**Business Case Study**

**Spring Semester**

**5 ECTS**

The course will be offered in different subject areas in the form of an assignment under supervision.

Students should select one subject area /one professor.

Students should contact the professor of their choice, by email.

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| Course Code | ΟΔ0809-1 |
| Course Type | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term | Fall or Spring |
| ECTS Credits | 4 |
| Name of Instructor | Kafetzopoulos Dimitrios, Professor |
| E-mail | [dimkafe@uom.edu.gr](mailto:dimkafe@uom.edu.gr) |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | No |
| Out-of-Classroom Study | Yes |
| Objective of the Course | This course related to management, leadership, innovation, quality, human resources, culture and changes topics in organizations. More specifically, the objective of the course is to:  → describe an individual situation (case), e.g. business, organisation, or institution, in detail;  → identify the key issues of the case (your assignment question should tell you what to focus on);  → analyse the case using relevant theoretical concepts from your unit or discipline;  → recommend a course of action for that particular case (particularly for problem-solving case studies). |
| Prerequisites | None |
| CourseContents | You are to select an organisation of your choice that addresses an issue that you are passionate about (e.g. leadership, innovation, humans, quality etc). The selected organisation will be your case study, to which you will apply what you have learnt. You will apply the relevant theories  and critically examine the different dimensions within your organisation While you may use your creativity to structure the case study, a template with suggested headings will be made available. |
| Recommended Readings | * Ofek, E., Avery, J., Rudolph, S., Martins Gomes, V., Saadat, N., Tsui, A., & Shroff, Y. (2014) 'Case study second thoughts about a strategy shift' [Case Study], Harvard Business Review, 92(12), pp. 125-129. * Yin, R. K. Case Study Research, Design and Methods, 3rd ed. Newbury Park, Sage Publications, 2002. * McCutcheon, D. and Meredith, J., “Conducting Case Study Research in Operations Management,” Journal of Operations Management, Volume 11, 1993, pp. 239-256. * <https://www.gvsu.edu/cms4/asset/CC3BFEEB-C364-E1A1-A5390F221AC0FD2D/business_case_analysis_gg_final.pdf> * Shannon Development [http://www.oecd.org/mena/competitiveness/47565444.pdf] * <https://www.goodreads.com/shelf/show/business-case-studies> * https://www.quora.com/What-are-the-best-books-on-business-case-studies * https://library.bu.edu/business-case-studies/books * <https://mgtblog.com/best-books-on-business-case-studies/> |
| Teaching Methods | By giving instructions on who to prepare, write and present a Business Case Study |
| Assessment Methods | * Submission of Case Study (70%) * Presentation (30%) |
| Language of Instruction | English |
| Course Schedule | A detailed course schedule will be announced in week 1. |

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| Course Code | ΟΔ0809-1 |
| Course Type | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term | Fall or Spring |
| ECTS Credits | 4 |
| Name of Instructor | ANASTASIA KATOU, Associate Professor |
| E-mail | [akatou@uom.edu.gr](mailto:akatou@uom.edu.gr) |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | No |
| Out-of-Classroom Study | Yes |
| Objective of the Course | The objective of the course is to make students to be able to investigate individuals, groups of an organization, or the organization as a whole. In particular, is to make students to be able:   * To collect a lot of data accurately. * To help them to determine the sequence of events in the subject they are investigating. * To justify the causal relationship between variables, and thus illuminate the black box that may exist in these relationships. |
| Prerequisites | None |
| Course Contents | The course content of a Business Case Study is not simply a method of studying a phenomenon, but it applies an entire research strategy, which is based on:   * Multiple sources of information, * One or more case studies, * On conclusions and properties of previous case studies, and * A number of scientific methods. |
| Recommended Readings | * <https://www.goodreads.com/shelf/show/business-case-studies> * https://www.quora.com/What-are-the-best-books-on-business-case-studies * https://library.bu.edu/business-case-studies/books * <https://mgtblog.com/best-books-on-business-case-studies/> * Bliss, J.C. (2007) Understanding Complex Resource Management Issues in their Real World Context: Case Study Approaches to Research. Case Study Workshop, Oregon State University * European Commission (2009) 30 Good Practice Case Studies In University-business Cooperation [https://www.ub-cooperation.eu/pdf/casestudyreport.pdf] * Shannon Development [http://www.oecd.org/mena/competitiveness/47565444.pdf] |
| Teaching Methods | By giving instructions on who to prepare, write and present a Business Case Study |
| Assessment Methods | * Submission of Case Study (70%) * Presentation (30%) |
| Language of Instruction | English |
| Course Schedule | A detailed course schedule will be announced in week 1. |

**BUSINESS PLAN STUDY**

**Fall or spring semester**

**Chris Vassiliadis, Professor** [**chris@uom.edu.gr**](mailto:chris@uom.edu.gr)

Title:

BUSINESS CASE STUDY OF THE CURRENT SITUATION OF THE TOURISM INDUSTRY, WS Academic Year 2022-23

Description:

Caution

The thesis should go up to the course work in eclass (if it will be active during the planned course) and if you have chosen the course Business Study (ie make a statement) for the semester you are interested in WS 2022 but also after consultation and supervision of the work with the teacher but also his final approval to upload it in the work of the course informing and notifying the teacher at e-mail: chris@uom.edu.gr.

