

COURSE OUTLINE

(1) GENERAL

SCHOOL	Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	BADM-439	SEMESTER	Fall/Spring
COURSE TITLE	Senior Simulation in Business		
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
		2.5	6
<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>	specialised general knowledge		
PREREQUISITE COURSES:	ECON-261, ECON-261, MATH-220, ACCT-111		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
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>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Develop and implement strategic plans that address complex business scenarios and drive competitive advantage in a simulated market environment. • Integrate knowledge across business functions, such as finance, marketing, operations, and HR, to make informed and cohesive business decisions. • Analyze data effectively to identify issues, evaluate potential solutions, and apply problem-solving skills to real-time challenges within the simulation. • Demonstrate effective team leadership and collaboration skills, including role assignment, conflict resolution, and shared decision-making to achieve organizational objectives.

<ul style="list-style-type: none"> Interpret financial statements, manage budgets, and make investment decisions, assessing their impacts on profitability, cash flow, and overall business performance. Evaluate risks and adapt their business strategies in response to changing simulation scenarios, demonstrating flexibility and resilience. Recognize and evaluate the ethical and environmental implications of their decisions, applying principles of corporate social responsibility and sustainability in the simulated business context. Present their strategies, justify their decisions, and report performance outcomes confidently and professionally to simulated stakeholders. 	
General Competences <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>	
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> <i>.....</i> <i>Others...</i> <i>.....</i>
Search for, analysis and synthesis of data and information, with the use of the necessary technology Decision-making Team work Project planning and management	

(3) SYLLABUS

<ul style="list-style-type: none"> Introduction to business planning, targets and analytical methods Development of a full start-up business Plan Group work in the development of a start-up business plan Presentation of a business plan to interested venture capitalists for securing funding
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(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</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>	Activity	Semester workload
	Consultation in small groups	35
	Project work	100
	Presentation preparations and delivery	15

<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>		
	Course total	150
<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>Evaluation of work input and participation, final presentation, preparation and presentation of a business plan.</p>	

(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Simulation Modelling Concepts, Tools and Practical Business Applications	Andrew Greasley	Routledge	2023	9780367643539