**SCHOOL OF ECONOMIC SCIENCES**

# STUDY GUIDE
## MASTER'S PROGRAM
## MSc, Diplomacy, Politics, Communication, Mass Media and Economy

**DEPARTMENT OF INTERNATIONAL AND EUROPEAN ECONOMIC STUDIES**

**KOZANI 2025**

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## 1. General

The Department of International and European Economic Studies, which was established as a new department at the University of Western Macedonia through Law 4610/2019, is considered one of the emerging departments in the field of economics. It combines and offers not only the core courses of the discipline but also adopts modern trends, offering courses that address contemporary issues. This ensures that graduates are equipped not only with academic theory but also with applied practice.

The curriculum covers both the field of economic sciences, with a focus on globalization, international business, and European economic integration, as well as international economic relations between the EU and Greece. Additionally, it includes administrative courses in the field of international business management, corporate accounting, and international finance, providing added value to graduates with an attractive, modern, and applied program.

Graduates of the department receive a degree in economic sciences, which is considered equivalent not only to the degrees of other corresponding economic departments in Greek universities but also to the equivalent degrees in economic sciences from European and American universities.

Compared to other similar European Studies departments, the Department of International and European Economic Studies distinguishes itself by primarily focusing on Economic Science at the international and, specifically, European level. Additionally, it offers secondary focus on other related disciplines such as Political Science, Law, and Business Administration. The department aims for high academic standards at both undergraduate and graduate levels, as its faculty members are internationally recognized in their field.

## 2. The mission of the Master's Program

The Master's Program (PMS) titled “Diplomacy, Politics, Communication, Mass Media, and Economy (MSc, Diplomacy, Politics, Communication, Mass Media, and Economy)” aims to specialize professionals in related scientific fields, such as graduates from Economic Faculties, Law Faculties, Military Academies, Journalism Schools, Communication and Mass Media faculties, in the field of Diplomacy and Economics, while providing students with the necessary tools to ensure their academic and professional development and advancement.

Within the scope of its mission, the PMS:

• Provides full scientific understanding and research on subjects and modern trends in Diplomacy, Business, and the modern role of Mass Media.

• Monitors international developments in the scientific and educational field.

• Develops academic and educational collaborations with higher education institutions in the country and abroad on a bilateral, regional, and multilateral level, utilizing European and international funding programs.

• Attracts foreign professors and students and provides education in foreign languages.

• Collaborates with productive and commercial enterprises, chambers of commerce, associations, and public bodies involved in the international market.

• Utilizes modern technologies in education by applying innovative electronic teaching and assessment techniques, using specialized software, fully aligned with the new economy's capabilities, aiming at enhancing the knowledge and skills of the department’s graduates. It develops the application of new educational technology through distance learning.

• Conducts basic and applied research. It aims to develop international postgraduate programs specializing in international business in collaboration with higher education institutions in the country and abroad.

• Develops the skills and competencies of students to meet the needs of the market and international businesses, making them capable and competitive in national and international environments.

• Aims for the employability of its graduates in the labor market.

• Organizes and participates through its representatives, faculty members, in international scientific conferences.

• Prepares and adapts to changing educational, economic, and social conditions in regional, national, and international environments.

• Prepares to ensure and improve the quality of the education provided in the Department, which is certified through international assessment and accreditation.

• Organizes International Inter-institutional Postgraduate Programs in collaboration with Greek and Foreign Universities, as well as Inter-departmental Postgraduate Programs, aiming at synergy and added value in the postgraduate studies of students.

## 3. Educational and Professional Objectives

The specific objectives of the program are as follows:

• Full scientific understanding and research on the subjects and modern trends in Diplomacy, Business, and the contemporary role of Mass Media.

• The application of principles in market conditions and intergovernmental agreements as advocated by International Law.

• The application of advisory practices and negotiation techniques at the level of Diplomacy.

• Preparation for doctoral-level postgraduate studies.

• Meeting the needs at the highest postgraduate level for administrative executives, embassy staff, diplomatic service personnel, and military and economic attaches.

## 4. Category of Graduates

The Master's program is primarily, but not exclusively, aimed at graduates of Economics, Law, Military, Journalism, Communication, and Mass Media Schools, as well as related scientific fields from Higher Education Institutions in Greece or/and recognized equivalent institutions abroad, as well as graduates of Political Science. A good knowledge of the English language is a prerequisite.

## 5. Duration

The duration of the Master's Program (MSc) leading to a Master’s Degree (MSc) will be 3 semesters, with the third semester being dedicated to the completion of the Master's Thesis. Each semester consists of 12 weeks of teaching and one exam week. Each student must complete the MSc program within a reasonable time frame, which cannot exceed three (3) years. A student may suspend their studies for up to one year if there are serious reasons for suspension.

The duration for obtaining the MSc is three (3) teaching semesters for a full-time program, with the third semester dedicated to the completion of the Master's Thesis, and five (5) teaching semesters for a part-time program, with the fifth semester dedicated to the completion of the Master's Thesis.

## 6. Extraterritoriality - Internationalization

A strategic goal for the revitalization and upgrading of the country’s productive base is the gradual transformation of domestic entrepreneurship from non-internationally competitive sectors to the production of internationally competitive products and services with high domestic added value.

Given that the Greek market is small and the collapse of the domestic market is dramatic, achieving this goal relies on the ability of Greek businesses and the country's overall extroversion system not only to improve their export performance but also to create the conditions for their meaningful and effective integration into international production and marketing networks for goods and services.

Education and the development of human resources are called upon to play an important and essential role in the competitive survival of businesses, with human resources – the workforce – being the key differentiator and means of gaining a competitive advantage.

The country needs well-trained human resources with specialized knowledge and transversal skills that can create hubs of innovation, support priority development sectors, and serve a new business model.

For these reasons, the strategic goal of the Master's Program is to develop collaborative relationships with economic, social, and productive bodies. Such bodies include local Bar Associations, the Economic Chamber, the Chamber of Commerce and Industry, Associations of Tax Advisors and Accountants, as well as reputable companies in the market.

Through communication and cooperation with these bodies, the immediate connection of the courses to market requirements is achieved, ensuring their ongoing relevance. Furthermore, the results of research and innovation are utilized, maintaining a focus on the scientific principles of ethics, sustainable development, and social cohesion.

## 7. The academic title awarded

As part of the Master's Program " MSc, Diplomacy, Politics, Communication, Mass Media and Economy)", a Master's Degree with the same title is awarded.

## 8. Admission Requirements

The admission of students to the Master's Program (MSc) is done based on selection according to the internal operating regulations of the program.

Specifically, towards the end of the spring semester, the Department's Assembly publishes a call for applications on the Department's and the University of Western Macedonia's websites. This announcement includes the following details:

- Categories of eligible candidates
- The necessary academic and professional qualifications of the candidates
- The method and criteria for evaluating applicants
- Deadlines for submitting applications and supporting documents

The relevant applications, along with the required documents, must be submitted electronically to the Secretariat of the Master's Program within the deadline specified in the announcement, which may be extended by the Steering Committee's decision. Applications that are not accompanied by the required documents or are submitted after the deadline will not be considered in the selection process.

