

Mediterranean Agronomic Institute of Chania

A. Centre of Operational Managerial Research

A1. Business Economics and Management

Objectives

The Master on Business Economics and Management provides a two-year programme for graduates holding a university Bachelors degree in Economics, Business, Agriculture, Engineering, Social or other related sciences.

In the first year participants follow the Postgraduate Specialization Course. The objectives of this Course are to: i) support management through merging the necessary knowledge of the economic theory regarding resource allocation and evaluation in their social context; ii) facilitate decision making through the application of modern operational management methodologies and techniques to achieve efficiency; iii) provide the advanced knowledge on the application of econometric theory to business market situations within the frame of the Common Agricultural Policy; iv) specify the requirements of the business strategic management: business requirements relative to financial and marketing strategies and the tools of market research. The first year students receive a solid theoretical and practical training in the following areas: management, marketing, e-commerce, regional management, financial management and business economics. Field and computer laboratory exercises combined with these courses provide a more practical and tangible perspective. The qualified first year graduates are entitled of pursuing their research in an environment fully equipped with the most updated facilities.

In the second year, students who have successfully completed the first year develop a thesis based on research work and economic development study leading to a Master's of Science degree.

The scientific results of graduate studies are usually announced in International Conferences and/or published in World Renowned Journals.

1. Training sequence

Section 1 - Introductory Disciplines [11/10/2004-15/10/2004]

English TOEFL

Scientific English

Introduction to Computers

Section 2 - Advanced Statistics [18/10/2004-05/11/2004]

Unit 1 – Databases and Data Management (3 ECTS)

Prof. P. Pardalos

Univ. of Florida-USA

Unit 2 – Parametric and Non-Parametric Statistics (3 ECTS)

Prof. A. Mauromoustakos

Univ. of Arkansas-USA

Unit 3 – Research Techniques (3 ECTS)

Prof. A. Mauromoustakos

Univ. of Arkansas-USA

Section 3 - Economics of Resource Allocation [08/11/2004-10/12/2004]

Unit 1 – Mathematics for Decision Making (3 ECTS)

Prof. E. Petrakis

Univ. of Crete-Greece

Unit 2 – Supply and Demand Theory – Market Models
(3 ECTS)

Prof. K. Karantininis
The Royal Veterinary and
Agricultural Univ.-Denmark

Unit 3 – Resource and Welfare Economics (3 ECTS)

Prof. S. Stefanou
Pennsylvania State Univ.-USA

Section 4 - Investment Decisions [13/12/2004-21/01/2005]

Unit 1 – Theory and Applications of Cost-Benefit Analysis
(3 ECTS)

Prof. A. Xepapadeas
Univ. of Crete-Greece

Unit 2 – Project Appraisal (3 ECTS),

Dr. I. Karmokolias
IFC/World Bank-USA

Unit 3 – Impact Assessment (3 ECTS).

Dr. I. Karmokolias
IFC/World Bank-USA

Section 5 - Operational Management Methods [24/01/2005-25/02/2005]

Unit 1 – Principles of Management (3 ECTS)

Prof. M. Katsioloudes
Saint Joseph's Univ.-USA

Unit 2 – Operation Research (3 ECTS)

Prof. M. Doumpos
Technical Univ. of Crete-Greece

Unit 3 – Advanced Optimization Techniques (3 ECTS)

Prof. C. Zopounidis
Technical Univ. of Crete-Greece

Section 6 - Business Economics [28/02/2005-13/05/2005]

Unit 1 – Market Structure – Price Analysis (6 ECTS)

Prof. Y. Katsoulacos
Athens Univ. of Business and
Economics-Greece

Prof. Y. Kitromilides
Univ. of Greenwich-UK

Prof. K. Mattas
Aristotle Univ. of Thessaloniki-
Greece

Unit 2 – Macroeconomics (3 ECTS)

Prof. Y. Biliias
Univ. of Cyprus-Cyprus

Unit 3 – Econometrics and Time Series Analysis (3 ECTS)

Prof. M. Fulton
Univ. of Saskatchewan-Canada

Unit 4 – Food Economics (Seminar on Agricultural Marketing and Policy (6 ECTS)

Prof. C. Ritson
Univ. of Newcastle-UK

Unit 5 – Financial Management (3 ECTS)

Prof. C. Zopounidis and Prof. K.
Kosmidou
Technical Univ. of Crete-Greece

Section 7 - Management – Marketing [16/05/2005-24/06/2005]

Unit 1 – Management of Business Cooperatives (3 ECTS)	Prof. G. van Dijk Wageningen Univ.-The Netherlands
Unit 2 – Strategic Management (3 ECTS)	Prof. C. Markides and Prof. P. Geroski London Business School-UK
Unit 3 – Marketing (3 ECTS)	Prof. G. Baltas Athens Univ. of Business and Economics- Greece
Unit 4 – Market Research (3 ECTS)	Prof. A. Kouremenos Univ. of Piraeus-Greece