type: none">• The importance of capital budgeting techniques in long term financial decision making• The use of average cost of capital in project evaluation• Estimation of the value of the firm.
Prerequisites	None

Assessment	100% Individual Assignment
Teaching / Learning Methodology	Lectures Independent learning Office meetings with the tutor
Recommended Literature	<ol style="list-style-type: none"> 1. BerkJ, DeMarzo, Harford, Fundamentals of Corporate Finance, Pearson, https://www.pearson.com/us/higher-education/product/Berk-Fundamentals-of-Corporate-Finance-3rd-Edition/9780133507676.html 2. R. Brealey and S. Myers, Principles of Corporate Finance, Mc Graw Hill 3. Ross, Westerfield and Jaffe, Corporate Finance, Mc Graw Hill Intern. https://www.mheducation.com/highered/product/corporate-finance-ross-westerfield/M9781259918940.html



DEPARTMENT OF BUSINESS ADMINISTRATION AND TOURISM

School of Management and Economics
Sciences



DEPARTMENT OF BUSINESS ADMINISTRATION AND TOURISM

HERAKLION

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Business Administration and Tourism

Course Title	DESTINATION BRANDING
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. Nikolaos Trihas, Assistant Professor
E-mail	ntrihas@hmu.gr
Brief Description	<p>This course provides students with a comprehensive review of the main issues and concepts related to destination branding. The course analyzes in theoretical and practical terms the factors that contribute to the competitiveness of tourist destinations by placing emphasis on the development of a unique destination brand. The course examines the principles and practices of destination branding, exploring the importance of destination brands. It considers brand management, positioning and various branding models within the tourism and destination context, further exploring issues of brand identity, brand image, brand personality, brand loyalty, brand equity, and brand awareness. It introduces students to the principles and practices of marketing communications and the variety of communication tools available to promote a destination brand. It examines the role of media in the communication of a destination brand (traditional media and digital communication media). It examines the process of planning and executing an integrated destination brand promotion campaign. It examines the role of the various stakeholders involved in destination branding, including destination management organizations (DMOs) and local authorities. It considers the range of approaches to destination branding within the global tourism industry context through a range of case-studies.</p>

Learning Outcomes	<p>A student passing this course should be able to:</p> <ol style="list-style-type: none"> 1. Define the broad concept of destination branding; 2. Understand the need for implementing destination promotion schemes; 3. Evaluate the role of DMOs in destination branding strategy; 4. Critically analyze destination branding material that is produced by a range of destinations; 5. Formulate an original destination branding strategy; 6. Understand the concept of marketing communications; 7. Develop a draft of a destination brand communication campaign and select adequate media in this campaign.
Prerequisites	None
Assessment	100% Individual Assignment (80% assignment + 20% presentation of the assignment in the class)
Teaching / Learning Methodology	<p>Independent learning</p> <p>Office meetings with the tutor</p>
Recommended Literature	<ul style="list-style-type: none"> • Ashworth, G. and Kavaratzis, M. (Eds.) (2010), <i>Towards Effective Place Brand Management. Branding European Cities and Regions</i>. Cheltenham: Edward Elgar Publishing Limited. • Bayraktar, A. and Uslay, C. (2017), <i>Strategic Place Branding. Methodologies and Theory for Tourist Attraction</i>, Hershey: IGI Global. • Kolb, B. (2006), <i>Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists</i>, Butterworth-Heinemann. • Kozak, M and Baloglu, Seyhmus (2011,) <i>Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge</i>, Oxon: Routledge • Morgan, N., Pritchard, A. and Pride, R. (Eds.) (2004), <i>Destination Branding. Creating the Unique Destination Proposition</i> (2nd Ed.), Oxford: Elsevier Butterworth-Heinemann.

- Morgan, N., Pritchard, A. and Pride, R.(Eds.) (2011), *Destination Brands. Managing Place Reputation* (3rd Ed.), Oxford: Elsevier Butterworth-Heinemann.
- Pike, S. (2008), *Destination Marketing: An Integrated Marketing Communication Approach*, Butterworth-Heinemann.
- World Tourism Organization (2007), *A Practical Guide to Tourism Destination Management*, Madrid: WTO.