In any case, inform the teacher about your participation and actions

Relevant information for the study follows

STUDY OF THE IMPACT OF THE PANDEMIC ON THE ACTIVITIES OF THE GREEK TOURISM

Aim: The interpretation of the main effects that led to the change of returns and the differentiation of the evolutionary course of the tourism industry and the mapping of possible strategies and proposals for business implementation by tourism industry in order to address the new situation.

The student should enrich his / her analysis with citations from other articles which he / she should mark at the end of the thesis as additional citations and present them in alphabetical order based on the author's surname at the end of the thesis. The reporting system may be free to choose from and may not follow the draft standard in the system that will ultimately be chosen by the student himself / herself. The work should be max 8,000 words, preferably Times New Roman font (without tables and other elements that can be included in the Appendix) within 1.5 cm spacing between lines and a margin of 1.5 from the end of the four points of a page. Cover with essentials, Tables of Contents, Introduction, Main part, Conclusions with discussion supplemented by your own comments, epilogue, references and possible Annex are important points of its development. The final text is delivered electronically on the deadline given below. The following is an auxiliary model for developing modules of work.

Useful sources: World Economic Forum Travel and Tourism Competitive Index (timeless study of all years) visit the online database and find out about the performance of Greek Tourism.

Possible interviews with executives in order to inform you about further issues of the project will be counted positively

Bibliography

Use of resources from the library of the University of Macedonia (https://www.lib.uom.gr/index.php/en/collections)

Final delivery date: for the winter semester 14.01.2023 [and for the spring semester 31.05.2023] in electronic format (word document) e mail: chris@uom.edu.gr and in eclass ->Vassiliadis-> Business Study (work). [> https://openeclass.uom.gr/modules/work/ ..]

**Useful model**

EXHIBITION 1: EXHIBITION OF DEVELOPMENT OF MODULES OF TEAMWORK

1. BASIC SUMMARY (for the Managing Director of the Tourism Company or the Organization). In one, at most two pages, summarize the current situation, the problems and opportunities facing the business, the goals, the alternative ICT strategies, and the ICT strategy you have chosen. In addition, briefly mention the action plans and the benefits of implementing them. [<Note: we write it after the project is completed]

2. ANALYSIS OF THE CURRENT SITUATION

2.1. SALES ANALYSIS

Time presentation of sales by type, region, distributors, end users in the tourism system

Analysis of sales to identify trends and potential problems

2.2. INDUSTRY / SECTOR ATTRACTIVENESS ANALYSIS

A. Market players:

> Size

> Increase

> Circularity

> Seasonality

> Circularity

> Stage in KZP (Product Life Cycle)

B. Industrial factors:

> Production capacity of the industry

> Barriers to entry of new competitors

> Competition

> Supplier bargaining power

> Buyers bargaining power

> Threat from substitute products

C. Environmental factors

> Social

> Politicians-lawyers

> Demographics

> Technological

> Legislators

2.3. COMPETITOR ANALYSIS

For each key competitor:

> Who are my main competitors?

> What is their current strategy

> What are their major strengths / weaknesses and how are they likely to change? (also: What do you consider to be the main differential advantage?)

> What do you foresee their future strategy?

> Ability to conceive and design new products

> Ability to produce or manufacture products

> Ability to promote and display products on the market

> Capacity of financing

> Management capacity

2.4 CONSUMER ANALYSIS

A. Who:

> Who are your customers?

> How can they be classified?

> Which classification is the most important

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| CourseCode |  |
| CourseType | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2023-2024 |
| Term | Fall |
| ECTS Credits | 5 |
| Name of Instructor | Katerina Gotzaani |
| E-mail | kgotza@uom.edu.gr |
| Office Hours | Will be announced in week 1 |
| In-ClassroomStudy | No |
| Out-of-ClassroomStudy | Yes |
| Objective of the Course | To analyze in depth certain Operations Management issues and/or their application in business cases. |
| Prerequisites | No |
| CourseContents | * Operations Strategy * Demand Forecasting * Process layout &Capacity Planning * Facility Location * Inventory Management * Logistics and Supply Chain Management * Quality Management / Total Quality Management * Quality Assurance and Implementation of Standard Management Systems * Quality 4.0 * Excellence Models and Awards * Industry 4.0 * Lean Management * Sustainable Management |
| RecommendedReadings | Any text in Operations Management/ Quality Management |
| TeachingMethods | Instructions on how to prepare, write and present a BusinessCase Study |
| AssesmentMethods | Paper submission |
| Language of Instruction | English |