The required documents to be submitted by applicants are as follows:

- Application for admission
- A copy of the Bachelor's Degree (foreign degrees must be certified by the Greek National Centre for Recognition of Qualifications (DOATAP) for equivalency and recognition)
- A transcript of undergraduate courses showing the degree grade
- A Curriculum Vitae (CV) that includes participation in programs, research, and other relevant activities related to the program
- Proof of English language proficiency, at least B2 level or higher, certified by a recognized institution
- A simple photocopy of the applicant's ID card

Additional documents that may be submitted and will be evaluated are:

- Other higher education degrees
- Master's degree
- Doctoral degree
- Publications in peer-reviewed journals, conference proceedings, etc.
- Training seminars of at least six months duration relevant to the subject of the program
- Letters of recommendation

Foreign degrees will be accepted if the university is listed in the "National Registry of Recognized Higher Education Institutions Abroad" and the degree is included in the "National Registry of Degree Types from Recognized Higher Education Institutions Abroad," maintained by DOATAP. Foreign qualifications are also validated with an equivalency certificate from DOATAP (for those who have it).

Proficiency in the Greek language for foreign applicants can be proven when:
a) The applicant has completed secondary education in Greece or in a Greek-speaking school abroad
b) Holds a degree in Greek language/philology from an equivalent foreign institution
c) Has completed a full undergraduate cycle at a Greek institution or has successfully completed at least two years in a Greek tertiary institution
d) Holds a certificate of Greek language proficiency from a state-recognized institution.

Proficiency in the English language can be certified by exams organized under the responsibility of the Steering Committee.

Documents submitted in person or sent by post are not returned.

For the selection of students who will attend the MSc Program, in addition to the mandatory supporting documents for their participation (university degree), the following factors will be considered and evaluated:

| Selection Criteria for Applicants | Maximum Credit of Evaluation Units |
|---|---|
| Degree Grade | 20 |
| Bachelor Thesis Related to the MSc Program Topic | 5 |
| Second Degree | 3 |
| Master's Degree | 5 |
| Doctoral Degree | 7 |
| Published Scientific Papers in Peer-Reviewed Journals or Proceedings of Scientific Conferences | 3 |
| Training Seminars of At Least Six Months Duration Related to the MSc Program Topic | 2 |

## 9. Access to Doctoral Studies

By law, graduates of the Master's program have the opportunity to access doctoral programs at Greek or foreign universities, subject to the conditions applicable at the time for higher education graduates.

Moreover, after obtaining the master's degree, graduates who wish to pursue an academic career in higher education or engage in the research activities of universities and research centers, or work as specialists in businesses and organizations, can continue to doctoral-level studies, leading to the preparation and defense of a doctoral thesis.

## 10. Course Program

***1st SEMESTER***

| ***No*** | ***Course Title*** | ***Hours*** | ***T*** | ***E*** | ***ECT)*** |
|---|---|---|---|---|---|
| *1* | *Diplomacy and Negotiation Techniques* | *2* | *1* | *1* | *5* |
| *2* | *Propaganda* | *2* | *1* | *1* | *5* |
| *3* | *Economic Diplomacy* | *2* | *1* | *1* | *5* |
| *4* | *Digital Economy* | *2* | *1* | *1* | *5* |
| *5* | *Digital Communication* | *2* | *1* | *1* | *5* |
| *6* | *International and European Economic Organizations and International Economic Relations* | *2* | *1* | *1* | *5* |
| | ***Total*** | ***12*** | ***6*** | ***6*** | ***30*** |

***2nd SEMESTER***

| ***No*** | ***Course Title*** | ***Hours*** | ***T*** | ***E*** | ***ECTS*** |
|---|---|---|---|---|---|
| *7* | *Mass Media: Communication and Ethics* | *2* | *1* | *1* | *5* |
| *8* | *Internet and Digital Transformation* | *2* | *1* | *1* | *5* |
| *9* | *Research methodology* | *2* | *1* | *1* | *5* |
| *10* | *International Law and Diplomacy* | *2* | *1* | *1* | *5* |
| *11* | *Intercultural Communication* | *2* | *1* | *1* | *5* |
| *12* | *Regulatory Framework of Mass Media and the Internet* | *2* | *1* | *1* | *5* |
| | *Total* | *12* | *6* | *6* | *30* |

***3th SEMESTER***

| ***Course Title*** | ***ECTS*** |
|---|---|
| *Master thesis* | *30* |
| ***Total*** | ***30*** |

The workload for each course amounts to 150 units in both the first and second semesters, totaling 1800 units for both semesters. In the third semester, the workload is 900 units. In total, the workload across all three semesters is 2700 units.

## 11. Master's Thesis

1. At the beginning of the third semester, the graduate student must submit an application to the Department Assembly for the approval of the thesis topic, suggesting a supervisor (faculty member) after consultation. The application is accompanied by a summary of the proposed thesis. The supervisor is a faculty member who has partial or complete teaching assignments in the Master's Program. The supervisor is responsible for monitoring and controlling the progress of the thesis, ensuring that the research objectives and specifications are met.
2. Members of the three-member examination committee must have the same or related academic specialty as the field of the Master's Program.
3. The thesis may be written in a foreign language, upon agreement with the supervising professor.
4. The topic of the Master's thesis can be changed, based on a well-justified proposal by the student and approval by the Assembly. Changing the topic does not constitute a reason for extending deadlines. In exceptional cases, if there is an objective difficulty or important reason, the replacement of the supervisor or a committee member may be allowed after the Department Assembly's decision.
5. The length of the thesis is set to 20,000 words. Upon completion of the thesis, with approval from the supervising professor, a final evaluation will be scheduled, which includes an oral presentation of the topic in front of the three-member examination committee.
6. Upon submission of the Master's thesis, the student is responsible for the writing of the thesis and is accountable in cases of plagiarism. Plagiarism is defined as the partial or complete copying or use of another's work, published or not, without due and precise citation of the source, as well as presenting any supporting materials, even from the student's own previous work, without proper citation. Plagiarism is considered a serious academic offense. In cases of proven plagiarism, following a justified proposal from the supervising professor, the Assembly may decide to permanently remove the student from the Master's Program. Presentations of Master's theses are conducted orally and in person.

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7. The maximum time for submitting the Master's thesis is eighteen (18) months from the date of its approval by the Department Assembly. In special cases, upon the student's request and approval by the Assembly, the time can be extended by up to two (2) semesters.
8. The overall grade for the Master's thesis is calculated as the weighted average of the grades from the individual courses and the thesis (considering the course weight factors).

The grading scale is as follows:

- "Excellent" (8.5-10)
- "Very Good" (6.5-8.49)
- "Good" (5-6.49).

e) Language of Instruction and Thesis Writing
The language of instruction and thesis writing is either Greek or English.

f) Number of Admitted Students
The maximum number of students admitted to the program each year is set at seventy (70) students per department. Those who tie with the last admitted student will also be admitted beyond the limit.

