

Business Economics and Management

Organized by

Mediterranean Agronomic Institute of Chania

Business Economics and Management

MAI coordinator: Dr. George BAOURAKIS

Aims: A foremost aim of the Business Economics and Management program is to offer rigorous management education for graduates of Economics, Business, Agriculture, Engineering, Social or other related sciences, enabling them to work effectively in a highly competitive international market environment. Its quest is to provide relevant and effective systems of learning by encouraging the academic, intellectual and personal development of students, cultivating high-quality analytical skills and empowering them to undertake independent research. The attainment of the M.Sc. degree qualifies them to successfully continue their doctorate studies and/or pursue an influential career, nationally or internationally, in both the public and private sector.

Objectives: The program:

- incorporates a balanced mix of specialized economics and business management units, enabling them to develop the business and personal skills required to establish them in their future careers;
- develops a methodical approach to analysis, problem solving and decision making, facilitated through the application of modern operational management methodologies and techniques to achieve efficiency;
- provides advanced knowledge on the application of econometric theory to business market situations within the EU framework and the international business environment;
- integrates the requirements of strategic business management, business requirements relative to financial and marketing strategies, and the tools of market research;
- emphasises real connections with people in business, develops leadership skills and helps students master the growing demands of international markets.

Part 1

Post graduate specialization programme

The programme is organized in 6 Units (60 ECTS)

BEM510.2610.0
03-21 Oct.'11

QUANTITATIVE METHODS (6 ECTS)

Contents:

Statistics
Mathematics for Decision Making

Learning outcomes:

Students will be able to use Advanced Statistical software packages, and manage large databases. They will update their knowledge in statistical analysis and mathematics.

BEM520.1910.0
26 Oct. to 25 Nov.
'11

ECONOMICS OF RESOURCE ALLOCATION (9 ECTS)

Contents:

Introduction to Market Economics
Supply and Demand Theory – Market Models
Resource and Welfare Economics

Learning outcomes:

This unit enables and equips students with the necessary microeconomic theory to further support their business economic and management specialization. It strengthens students' background in microeconomic theory with respect to resource allocation and evaluation in its social context.

BEM530.1606.0
28 Nov. '11 to 06
January '12

OPERATIONAL MANAGEMENT METHODS (6 ECTS)

Contents:

Principles of Management
Operation Research

Learning outcomes:

This content facilitates decision making through the application of modern operational management methodologies and techniques to achieve efficiency. Students will be trained to deal with the functional areas of management, production, financial and personnel management, and to process information systems such as: management information systems (MIS), decision support systems (DSS), expert systems (ES), and make the link between management problems and operations research.

BEM540.2908.0
09 Jan. to 03
February '12

BUSINESS ECONOMICS (9 ECTS)

Contents:

Market Structure
Price Analysis
Econometrics and Time Series Analysis

Learning outcomes:

This unit provides advanced theory and tools on the application of Business and Economic to market situations employing simple and linear regression models, simultaneous equation models, distribute lag models and estimation.

BEM550.31210.0 INVESTMENT DECISIONS MAKING (12 ECTS)

06 Feb. to 30
March '12

Contents:

Macroeconomics
Theory & Applications of Cost-Benefit Analysis
Financial Management

Learning outcomes:

Students will be qualified to conduct economic analysis using the theory and applications of cost-benefit analysis and the macroeconomic instruments. The students will be able to perform financial analysis, business risk and financial risk analysis by using the balance sheet, income statement, cash flow statement and ratio analysis.

BEM560.11810.0 MANAGEMENT - MARKETING (18 ECTS)

02 April to 15 June
'12

Contents:

Agricultural Marketing and Policy
Management of Business Cooperatives
Strategic Management
Marketing.

Learning outcomes:

This unit qualifies students to undertake marketing research and design and implement business and marketing plans. It enables them to demonstrate a clear understanding of the application and impact of the concepts that affect the management and operational decision from a national, EU and international perspective, apply the appropriate theories and concepts to a range of business and management issues, and demonstrate a series of skills required by managers.