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| Course Code | ΟΔ0809-1 |
| Course Type | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term | Spring |
| ECTS Credits | 4 |
| Name of Instructor | Dr Vassiliki Grougiou |
| E-mail | v.grougiou@uom.edu.gr |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | Yes |
| Out-of-Classroom Study | Yes |
| Objective of the Course | This course provides students with a good understanding of market research. Students are involved in a practical application of market research, using the theory to address the research questions, determine the methodology and conduct interviews and surveys. Students will be responsible for writing and presenting their findings in both written and oral form. |
| Prerequisites | No |
| Course Contents |  |
| Recommended Readings | Any Marketing Research Textbook |
| Teaching Methods | Lecture |
| Assessment Methods | Written report (80%)  Oral presentation (20%) |
| Language of Instruction | English |
| Course Schedule | **Learning Outcomes**  On successful completion of this course, students will be able to:  1. Provide a detailed overview of the stages in the market research process.  2. Develop a market research design which incorporates appropriate research approaches, including measurement instruments and sampling frames.  3. Use contemporary statistical packages to analyze quantitative data.  4. Use thematic analysis to analyze qualitative data (with or without the help of qualitative programs).  5. Interpret data analysis and findings in the context of the identified theoretical frameworks and marketing problems.  6. Communicate research results in written and oral presentation formats.  7. Understand the managerial importance of market research and its role in marketing strategy. |
| Assessment | 1. Written report (80%)  2. Oral presentation (20%) |

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| ***COURSE NAME*** | **BUSINESS CASE STUDY (Modelling Human Resource Management)** |
| Course Code | ΟΔ0809-1 |
| Course Type | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term | Spring |
| ECTS Credits | 4 |
| Name of Instructor | DIMITRIOS MIHAIL |
| E-mail | [mihail@uom.edu.gr](mailto:mihail@uom.edu.gr) |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | Yes |
| Out-of-Classroom Study | Yes |
| Objective of the Course | The course will require the development of a statistical model applied in Human Resource Management that leads to an applied empirical study. |
| Prerequisites | Statistics I, II, and Econometrics I |
| Recommended Readings |  |
| Teaching Methods |  |
| Assessment Methods | Written Assignment |
| Language of Instruction | English |

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| CourseCode |  |
| CourseType | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term |  |
| ECTS Credits | 5 |
| Name of Instructor | Jason Papathanasiou |
| E-mail | [jasonp@uom.edu.gr](mailto:jasonp@uom.edu.gr) |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | Yes |
| Out-of-ClassroomStudy | Yes |
| Objective of the Course | To understand the basic concepts of Multiple Criteria Decision Aid. |
| Prerequisites | No |
| Course Contents | The decision-making problems today, whether they concern the strategic, tactical or day-to-day business operational level, are complex and the ideal solution in most cases is impossible. During the course, the effort will be for the students to understand the basic concepts of Multicriteria Decision Analysis and more specifically the following:  • Technique of Order Preference Similarity to the Ideal Solution (TOPSIS)  • Analytic Hierarchy Process (AHP)  • Preference Ranking Organization METHOD for Enriched Evaluation (PROMETHEE)  During the course, part of the following software packages will be demonstrated: MS Excel (Solver), Visual Promethee, LINDO, Super Decisions. |
| Recommended Readings | Jason Papathanasiou & Nikolaos Ploskas (authors). “Multiple Criteria Decision Aid. Methods, Examples and Python Implementations”. The foreword is by professor Bertrand Mareschal (Université Libre de Bruxelles). Series: Springer Optimization and Its Applications, Volume 136, hardcover ISBN: 978-3-319-91646-0, 190 pages, Springer 2018. |
| Teaching Methods | Lecture |
| Assesment Methods | Paper by the students |
| Language of Instruction | English |
| Course Schedule | Δενχρειάζεταινασυμπληρωθεί αν δεν θέλετε. Μόνο το περιεχόμενο |
| 1. Week |  |
| 2. Week |  |
| 3. Week |  |
| 4. Week |  |
| 5. Week |  |
| 6. Week |  |
| 7. Week |  |
| 8. Week |  |
| 9. Week |  |
| 10.Week |  |
| 11.Week |  |
| 12.Week |  |

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| ***COURSE NAME*** | **BUSINESS CASE STUDY** |
| Course Code | ΟΔ0809-1 |
| Course Type | Elective |
| Level of Course | Undergraduate |
| Year of Study | 2022-2023 |
| Term | SPRING |
| ECTS Credits | 5 |
| Name of Instructor | George Tsiotras |
| E-mail | [tsiotras@uom.edu.gr](mailto:tsiotras@uom.edu.gr) |
| Office Hours | Will be announced in week 1 |
| In-Classroom Study | No |
| Out-of-Classroom Study | Yes |
| Objective of the Course | To analyze Operations Management issues of a business case |
| Prerequisites | No |
| Course Contents | • Operations Strategy, Process Analysis  • Forecasting Demand  • Capacity Planning and Locational Analysis  • Supply Chain Management  • The State of Quality Management  • Quality Assurance and TQM  • Excellence Models and Awards  • Quality Improvement Tools /Statistical Process Control  • Lean Management |
| Recommended Readings | Any text in Operations Management |
| Teaching Methods | By giving instructions on how to prepare, write and present a Business Case Study |
| Assessment Methods | Paper submission |
| Language of Instruction | English |