## 12. Personnel

The teaching of the postgraduate courses will be carried out not only by faculty members from the Department of International and European Economic Studies of the School of Economics at the University of Western Macedonia, but also by faculty members from other Higher Education Institutions (HEIs) or scientists with recognized professional work in relevant scientific fields and of high prestige, both from Greece and abroad, in accordance with Article 83 of Law 4957/2022.

## 13. Infrastructure

The Departments operate a comprehensive system for both synchronous and asynchronous e-learning. The integrated e-learning system is designed to effectively support the organization of the educational process through both synchronous and asynchronous teaching methods. Additionally, the existing laboratory equipment of the Department of International and European Economic Studies, located at the University Campus in Koila, Kozani, meets the educational needs related to the implementation of the Master's Program

## 14. The operating costs

The tuition fees are set at 2900 euros.
The operating costs of the Master's Program will be covered by the tuition fees.
Additionally, the funding of the Master's Program comes from:
a) internal resources of the Higher Education Institution (HEI),
b) the state budget or the public investment program,
c) donations, grants, bequests, and any kind of financial assistance,
d) resources from research projects or programs,
e) any other legal source.

## 15. Final Exams

The evaluation of students for each course is carried out by the instructor in the manner that has been defined by them before the start of the lessons (examination, assignment, or a combination of these). The evaluation of their performance is based on a scale from 1 to 10 (with 5 being the passing grade). If a student fails the course examination or assignment submission, they must retake the exam/assignment in September. If the graduate student fails the exam in one or more courses, such that, according to the regulations of the Master's Program, they are considered to have not successfully completed the program, they will be examined by a three-member committee of faculty members from the department who have the same or related subject expertise as the exam topic and are appointed by the Department’s Assembly. The committee will exclude the instructor responsible for the exam. Instructors are required to release the

results of the exams and assignments within thirty (30) days after the submission of the assignments/examinations.

Graduate students are required to attend all lessons and activities specified for each course. The maximum number of absences allowed for each graduate student is one-third (1/3) of the total teaching hours (13) for each course, regardless of whether the absences are justified or not. For a higher number of absences, the Coordinating Committee will decide on the repetition of the course or the exclusion of the graduate student from the Master's Program.

# 16. APPENDIX

**Description of Master's Courses**

**1st Semester Courses**

1. Diplomacy and Negotiation Techniques

- Introduction to Diplomacy and the Art of Negotiation
- Historical Evolution of Diplomacy
- Theories of International Negotiations
- Multilateral Diplomacy (UN, EU, NATO)
- Psychology and Communication in Negotiation
- Negotiation Strategies and Tactics
- Negotiations in Crisis Situations
- Cultural Dimension in Negotiations
- Ethical and Legal Aspects

2. Propaganda

- Introductory Remarks
- The Concept of Propaganda
- Propaganda in Historical Context
- The Importance of Propaganda
- The Purpose of Propaganda
- Types of Propaganda
- Categories of Propaganda
- Types of Propaganda

3. Economic Diplomacy

- The EU's diplomatic system. The European External Action Service (EEAS) and economic diplomacy. The diplomatic role of the President of the European Council and the High Representative of the EU. European delegations in countries and forms of EU representation in international organizations. The system for concluding international agreements of the EU.
- The customs union and the EU's common commercial policy. The Common Customs Tariff.
- The position and role of the EU in global and regional trade. Analysis of intra-EU and external trade of goods and services by geographic region and country.
- The structure of the EU's external trade based on the Generalized System of Preferences (GSP).
- The dynamics of the external trade of each EU member state. Conditions for the development of the EU's external trade. The role of European multinational companies in the development of external trade.
- The EU's external economic relations. The EU's participation in international economic organizations. The EU and multilateral trade agreements (WTO).
- Bilateral international agreements of the EU and the status of association with third countries. Bilateral relations of the EU with regional economic organizations.
- European Economic Area (EEA) and trade relations with EFTA countries. The EU's trade relations with the USA, Japan, Canada, Australia, New Zealand, China, and other Asian countries.Tools
- Methods and Applied Audit Verification Procedures, Methods and Techniques for Detecting Fraud.

4. Digital Economy

Introduction to economic analysis. The relationship between Microeconomic and Macroeconomic Theory. The tools of Macroeconomic Theory. National Accounts and Macroeconomic Theory. The economic circuit and its functions. The role of the state. Determining income. National accounts. Theory of employment and money. The monetary system and monetary policy. Economic fluctuations. Economic development and growth. Endogenous Growth. Open Economy. Economic theories. Managerial Accounting and digital transformation. Processes of formation and structure of the global and European economy, The international division of labor as the basis of the global economy. National economies and the international market. The position of the European economy in the global economy and global economic stability. The potential, sectoral structure, and natural resources of the global economy. The functional and market structure of the global economy. The dynamics of the international market for goods and services, technology, international investments, labor, and financial markets. Classification of countries according to economic potential and levels of social and economic development.

Internationalization, globalization of the international economy, and transnationalization. Universal reform and liberalization of the global economy, interdependence, and competitiveness of countries. Universal problems of the global economy. Regionalism and international economic integration. Structural trends in the European economy and the level of social and economic development. Prospects for the development of the global and European economy.

5. Digital Communication

Η χρήση της εικονικοποίησης (virtualization).

Η παροχή στους χρήστες της δυνατότητας ελέγχου, όσον αφορά την ελαστικότητα.

Η παροχή στους χρήστες της δυνατότητας ελέγχου σε σχέση με τον αριθμό των εικονικών εξυπηρετών που υπάρχουν σε μια εφαρμογή.

Η αποθήκευση αρχείων οποιουδήποτε τύπου και αντικειμένων. Η υποστήριξη για συνενώσεις (joins) μεταξύ των πινάκων, των συναλλαγών και άλλων χαρακτηριστικών γνωρισμάτων της σχεσιακής βάσης δεδομένων. Ασφάλεια των συναλλαγών, Κυβερνοασφάλεια και Κυβερνοέγκλημα, Προστασία Δεδομένων Προσωπικού Χαρακτήρα, Κανονισμός – GDPR

6. International and European Economic Organizations and International Economic Relations

Concept and Classification of International Economic Organizations (IEOs).

IEOs in the system of regulating international economic relations.

Rules for the establishment of IEOs. Legal nature of IEOs.

Competencies, powers, and functions of IEOs.

The organs of IEOs. Decision-making in IEOs. IEOs in the system of multilateral regulation of international cooperation.

The United Nations system (UN) and ECOSOC.

IEOs for the regulation of economic cooperation and sectors of the global economy: UN organizations (UNDP, UNIDO, FAO, IFAD, IMO, ICAO, WTO, UNEP).

Organizations of the OECD system (OECD, G8, IEA, NEA).