11 to 15
June '12

RETAKE EXAMS

EXAMINATIONS

Participants are obliged to take an examination in order to obtain **an individual grade for each component** in the following arrangement: For every one or two week(s) of course delivery the given examination period is one week.

All units are subject to examination.

Examinations may take the form of written exams (problems, set of questions, exercises, multiple choice questions), individual or team work project, computer assisted exams or any combination of the above forms.

Retake examination is allowed for a maximum of three weeks course delivery (**9 ECTS**) of any unit except for the final unit.

Language of instruction: ENGLISH

ACADEMIC STAFF

The academic visiting faculty of the Business Economics and Management programme is compounded by highly qualified professors from internationally renowned universities who are considered leaders in their fields. The scientific faculty of MAICH selects and invites them on the basis of specialisation to the subject matter, their international reputation and experience in teaching and research, as recognised by the academic community. MAICH is committed to the constant reviewing of the visiting faculty by the students on a yearly basis, in order to ensure the high quality of the teaching program and a dynamic adaptation to new scientific developments.

Additionally, the academic visiting faculty collaborates in the formulation of research and development projects, exchange of ideas and expertise for recent advances in science and encouragement for active participation in student's MSc thesis research projects through consultation and/ or assignment of official supervising duties. Outstanding MSc MAICh graduates are subsequently recruited into their reputable PhD programs on a full scholarship basis. A considerable number of former MAICh graduates are now active and successful members of the international academic community.

Weeks	TITLE	WEIGHT	DATES
SEMESTER I			
	BEM510.2610.0 Quantitative Methods - 6 ECTS		03/10-21/10/2011
1	INT503.1308.3 STATISTICS	3	03-07/10/2011
2	BEM521.1304.3 MATHEMATICS FOR DECISION MAKING	3	10-14/10/2011
3	EXAMS		17-21/10/2011
	BEM520.1910.0 Economics of Resource Allocation - 9 ECTS		24/10-25/11/2011
4	BEM524.1310.1 INTRODUCTION TO MARKET ECONOMICS	3	24-28/10/2011
5	EXAMS		31/10-04/11/2011
6	BEM522.1304.1 SUPPLY AND DEMAND THEORY - MARKET MODELS	3	07-11/11/2011
7	BEM523.1304.1 RESOURCE AND WELFARE ECONOMICS	3	14-18/11/2011
8	EXAMS		21-25/11/2011
	BEM530.1606.0 Operational Management Methods - 6 ECTS		28/11-06/01/2012
9	BEM531.1304.1 PRINCIPLES OF MANAGEMENT	3	28/11-02/12/2011
10	BEM532.1304.2 OPERATION RESEARCH	3	05-09/12/2011
11	EXAMS		12-16/12/2011
12	EXAMS		19-23/12/2011
13	EXAM PREPARATION		26-30/12/2011
14	EXAM PREPARATION		02/-06/01/2012
	BEM540.2908.0 Business Economics - 9 ECTS		09/01-03/02/2012
15	BEM541.1304.3 MARKET STRUCTURE	3	09-13/01/2012
16	BEM542.1304.2 PRICE ANALYSIS	3	16-20/01/2012
17	BEM544.1304.2 ECONOMETRICS AND TIME SERIES ANALYSIS	3	23-27/01/2012
18	EXAMS		30/01-03/02/2012