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Business Administration and Tourism

Course Title	STATISTICS I (ECONOMIC STATISTICS)
ECTS	6
Level of Studies	Undergraduate
Tutor	Argiro Moudatsou-Associater Professor in Economics
E-mail	moudatsou@hmu.gr
Brief Description	<p>The course provides foundation knowledge on quantitative analysis. The students learn to summarize and describe data, calculate probabilities using the binomial, Poisson and normal distributions, construct confidence intervals, perform basic tests of hypothesis, examine two variables for correlation, and use the least squares method for fitting regression equations to a set of data.</p> <p>1. Statistics and its Applications</p> <p>1.1. Descriptive statistics 1.2. Inferential statistics</p> <p>2. Frequency Distributions and Graphical Representations</p> <p>2.1. Summarizing and classifying data 2.2. Class intervals, class limits, and class marks 2.3. Class frequency, relative frequency and cumulative frequency 2.4. Histograms, bar charts and pie charts</p> <p>3. Populations, Samples and Measures of Location and Variation of Raw and Grouped Data</p> <p>3.1. The mean, median and mode 3.2. The range, variance and standard deviation</p> <p>4. Probability Distributions</p> <p>4.1. Random variables and their probability distribution 4.2. The binomial, and the Poisson distributions</p>

	<p>4.3. The normal distribution and its applications</p> <p>5. Sampling</p> <p>5.1. Sampling distribution of the mean</p> <p>5.2. The central limit theorem</p> <p>6. Confidence Intervals</p> <p>6.1 For one mean</p> <p>7. Tests of Hypothesis</p> <p>7.1 For one mean</p> <p>7.2 For two means (Independent samples case)</p> <p>7.3 For two means (Dependent samples case)</p> <p>7.4 For independence of two qualitative/categorical variables.</p> <p>8 Simple Linear Correlation and Regression.</p> <p>8.1 The correlation coefficient, the coefficient of determination and the test of linear relationship between two variables.</p> <p>8.2 The least-squares method.</p> <p>8.3 Determine the regression line and use it as a prediction tool.</p> <p>8.4 Applications using EXCEL</p> <p>9. Multiple Linear Regression.</p> <p>9.1 Determine the equation of a regression plane and use it as a prediction tool.</p> <p>9.2 Calculation of the coefficient of multiple determination.</p> <p>9.3 Calculation of the coefficient of partial determination.</p>
<p>Learning Outcomes</p>	<p>Upon successful completion of the course students are expected to have:</p> <ul style="list-style-type: none"> • Knowledge of basic statistical concepts - and how to present statistical data • Knowledge to describe combine or identify (a) The basic continuous theoretical probability distributions, (b) The concept of sampling and sampling distribution, (c) Estimation of population parameter confidence interval, (d) The process and formulation of controls (e) The concept of the correlation between modeling and the investigation of a causal relationship between socio-economic actors

	<p>Skills related to:</p> <p>(a) in calculating basic statistical measures (b) in, using numerators (c) in calculating linear correlation coefficient and simple regression parameters (d) Using Theoretical distributions (in particular of the Bionomic-distribution and the Poisson distribution) in solving practical problems. • Skills to be able to distinguish, explain or calculate and classify, probabilities of theoretical continuous probability distributions, probability of sampling distributions, population parameter confidence intervals, hypothesis tests, degree of correlation of two variables, parametric estimation, basic statistical evaluation of single and multiple regression models,</p> <p>Ability to:</p> <ul style="list-style-type: none"> • Combine statistical data from companies and calculate key statistics and evaluate results • Be able to solve complex real and possibly unpredictable problems proving the knowledge and skills acquired from the course. To analyze, compose and finally formulate evaluative judgments on statistical issues of companies / organizations
Prerequisites	None
Assessment	<p>Midterm Examination 30%</p> <p>Final Examination 70%</p> <p>The midterm examination is a 1.30 hours written examination on units 1, 2, 3, 4</p> <p>The final examination is a 2-hour written examination on all units</p>
Teaching / Learning Methodology	Reading Course
Recommended Literature	<p>Len Gill, Chris D. Orme & Denise Osborn (1997-2003) "Statistics for Economists"</p> <p>Enrico Giovannini -OECD: "Understanding Economic Statistics, an OECD perspective"</p> <p>https://www.oecd.org/sdd/41746710.pdf</p> <p>Marcelo Fernandes (2009) "Statistics for Business and Economics"</p>