International monetary and financial organizations for the development of economic cooperation: World Bank Group (IBRD, MAP, IFC, MIGA), IMF, regional development banks (EIB, EBRD, BSBTD).

IEOs for regulating international trade: Multilateral intergovernmental organizations for the regulation of commercial and economic policy (WTO, UNCTAD, ITC, Group-77). Multilateral intergovernmental organizations for the regulation of global commodity markets.

Regional Economic Organizations (REOs) for regulating the global economy: UN REOs. International and REOs for regulating business activities (ISO, IETC, CEN, CENELEC, European Certification Office for SMEs).

European Union and its organs.

**2st Semester Courses**

7. Mass Media: Communication and Ethics

Goals of the Principles of Business Ethics and CSR:

Corporate Social Responsibility (CSR) is a shining and radiant term because it means something, but not always the same for everyone. Milton Friedman believes that the social responsibility of a business is to increase its profits. This approach belongs to political theories, where the focus is on the interaction between businesses and society, as well as on the responsibility of businesses due to the significant power they hold after the retreat of the welfare state, the deregulation process, and globalization.

The Stakeholder Theory: This is one of the "ethical" approaches to business strategies. According to this theory, individuals or groups who have an interest or claim from the business are considered. Stakeholders are those who benefit from or are harmed by the actions of the business.

Relationship with Business Ethics: Business ethics pertains to the moral obligations of an organization, expanding the category of legally binding corporate duties.

8. Internet and Digital Transformation

- Conceptual Approach to Electronic Law and Information Technology Law
- Information Society
- Legal Informatics
- Electronic Transactions
- Transfer of Technology

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## 9. Research methodology

Introductory Observations: Qualitative and quantitative research, positivism, phenomenology, empiricism, and idealism are some of the dilemmas that students face, and they are required to choose the method or approach for developing and strengthening their argumentation.

Methodology in Administrative Science: Particularly in the field of social science evolution, there is a broad spectrum of investigations into social, cultural, intercultural, and communication crises, based on the principles of qualitative research or, in the best case, a combination of both qualitative and quantitative research methods.

Methodology in the Modern Digital Era: The methods, techniques, and processes used in qualitative research, especially in the contemporary digital era—the age of information explosion and communication management—are well described and are often the subject of reflection and critique in research.

## 10. International Law and Diplomacy

A. INTERNATIONAL LAW AND THE INTERNATIONAL COMMUNITY:
a. Historical Overview of the emergence and evolution of international law through different theories.
b. Characteristics of the modern international community.

B. SUBJECTS OF INTERNATIONAL LAW AND OTHER INTERNATIONAL ACTORS:
a. The State
b. International organizations
c. Individuals
d. Other non-state actors

C. CREATION OF INTERNATIONAL LAW:
a. Sources of International Law: typology – distinctions – conceptual prerequisites
i. International treaties
ii. International custom
iii. General principles of international law
iv. Unilateral acts/acts of states
v. Acts of the organs of international organizations
vi. Non-binding agreements
vii. Other supplementary sources
b. Codification of international law

D. APPLICATION OF INTERNATIONAL LAW:
a. Application in the international field
b. Application in domestic legal systems
i. Incorporation of international law into domestic law
ii. The Greek Constitution
iii. Ratification of treaties, etc.
c. Relationships between international and domestic law

E. ISSUES OF HIERARCHY OF INTERNATIONAL LAW RULES:
a. The case of jus cogens norms
b. The issue of erga omnes obligations

F. General on diplomacy, sources of diplomatic law:
a. Diplomatic representative
b. Diplomatic relations between states
c. Specific issues of diplomatic law
d. General on consular relations

## 11. Intercultural Communication

- Study of cultural differences. Understanding of social identities (e.g., gender, age, nationality/ethnicity) in intercultural communication, as well as cultural diversities.
- Study of patterns of social behavior in different cultural contexts and during intercultural interactions.
- Research on European policies in the field of intercultural communication.
- Study of educational management of cultural diversity.

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• Critical view of the image of the national/ethnic "other" and the "self" in cultural practices.
• Understanding the role of mediation in intercultural communication. Understanding the dimensions of culture and the impact of (national) cultures on business behavior and consumer audiences.
• Familiarization with elements of language and culture in countries of international economic, commercial, and tourism interest.

12. Regulatory Framework of Mass Media and the Internet

• Conceptual approach to electronic law and information technology law.
• Information society.
• Legal informatics.
• Software and other works protection.
• Databases.
• Multimedia.
• Protection of digital works, especially on the internet.
• Websites.
• Legal issues of electronic commerce.
• Personal data protection.
• Cybercrime.
• Intellectual property.
• Electronic transactions.

**3th Semester Courses**

13. Master Thesis

The Master's Thesis (MT) has the main goal of addressing and solving, at both theoretical and applied levels, issues that fall within the scope of the Master's Program's scientific fields, synthesizing and utilizing the knowledge acquired in the previous two semesters of study. Through the completion of the MT, postgraduate students are expected to develop the ability to manage complex problems related to the scientific field of Public Administration or to implement an idea within this field. It is a comprehensive task of significant importance, consisting of distinct stages. At the same time, postgraduate students should be able to present the study, research, or implementation clearly, both through an extensive written scientific text and a complete presentation.

The significance of the Master's Thesis is crucial and of great importance. In this context, engagement with topics that are at the forefront of the science, with originality and research interest, is encouraged.
The stages of the thesis can be summarized as follows:

● Description and analysis of the topic
● Analysis of the existing situation, literature review
● Definition of the research field (research questions or hypotheses, objectives, and prospects)
● Description of the methodology followed and the research tools used for the implementation of the thesis
● Data collection and/or implementation
● Results from the chosen form of analysis (statistical, content analysis, practical application)
● Conclusions derived from the research results combined with prevailing theories
● Writing the text
● Creating the presentation

Upon successful completion of the Master's Thesis, students will be able to:
● Understand a scientific topic in-depth
● Clearly identify the boundaries of the topic being studied and recognize all its aspects
● Describe and document the knowledge related to the subject under study
● Present critical and original thinking
● Select the required bibliography
● Select and design the theoretical and research methods to be developed during the handling of the topic
● Apply methodological practices and tools for the analysis of the topic
● Draw scientific conclusions
● Summarize existing knowledge and synthesize it with their own findings
● Possess the learning elements that will allow them to continue their studies.

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**Learning Outcomes**

The graduates of the Master's Program, upon successful completion of their studies, can:

1. Conduct all supporting services related to the management and insurance of international economic risks in various forms of external economic transactions (export-import cargo insurance, transportation means, export credits, international commercial and industrial sector exhibitions, investment risks and assets, as well as the insurance of monetary and credit risks).
2. Improve their negotiation skills and take on leadership roles in public and international organizations, as well as national or multinational companies as executives, consultants, or specialized officers.
3. Carry out the full spectrum of activities related to the organization and management of businesses and organizations operating in international transport and insurance services, supply chain and distribution management (Logistics) in the international market, as well as the coordination of international business actions to ensure their effective and efficient operation.
4. Develop and implement action programs for businesses and organizations engaged in international entrepreneurship and international trade.
5. Promote and apply modern innovative scientific methods in the context of research programs in both international economics and international business management.
6. Participate in human resource management and the utilization of technological innovations for businesses and organizations engaged in international trade.
7. Conduct market research on products and services to assess the needs or desires of potential consumers both in the domestic and international markets.
8. Develop and implement strategic marketing programs and product promotion in both domestic and international markets.
9. Develop and implement European programs aimed at the convergence and development of the economies and societies of the EU member states, as well as the development of international economic relations with the rest of the world.

