

COURSE DESCRIPTION

<i>Title:</i>	Advanced Approaches to Management	<i>Compulsory</i>	<input checked="" type="checkbox"/>
		<i>Elective</i>	<input type="checkbox"/>
<i>Lecturer(s):</i>	Dimitris Manolopoulos, Associate Professor, AUEB	<i>Winter</i>	<input type="checkbox"/>
		<i>Spring</i>	<input checked="" type="checkbox"/>

COURSE GOALS

According to the traditional approach of organizations, a firm is an economic entity that combines production factors in order to offer products or services to end consumers. Nowadays, however, businesses have also the mission of creating value for the satisfaction of an extended set of stakeholders. To further precise, businesses should operate taking into account a combination of economic, social and environmental parameters, so as to increase their competitiveness and achieve sustainability. This is also a key priority for companies operating in the food and agriculture sector. In this marketplace, competitiveness means a company being able to outperform its competitors, through the provision of innovative products, efficient operations, strong managerial skills and a strong brand reputation. Sustainability focuses on a company's ability to meet current needs, without compromising its ability to address future demands; and includes aspects such as: environmental protection and social responsibility. For the modern business operating in the food and agriculture market, competitiveness and sustainability are not contradictory concepts, but interconnected. For consumers, because their increasing environmental awareness and focus on ethics trigger them to prefer sustainable companies. For investors, because sustainable practices are considered increasingly important for the stability and long-term development of a company. Finally, for our planet, because the adoption of sustainable practices by food and agriculture companies is essential to address environmental challenges and ensure food security for future generations.

The course structure includes the following:

1. Theories of the firm: Purpose and nature of the organization.
2. Theories of organization and management: Content, contribution, dimensions, and their evolution.
3. Management functions and decision-making process
4. The intersection of firm and management theories.

All of the above will be assessed through case studies in the specific market under consideration.

COURSE CONTENTS

<i>Unit</i>	<i>Hrs</i>
1. Theories of the firm	3
2. Management functions	3
3. Strategic programming and tactical planning	6
4. Organizing	6
5. Leading (leadership and motivation)	6
6. Controlling	3
7. Decision making	3
8. Presentation of group projects	6

TEACHING METHOD		EXAMINATION	
HOURS		Weight	
Taught	36	Written exam	60%
Seminar	No of indiv. assignments	Orals	
Collaboration with lecturer		Individual assignments	
Laboratory	No of group assignments 1	Group assignments	40%
TOTAL:	36	TOTAL:	100

BIBLIOGRAPHY

The course does not require any mandatory textbook. All necessary material for a more complete understanding of the topics to be discussed will be provided by the instructor.

Recommended Textbooks:

1. Robbins, SP and Coulter, M. Management, Pearson (latest edition)
2. Hitt, M., Black, S., and Porter, L. Management (latest edition)
3. Daft, R. Management, Thomson South-Western (latest edition)

NOTES

All materials required for attending and assessing the course will be sent electronically by the instructor.