Information about the course	The course is assisted with material (theories and exercises) that will be posted at regular time intervals in the e-class Course website https://eclass.hmu.gr/courses/BAT189/ Office Hours : Monday 12.00-13.00 (SEDO 1rts flour, room 18)
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Course Title	FOOD AND BEVERAGE MANAGEMENT
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. George Triantafyllou
E-mail	triantafyllou@hmu.gr
Brief Description	<p>Unit-1 : Brief knowledge of: a) Development of catering industry, job prospects and careers in the catering industry. b) Different types of catering establishments. c) Relationship of the waiter with – i) Customer, ii) Kitchen, and iii) Management.</p> <p>Unit-2 : Brief description and correct uses of : a) Different types of cutlery, crockery, silverware, flatware, halloware and glassware used in a standard catering establishment. b) Different types of equipment – Baine Marie, plate warmer, hot plates, microwave oven, ice cream machine, coffee machine, ice cube machine, side boards, dish washing machine, glass washing machine. c) Special equipment – Nut cracker, grape scissors, Oyster service, caviar, lobsters, snails, cheese. Cigar cutters, wine bottle openers, gueridon equipment. d) Different types of restaurant linen, exchange and requisition systems.</p> <p>Unit-3 : Preparation of the restaurant – Mis-en-place & mis-en-scene, rules for laying of table and waiting. Useful tips for Food/Beverage service. Restaurant vocabulary – English and French.</p> <p>Unit-4 : Various forms of a meal courses: Hors d' oeuvres, Potege, Poisson, Entrée, Releve (main), Sorbet, Roti, Legumen, Entrement, Savoury, Desserts and Cafe. Unit-5 : Table Sauces – accompliments/garnishes.</p> <p>Unit-6 : Meals and Menu planning – Different types of Menus – (a) Table d'hote, (b) A'la carte, (c) State Banquets, (d) Buffet – cold/hot spreads, for various types of function.</p>

	<p>Unit-7 : Different forms of service – Russian, American, French, Indian and English. Unit-8 : Staff organisation of F&B Deptt., and inter & intra departmental coordination.</p> <p>Unit-9 : Silver polishing methods – (a) Polivit method, (b) Plate powder, (c) Burnishing method.</p> <p>Unit-10: Significance of pantry & still room in F&B operation, Functions of pantry and sections of pantry. Unit-11: Kitchen stewarding. Broad specifications of light and heavy duty equipment, Restaurant, Pantry and Still room equipment.</p> <p>Unit-11: Modern trends in the Hotel and Catering industry: - Ecotels - Fast Food outlets - Adventure Tourism - Theme Restaurants - Welfare Catering</p> <p>PRACTICALS : Hygienic handling of cutlery, crockery, glassware and trays. Laying and relaying of table cloth during and before meals. Correct use of waiter’s cloth runners, Napkins and Napkin foldings. Mise-en-scene and Mise-en-place for various types of meals and menus. Correct handling and practice of service spoons and service forks, silver service. Serving and clearing of a meal (course by course). Table d’hote menus, laying for cover and service for lunch and dinner, preparation & service of tea, black coffee, turkish coffee, cona coffee, espresso coffee. Receiving and seating the guests, presenting menu cards and taking the order from guests and writing of KOT. Passing the order to the Kitchen & pickup. Making and presentation of a bill. Organising parties and functions – Buffets & Banquets. Indian and Chinese food service procedures. Daily briefing and system of tips/distribution.</p>
<p>Learning Outcomes</p>	<p>A Student will be able to:</p> <ul style="list-style-type: none"> • Will know factors that play role in the development of the food and beverage industry. • Can explain social and economic reasons in the development of food and beverage industry. • Can classify the types of food and beverage operations. • will know the difference of food and beverage operations management. • Explains the management process in the food and beverage operations. • Knows managerial roles.