To obtain the Master's Degree (MSc), successful examination in all the program's courses and successful completion of the Master's thesis is required. The courses correspond to thirty (30) credit units per semester. During the first two semesters, the postgraduate students are required to attend and successfully pass twelve (12) courses, accumulating 5 credits for each of them (30 credits for each semester, totaling 60 credits for the courses of the first two semesters). The Master's thesis also corresponds to thirty (30) credits. A total of one hundred and twenty (120) credit units are required. The language of instruction for the Master's Program is Greek. Exceptionally, and after the recommendation of the Coordinating Committee, courses may be taught in English.

**Nominal List of Instructors**

| FIRST NAME | LAST NAME | TITLE | FIELD OF STUDY | CONTACT DETAILS |
|---|---|---|---|---|
| Ioannis | Velenzas | Professor | Economic and Commercial / Business Law (Law of Economy and Commerce / Business) | ivelentzas@uowm.gr |
| Nikolaos | Kartalis | Professor | Accounting | nkartalis@uowm.gr |
| Nikolaos | Sariannidis | Professor | Quantitative Methods in Accounting and Finance | nsariannidis@uowm.gr |
| Ioannis | Antoniadis | Associate Professor | Corporate Governance, Profitability, and Investments | iantoniadis@uowm.gr |

Classified as Confidential

| FIRST NAME | LAST NAME | TITLE | FIELD OF STUDY | CONTACT DETAILS |
|---|---|---|---|---|
| Konstantinos | Spinthiropoulos | Assistant Professor | Management, Development, and Sustainability of International Enterprises and Organizations | kspinthiropoulos@uowm.gr |
| Georgia | Broni | Associate Professor | Business Ethics, Rhetoric and Power | gbroni@uowm.gr |
| Georgios | Panou | Assistant Professor | Greek and European Economic and Commercial Law of Companies | gpanou@uowm.gr |
| Manolis | Gkinoglou | Assistant Professor | International Finance and Accounting | egkinoglou@uowm.gr |
| Konstantina | Ragoza | Associate Professor | Accounting and Business Administration | kragazou@uowm.gr |
| Haris | Skalidi | Assistant Professor | Business / Commercial Law | xskalidi@uowm.gr |
| Dimitrios | Niklis | Associate Professor | Managerial Accounting | dniklis@uowm.gr |
| Stamatis | Konstantas | Associate Professor | Applied Economics | skonstas@uowm.gr |
| Grigoris | Giannarakis | Associate Professor | Corporate Social Responsibility | ggiannarakis@uowm.gr |
| Androniki | Katarachia | Professor | Business Administration | akatarachia@uowm.gr |
| Ioannis | Papadimopoulos | Professor | Legal Relations in Business | papadimopoulos@uth.gr |
| Kalliope | Kalabouka | Professor | Commercial Law | pkalab@ihu.gr |
| Lambros | Sdrolias | Professor | Business Process and Operations Systems | lsdrolias@uth.gr |
| Evangelos | Siskos | Professor | International, European, and Black Sea Economic Relations | esiskos@uowm.gr |

**Useful Information**

Academic Calendar

**Courses, Exams, and Freshman Registration**

**(The dates are determined by the Ministry of Education at the beginning of the current Academic Year)**

| | |
|---|---|
| Winter Semester Courses | |
| Winter Semester Exams | |
| Submission of Summer Semester Course Enrollment | |
| Summer Semester Courses | |

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Summer Semester Exams

Holidays and Student Breaks for Winter Semester

- October 28th (National Holiday)
- November 11th (Liberation Day of Kastoria)
- November 17th (Polytechnic Anniversary)
- (Christmas Break)
- January 30th (Three Hierarchs Day)

Holidays and Student Breaks for Summer Semester

- (Clean Monday)
- March 25th (National Holiday)
- (Easter Break)
- May 1st (Labor Day)
- (Holy Spirit Day)

**Library**

- The Library has the following goals:
- The proper selection, acquisition, distribution, and effective management of the necessary materials to consistently support the educational and other activities of the University.
- The compilation and provision of bibliographic information based on the users' needs in all fields of knowledge.
- Continuous research and promotion of user needs, based on the rapid development of technology, as well as its application in the Library's services.
- The effective management of its financial resources, as well as the provision of necessary scientific staff to support the Library, ensuring the fulfillment of current and future needs related to the services offered.

**Central Library University of Western Macedonia**

- Phone: 2461068203, 2461068206
- Email: danismos@uowm.gr
- Location: Koila Area, 50100 Kozani, (Library Building – 1st floor)
- General information: danismos@uowm.gr
  For more information, you can visit the following link:

https://library.uowm.gr/

## Erasmus +

Students of the Department can participate in the European student exchange program titled ERASMUS+. ERASMUS+ is the new program of the European Commission for education, training, youth, and sport, which came into effect on January 1, 2014. It incorporates the previous EU programs for education, training, and youth, such as the Lifelong Learning Programme (LLP) (Erasmus, Leonardo da Vinci, Comenius, Grundtvig), the "Youth in Action" program, and five international cooperation programs (Erasmus Mundus, Tempus, Alfa, Edulink, and cooperation programs with industrialized countries).

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Specifically, the ERASMUS+ student exchange program offers students who have successfully completed their first year of studies and meet certain criteria the opportunity to complete part of their studies at a related Department of a European Academic Institution for a minimum duration of 6 months (1 semester) up to 12 months (2 semesters).

After a call for expression of interest, students submit an application, and following evaluation by the Departmental Coordinator of the program, they are selected to participate. Additionally, as ERASMUS+ continues to evolve and expand its activities, it now provides the opportunity for students to undertake internships in organizations and companies abroad for a period of up to 12 months.

**Erasmus Office**

Katerini Blanta, Institutional Erasmus+ Program Coordinator

Maria Koutzakoutsidou, Administrative Staff

Address: Koila, Kozani, Postal Code 50150

Phone: 24610-68065

Email: erasmus@uowm.gr & int.relations@uowm.gr

For more information, you can visit the following link

https://erasmus.uowm.gr/

**Career Office**

The Career Office of the University of Western Macedonia aims to be an information center for the students and graduates of our University, aspiring to be a link between the academic and production communities.

Specifically, the Career Office:

Provides information to students and graduates of our University about available job positions in companies and enterprises in the broader public and private sectors, at both local and national levels.