SEMESTER II

	BEM550.31210.0 Investment Decisions Making - 12 ECTS		06/02-30/03/2012
19	BEM553.1410.1 MACROECONOMICS	4	06-10/02/2012
20	EXAMS		13-17/02/2012
21	BEM551.1410.4 THEORY AND APPLICATIONS OF COST-BENEFIT ANALYSIS	4	20-24/02/2012
22	EXAMS		27/02-02/03/2012
23	EXAMS		05-09/03/2012
24	BEM545.1410.1 FINANCIAL MANAGEMENT	4	12-16/03/2012
25	EXAMS		19-23/03/2012
26	EXAMS		26-30/03/2012
	BEM560.11810.0 Management - Marketing - 18 ECTS		02/04-15/06/2012
27	BEM561.1410.1 AGRICULTURAL MARKETING AND POLICY	4	02-06/04/2012
28	EXAM PREPARATION		09-13/04/2012
29	EXAM PREPARATION		16-20/04/2012
30	EXAMS		23-27/04/2012
31	BEM562.1510.1 MANAGEMENT OF BUSINESS COOPERATIVES	5	30/04-04/05/2012
32	EXAMS		07-11/05/2012
33	BEM563.1510.1 STRATEGIC MANAGEMENT	5	14-18/05/2012
34	EXAMS		21-25/05/2012
35	BEM564.1410.1 MARKETING	4	28/05-01/06/2012
36	EXAMS		04-08/06/2012
37	RETAKE EXAMS		11-15/06/2012

BUSINESS ECONOMICS AND MANAGEMENT PROGRAM - Academic year 2011 - 2012

Part 2

The Master of science program

Project (9 months duration, 60 ECTS)

This programme aims to provide students with a solid theoretical and practical background to successfully complete their scientific research work in Business Economics, Management, Marketing and Finance. The MSc thesis typically entails a major research project from which students conduct original theory based research, working in close collaboration with a supervisor, who oversees all stages of the thesis from the initial proposal through to the final defence. Students learn to carry out a valid study and acquire common research-related competencies such as topic selection addressing a contemporary business issue in their chosen area of specialization, proposal preparation, literature reviewing, hypothesis/ methodology or experimental design formulation, data collection, scientific writing and critical interpretation of results. Linked to the thematic area of their research work, students apply technical and analytical skills learned in their coursework to develop strategies and solutions to the problem they are studying.

Research activities: topics generally available for Master of Science theses

- Economic Analysis;
- Quantitative Analysis;
- Cost Benefit Analysis;
- Management Studies;
- Econometric Analysis;
- Financial Management;
- Portfolio Management;
- Market Research;
- E-Commerce;
- Web Based Surveys;
- Input-Output Modeling;
- Multicriteria Problem Solving;
- Regional Development;
- Rural Development.

INDICATIVE MASTER THESES REALIZED WITHIN THE AREA

1. **Title:** Modeling the Impact of the EU-Mediterranean Agro-food Policies on the Mediterranean Countries: The Case of Virgin Olive Oil (2010)
Author: Nesrine Tarchoun, Finance, Tunisia
Place of Realization: Department of Business Economics and Management, MAICh, Chania, Greece
Thesis director: Prof. Konstadinos Mattas
2. **Title:** Improving management in the supply chain in the vegetable filiere in Albania (2010)
Author: Denisa Pipera, Economics and Agribusiness, Albania
Place of Realization: Department of Business Economics and Management, MAICh, Chania, Greece
Thesis director: Prof. Marios Katsioloudes

3. **Title:** An executive perspective to category management initiatives: The case of the Greek grocery retailers (2010)
Author: Ozgur Erdiller, Business Administration, Turkey
Place of Realization: Department of Business Economics and Management, MAICh, Chania, Greece
Thesis director: Prof. Constantinos Zopounidis

4. **Title:** Effects of Energy Prices on the Soft Commodities Market (2010)
Author: Ziad Ghaith, Business Administration, Palestine
Place of Realization: Department of Business Economics and Management, MAICh, Chania, Greece
Thesis director: Prof. Kostas Karantininis

5. **Title:** An in-depth study of the Lebanese wine sector: Financial analysis and future perspectives (2009)
Author: Majed El Feghali, Agricultural Economics, Lebanon
Place of Realization: Department of Business Economics and Management, MAICh, Chania, Greece
Thesis director: Prof. Athanasios Chymis

Detailed additional information (ECTS guide) and in particular an analytical syllabus is available at www.maich.gr/econ/