	<ul style="list-style-type: none"> • Can explain the cycle of food and beverage. • Can control purchasing, receiving, and storage process. • Makes the production and cost control. • Makes the revenue control • Can explain sales and marketing operations. • Knows the techniques of advertising and personal selling. • Can do promotion and public relations.
Prerequisites	None
Assessment	100% Individual Assignment (100% assignment)
Teaching / Learning Methodology	Independent learning
Recommended Literature	<ul style="list-style-type: none"> - Cichy Ronald F., Hickey Philip J. Jr., <i>Managing service in food and beverage operations</i> - Ninemeier Jack D., <i>Management of food and beverage operations</i> - Ninemeier Jack D., <i>Planning and control for food and beverage operations</i> - Cousins John, <i>Food and beverage management.</i> - Bernard Davis, Andrew Lockwood, Sally Stone, <i>Food and Beverage Management</i> - Dittmer Paul R., <i>Principles of Food, Beverage, and Labor Cost Controls</i> - Kasavana M., Smith D., (1982), <i>Menu Engineering - A Practical Guide.</i> Lansing, MI: Hospitality Publishers. - Seaberg, A.G., (1983), <i>Menu design, merchandising and marketing,</i> Boston, Mass.: CBI..

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Management Science and Technology

Course Title	New Technologies in Marketing
ECTS	5
Level of Studies	Undergraduate
Tutor	Dr. George Mastorakis, Associate Professor
E-mail	gmastorakis@hmu.gr
Brief Description	<p>This course provides an introduction to digital marketing. The course covers all major digital platforms, such as mobile and social media.</p> <p>The following topics are covered:</p> <ul style="list-style-type: none">The decision support marketing with the help of IT systemsDecision support expert systemsDatabase marketing and CRM (Customer Relationship Management)Marketing and mediaMarketing and web (online marketing)Development plan for online marketingWeb promotion / advertising, web site traffic analysis systems <p>The course also addresses the following key elements of e-marketing:</p> <ul style="list-style-type: none">• Traffic statistics (Web Analytics): importance of traffic analysis in the Internet, methods of measurement and analysis software.• Search Engine Optimization (SEO): reference to the Search Engines, in terms of their function and their importance in online marketing, methods and practices for web site optimization for search engines.

	<ul style="list-style-type: none"> • Promotion through Social Media (Social Media Marketing): methods and practices for carrying out promotional activities through social networks. • Digital Advertisement: web site design for digital forms of advertising, use of interactive display networks. • E-mail marketing: basic techniques for successfully carrying out promotional activities by e-mail.
Learning Outcomes	<p>The objective of this course is to familiarize students with the information management systems in marketing, the e-Marketing technologies and the online Marketing techniques/methods. In addition, this course will expose students to digital marketing mainly for lead generation and retention activities in both business to business and business to consumer environments.</p> <p>By the end of this course, students will have the opportunity to:</p> <ol style="list-style-type: none"> 1. learn the basics of digital marketing and the importance of the offer, list and creative in response rates 2. develop a comprehensive digital marketing strategy 3. learn through doing how to use new media such as mobile, search and social networking; learn the measurement techniques used in evaluating digital marketing efforts 4. learn the importance of ongoing reading and following of industry publications given the dynamic and rapidly changing digital landscape 5. understand and know the ethical and legislation impacting digital marketing
Prerequisites	None
Assessment	100% Individual Assignment
Teaching / Learning Methodology	Independent learning Office meetings with the tutor
Recommended Literature	<ul style="list-style-type: none"> • Agrawal, Smita. "The impact of emerging technologies and social media on different business (es): Marketing and management." In Maximizing Business Performance and Efficiency Through Intelligent Systems, pp. 37-49. IGI Global, 2017.

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- Krasnov, Alex, Valentin Nikonorov, and Marina Yanenko. "Digital platforms based marketing innovations: new development trends." In *SHS Web of Conferences*, vol. 44, p. 00049. EDP Sciences, 2018.
- Cvitanović, Petra Leonora. "New technologies in marketing as competitive advantage." In *2018 ENTRENOVA Conference Proceedings*. 2018.
- Arkhipova, Nadezhda, Alan Abaev, and Madina Gurieva. "Digital Technologies as a Factor in the Development of Modern Marketing." In *3rd International Conference on Economics, Management, Law and Education (EMLE 2017)*, pp. 30-33. Atlantis Press, 2017.
- Kumar, V., Divya Ramachandran, and Binay Kumar. "Influence of new-age technologies on marketing: A research agenda." *Journal of Business Research* 125 (2021): 864-877.
- Day, George S. "Organizing Marketing for an Era of Digital Turbulence." *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N. Sheth* (2018): 135.