Offers information about postgraduate programs from Greek and foreign universities.

Informs users about available scholarships and bequests in Greece and abroad.

Contributes to raising awareness about mobility programs.

Organizes workshops and seminars of educational and professional interest, as well as Career Days.

# COURSE OUTLINE

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | **Diplomacy and Negotiation Techniques** | | |
| INDEPENDENT TEACHING ACTIVITIES<br>*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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE<br>*general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2. LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, the postgraduate student:

- Will be able to understand the challenges of the modern internationalized political, economic, and business environment.
- Will acquire the ability to conduct business negotiations both in Greece and in the international market.
- Will be able to manage conflicts that may arise during their professional career.
- Will be able to understand and apply alternative dispute resolution methods, such as arbitration and mediation.
- Will be capable of working in public and international organizations and national or multinational enterprises as an executive, consultant, or specialized officer.

| General Competences |
|---|
| *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?*<br>*Search for, analysis and synthesis of data and information, with the use of the necessary technology*<br>*Adapting to new situations*<br>*Decision-making*<br>*Working independently*<br>*Team work*<br>*Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas*<br>*Project planning and management*<br>*Respect for difference and multiculturalism*<br>*Respect for the natural environment*<br>*Showing social, professional and ethical responsibility and sensitivity to gender issues*<br>*Criticism and self-criticism*<br>*Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |
| Decision-making.<br>Independent and team-based research work |

## 3. SYLLABUS

- Introduction to Diplomacy and the Art of Negotiation
- Historical Evolution of Diplomacy
- Theories of International Negotiations
- Multilateral Diplomacy (UN, EU, NATO)
- Psychology and Communication in Negotiation
- Negotiation Strategies and Tactics
- Negotiations in Crisis Situations
- Cultural Dimension in Negotiations
- Ethical and Legal Aspects

## 4. TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | Use of PowerPoint & the electronic platform open-eclass |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The evaluation of students is conducted through a written exam at the end of the semester. The exam is held in Greek and includes multiple-choice questions, short-answer questions, essay-type questions, and problem-solving exercises. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5. ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


Korantzis I., *Diplomatic History of Europe, 1919-1945*
Laskaris S.T., *Diplomatic History of Modern Europe, 1914-1939*, Thessaloniki, 1954
Roukounas E., *Diplomatic History, 19th Century*, Athens, 1976
Svolopoulos K., *Diplomatic History of Greece, 1900-1941*, Estia Publishing, 1996
Kissinger H., *Diplomacy*, Livani Publishing, 1966
Kouskoulvelis H., *Diplomacy and Strategy of the European Union*, Athens, Papazisis Publishing, 1995
Royce Goffin, *The Art and Techniques of Negotiation*, 1987

*Negotiation Techniques in the Markets-Sales of Commercial Enterprises*, National Confederation of Greek Commerce, 2014
Chaliouri Eleni, *"The Art of Negotiation" Harvard Business Essentials: Management and Business Strategy*, Modern Times, 2011

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | Propaganda | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course presents the fundamental values of the mass media (MME), which form the foundation of modern consumer culture, starting from the legal, political, and economic phenomena that emerged from mass production. Propaganda is the tool that powerful elites potentially use to maintain power, but it also serves as a method of organizing human activity and communication. It is a purely political process aimed at the collective shaping of socio-economic and communication institutions.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

Application of Knowledge in Practice

• Search, analysis, and synthesis of data and information, using the necessary technologies.
• Adaptation to new situations.
• Decision-making.
• Independent work.
• Teamwork.
• Working in an international environment.
• Working in an interdisciplinary environment.
• Generation of new research ideas.

## 3.SYLLABUS

- § 1. Introductory Remarks
- § 2. The Concept of Propaganda
- § 3. Propaganda in Historical Context
- § 4. The Importance of Propaganda
- § 5. The Purpose of Propaganda
- § 6. Types of Propaganda
- § 7. Categories of Propaganda
- § 8. Types of Propaganda
- I. The Source of Origin
-
- White Propaganda
- Black Propaganda
- Gray Propaganda
- II. Classification by Goal
- Strategic Propaganda
- Tactical Propaganda
- III. Classification by Content
- Simple Propaganda
- Counter-Propaganda
- IV. The Method of Projection
- Direct Propaganda
- Indirect Propaganda
- V. Mode of Contact
- Acoustic
- Visual
- Mixed
- VI. Method of Handling
- VII. Knowledge of the Masses
- Propaganda of Appearance
- Propaganda of Establishment
- VIII. Classification by Audience
- Stabilizing Propaganda
- Persuasive Propaganda
- Disruptive or Dissolutive Propaganda
- Special Propaganda
- § 9. Propaganda Dissemination Techniques
- § 10. The Goals and Means of Propaganda
- § 11. Consequences of Propaganda
- § 12. Ways of Counteracting Propaganda
- § 13. 10 Ways of Manipulating Public Opinion
- § 14. Selected: Propaganda and the Psychology of the Masses

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The evaluation of students is conducted through a written examination at the end of the semester. The exam is in Greek and includes multiple-choice questions, short answer questions, essay questions, and problem-solving exercises. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


• Velenzas, G. / Broni, G. / Savvidou, K. (2009). Communication & Advertising, ETrAXChrD, p. 3 ff.

• Venetzanopoulou, M. (2006). The State's Contribution to Tourism. Alternative Forms of Tourism. Athens, Interbooks.

• Vlachavas, I. / Kefalas, P. / Vassiliadis, N. / Kokkoras, F. / Sakellariou, H. (2006). Artificial Intelligence, 3rd edition, Ekdotiki.

• Vlahopoulos, M. / Patsiora, F. The Concept and Function of Online Advertising and Its Relationship to Traditional Advertising, Rossili, 2000.

• Vlahopoulou, M., E-Marketing, Rossili, 2003.

• Giannakainas, B. (2004). Anatomy of Business Logistics, Syngroni Ekdotiki, Athens.

- Gianniotis (1989). Applied Economic Theory and Policy.
- Gkomplias (1991). Advertising, Advertising Company Mass, Athens.
- Gkomplias (1997). Advertising: Some Things I Know About It.
- Grigoroudis, B. / Siskos, G. (2000). Service Quality and Customer Satisfaction Measurement, the MUSA System, New Technologies Editions.
- Demertzis, N. (2002). Political Communication (Risk, Publicity, Internet), Athens, Papazisis.
- Demertzis, N. (2007). Mass Media and Politics, marketing & communication, July 2007.
- Dervitsiotis, K. N. (2005). Total Quality Management, 2nd edition.
- Despotopoulos, K. (1957). Political Philosophy of Plato, Seferlis, Athens.
- Dimitrakos, D. (2007). The Quality of a Leader. Kathimerini. July 18th.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | Economic Diplomacy Law | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of this course is to provide students with knowledge regarding:

- The external action bodies of the EU and the practice of economic diplomacy.
- The mechanisms and procedures for regulating the common external commercial policy and the institutional decision-making bodies.
- The scope of the EU's external economic relations with all countries, regions, and international economic organizations.
- EU development aid and its policies towards neighboring and developing countries.
- The structure and dynamics of the EU's external trade (by commodity, service, country, region, economic organization).
- The EU's impact on the volume, structure, and directions of global trade.
- The prospects for the development of bilateral trade relations between the EU and partner countries, as well as the prospect of their accession.

Upon successful completion of the course, the student will be able to:

- Analyze decision-making and the practice of economic diplomacy within the external action bodies of the EU and the signing of international economic cooperation and association agreements.
- Analyze the regulation, mechanisms, and processes for implementing external trade transactions, the forms of external trade policy, and cooperation of the EU by geographic region and country.

- Identify the dynamics of intra-EU trade in goods and services of each EU member state.
- Identify the dynamics of external trade in goods and services of each EU member state.
- Compare and evaluate Greece's intra-EU and external trade.
- Analyze the key directions and forms of the EU's external trade relations with international economic organizations, regions, and countries (EEA, Balkans, ACP countries, OSEAP, etc.).
- Analyze development aid to developing countries.
- Assess the level of EU enlargement for Greece and its businesses.
- Explain EU policies in international energy collaborations.
- Explain and differentiate Greece's position and its significant role in the EU's external economic relations.

General Competences

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

Independent Work

- Work in an international environment
- Work in an interdisciplinary environment
- Free, creative, and inductive thinking

## 3.SYLLABUS

**• Contemporary Theory and Methodology of International Relations and International Politics**

• The evolution of international relations systems.
• The development trends of modern international relations.
• Comparative political analysis.
• Analysis of political regimes and governance systems.
• Concepts of sovereignty, power, anarchy, and multi-level analysis in the international system.
• Strategic analysis. Strategic thinking in the 21st century.
• The dialectic of defense-offense. Greek defense doctrines.
• International groups and organizations influencing international relations.
• Multilateral diplomacy, international conflicts, and crisis management.
• The EU diplomatic system. The European External Action Service (EEAS) and economic diplomacy. The diplomatic role of the President of the European Council and the High Representative of the EU. EU delegations in countries and forms of EU representation in international organizations. The EU's international treaty negotiation system.
• The Customs Union and the EU's Common Commercial Policy. Common Customs Tariff.
• The position and role of the EU in global and regional trade. Analysis of intra-EU and external trade of goods and services by geographic area and country.
• The structure of the EU's external trade based on the Common Commercial Policy.
• The dynamics of the external trade of each EU member state. Conditions for the development of the EU's external trade. The role of European multinational companies in the development of external trade.
• The EU's external economic relations. The EU's participation in international economic organizations. The EU and multilateral trade agreements (WTO).
• Bilateral international agreements of the EU and its association with third countries. Bilateral relations of the EU with regional economic organizations.

| |
|---|
| • The European Economic Area (EEA) and trade relations with EFTA countries. Trade relations between the EU and the USA, Japan, Canada, Australia, New Zealand, China, and other Asian countries.<br>• EU trade relations with Mediterranean, Balkan, and CIS countries. EU trade relations with Latin American countries and ACP countries. The connection of overseas countries and territories. The EU and the creation of a pan-European free trade area.<br>• Common Foreign and Security Policy. The EU's international energy cooperation and policy. The EU’s development policy and environmental protection. The EU’s participation in addressing global issues.<br>• The costs and benefits of EU enlargements. Conditions and processes for a country to join the EU. Candidate countries and prospects for the accession of new member states to the EU. The position and role of Greece in the enlarged Europe.<br>• The prospects for the development of bilateral trade transactions of the EU with associated countries and their potential membership.<br>• The prospects for the development of bilateral trade transactions of Greece with EU countries, associated countries, and the rest of the world. |

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The evaluation of students is conducted through a written examination at the end of the semester. The exam is in Greek and includes multiple-choice questions, short answer questions, essay questions, and problem-solving exercises. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


• Velentzias, G. / Broni, G. / Savidou, K. (Editors) (2019). EU External Relations. Publisher: ANDREAS SIDERIS-IOANNIS SIDERIS & CO. ISBN: 978-960-08-0836-0. Book code in Evdoxos: 86199890
• Mahncke, D. and Gstohl, S. (eds) European Union Diplomacy (Brussels: Peter Lang, 2012).
• Velentzias, G., 'The EU Institutional Representation at the United Nations General Assembly after Lisbon', International and European Politics, Issue 33, December 2014, pp. 71-87
• Panagou, B. – Tsounta, K. (2002). Intergovernmental and Supranational Cooperation. The Universal and European Framework. Papazisis Publishing
• Kentrotis, Kyriakos D. (2006). Views and Actions of the EU External Relations, Traveling with the Little Prince Guide. Publisher: Papazisis
• Kentrotis, Kyriakos D. Series Editor: Sotiris Dalis (2010). EU Foreign Policy and the Reform Treaty. A New 'Prometheus Bound'? Publisher: Papazisis
• Maravegias, Napoleon (Editor), Tsinisizelis, Michalis (Editor) (2007) New European Union

(Organization and Policies 50 Years). Publisher: THEMELIO PUBLISHING
• Chiou-Maniatopoulou, Theodora (2005) Euro-Mediterranean Cooperation 10 Years Later. Publisher: PAPAZISIS PUBLISHING
• Arampatzis, Chr. Evangelos (2003) Euro-Mediterranean Economic Relations. Publisher: KRITIKI SA
• Consumers and the EU Enlargement (Thessaloniki, March 14-15, 2003) COLLECTIVE WORK. Publisher: PAPAZISIS PUBLISHING
• Chrysochou, N. Dimitris (2003) European Integration Theory. Publisher: PAPAZISIS PUBLISHING
• Schmitt, Helmut (2003) Europe's Self-sufficiency. Prospects for the 21st Century. Publisher: PAPAZISIS PUBLISHING
• Argetis, Giorgos (2002) Globalization, EMU and Economic Adjustment. The Case of Greece. Publisher: Typothito-Dardanos Giorgos
• Andreou, Giorgos (2002) Cohesion and Structural Policy in the European Union. PAPAZISIS PUBLISHING
• Sidjanski, Dusan (2002) The Search for an Original European Federation. Publisher: PAPAZISIS PUBLISHING
• Jovanovic, N. Miroslav (2002) International Economic Integration. Publisher: PAPAZISIS PUBLISHING
• Lekka, H. Anastasia (2000) The European Union and Regional Cooperation in Europe. Publisher: PAPAZISIS
• Kavkalas, Grig., Andrikopoulou, E. (2000) New European Space - Enlargement and Geography. Publisher: THEMELIO
• Papastamkos, K. George (2000) Common Economic Area. European Policies. Publisher: SAKOULAS N. ANTONIS.
• Stefanou, K. (1999) European Integration, vol. G. Publisher: SAKOULAS N. ANTONIS.
• Tsoukalas, Loukas (1998) New European Economy at the Threshold of the 21st Century. Publisher: PAPAZISIS PUBLISHING
• Monti, Mario (1998) Single Market and Tomorrow's Europe. Publisher: PAPAZISIS PUBLISHING
• Theodoropoulos, Sotiris (1997) European Economic Integration. Publisher: STAMOULI PUBLISHING
• Hytiris, Theodoros (1993) Economics of the European Community. Publisher: PARATIRITIS
• Georgakopoulos, Theodoros, Christou, Giorgos (1992) Lessons in the Theory of Economic Integration. Publisher: STAMOULI PUBLISHING
• Siskos, E. Teaching notes of the course "European Union - Convergence Policies and Actions."

Books on the Internet

Academic Organization: JSTOR. http://www.jstor.org/
Bilorus Oleg. http://www.nbuv.gov.ua/books/2007/07ugs.pdf
F.D. Weiss. http://www.econ.jhu.edu/people/hinze/trade/WTOessay.htm
John Taylor (1999) J.B.Taylor, Macroeconomic Policy in a World Economy: From Econometric Design to Practical Operation (1999).
M.Rupert. http://www.maxwell.syr.edu/maxpages/faculty/merupert/Teaching/355.htm
R. Mitchel www.uoregon.edu/~rmitchel/ir/lectures/index.htm
Robert Feenstra (2003) Robert Feenstra "Advanced International Trade"
Robert Mundell (1968) International Economics R. Mundell, International Economics (1968)
Steven S. Suranovic "Theory of International Finance and Policy Analysis http://internationalecon.com/v1.0/Finance/Ftoc-extended.html
Steven S. Suranovic «International trade theory and policy analysishttp://internationalecon.com/v1.0/Ttoc-extended.html
Steven S. Suranovichttp://internationalecon.com/v1.0/syllabus2.html
T.Black. T. Black, The Economics Net-Text Book.
W. Hong (Seoul National University) http://gias.snu.ac.kr/wthong/course/trade/trdindex.html
International Economic Topics on the websites: http://bized.ac.ak/stafsup/options/econ/econ-g-10.htm, www.firststep.com.au/econ, http://internationalecon.com/v1.0/problems/
• Institute of World Economy and International Relations (Kiev, Ukraine) http://www.iweir.org.ua/doclidgenya_knigi.htm
• Siskos, E. (2009) New strategy for the EU and the role of the Black Sea basin in expanding European economic cooperation // Strategy of Ukraine's development (economics, sociology, law) Scientific journal. - 2009. - No. 3. - pp. 136-145 [The journal abstracted in Ukrainian Journal of Abstract]
• Siskos, E. (2009) Global Strategies of European Integration. Monograph curated by Professor Oleg

Belorus, Academician, National Academy of Sciences of Ukraine Publications Aston. Ternopil, 2008. - 384 pages ISBN 968-966-308-273-8 (in Russian). http://lib.rada.gov.ua/DocDescription?doc_id=152010

• Siskos, E., Darvidou, K. (2002). “The European Union and the Stability of the Global Economy,” Proceedings of the Seventh International Scientific Conference titled "Problems of Economic Integration of Ukraine into the European Union: Globalization and New Economy – Consequences for Europe and Ukraine." 18-20 September 2002, Yalta-Phoros, Ukraine. The conference proceedings were published in the international scientific journal "The Herald of Ternopil Academy of National Economy," Issue 8 –1, 2005, pp. 33-40.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | **Digital Economy Digital Economy** | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

After completing the course, students will be able to:

- Understand the fundamental concepts and principles of the digital economy.
- Analyze the role of digital technologies in modern markets.
- Recognize the challenges and opportunities of the digital economy.
- Understand the regulatory framework and policies governing the digital economy.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

- Independent Work

| |
|---|
| • Group Work |

## 3.SYLLABUS

| |
|---|
| Introduction to economic analysis. Relationship between Microeconomics and Macroeconomics Theory. The tools of Macroeconomic Theory. National Accounts and Macroeconomic Theory. The economic circuit and its functions. The role of the state. Income determination. National accounts. Employment and money theory. The monetary system and monetary policy. Economic fluctuations. Economic development and growth. Endogenous growth. Open economy. Economic theories. Managerial accounting and digital transformation. Processes of formation and structure of the global and European economy, the international division of labor as the basis of the global economy. National economies and the international market. The position of the European economy in the global economy and global economic stability. The potential, sectoral structure, and natural resources of the global economy. The functional and market structure of the global economy. The dynamics of the international market for goods and services, technology, international investments, labor, and financial markets. Classification of countries according to economic potential and level of social and economic development. Internationalization, globalization of the international economy, and transnationalization. Global reform and liberalization of the world economy, interdependence, and competition among countries. Global problems of the world economy. Regionalism and international economic integration. Structural trends of the European economy and the level of social and economic development. Prospects for the development of the global and European economy. |

Classified as Confidential

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The evaluation of students is conducted through a written examination at the end of the semester. The exam is in Greek and includes multiple-choice questions, short answer questions, essay questions, and problem-solving exercises |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- Velentzas, G. (2019), Law and Technology (particularly in the economic environment), IuS
- Rokas, N. (2016), Industrial Property, Legal Library
- Igglezakis, I. (2008), Law of Informatics, Sakkoula
- Igglezakis, I. (2012), Legal Informatics, Sakkoula

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | Digital Communication | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The object of the course is:
The use of virtualization.
• Providing users with the ability to control elasticity.
• Providing users with control over the number of virtual servers present in an application.
• Storing files of any type and objects.

This course also includes support for joins between tables, transactions, and other relational database features. Security of transactions, cybersecurity, cybercrime, protection of personal data, and the GDPR regulation.
Upon successful completion of the course, students will be able to:
• Understand the modern digital communication field.
• Compose communication texts using various digital communication tools.
• Produce multimedia content (images, vector and 3D graphics, videos, animations, augmented and mixed reality) for communication purposes in businesses and organizations.
• Develop communication programs for businesses and organizations, promoting products/services while integrating new technologies.

- • Manage the digital communication media of a business/organization.

| General Competences | |
|---|---|
| *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?* | |
| *Search for, analysis and synthesis of data and information, with the use of the necessary technology*<br>*Adapting to new situations*<br>*Decision-making*<br>*Working independently*<br>*Team work*<br>*Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas* | *Project planning and management*<br>*Respect for difference and multiculturalism*<br>*Respect for the natural environment*<br>*Showing social, professional and ethical responsibility and sensitivity to gender issues*<br>*Criticism and self-criticism*<br>*Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |
| • Communication in the workplace using modern digital technologies.<br>• Independent work.<br>• Work in an international environment.<br>• Work in an interdisciplinary environment. | |

## 3.SYLLABUS

Indicative Topics:
• The new landscape of media in the information society.
• Networks, the Internet, and Internet Services with an emphasis on modern communication.
• Computer applications related to communication.
• Writing press releases in various formats (electronic, multimedia, and social media).
• Writing content for websites, blogs, and social media aimed at attracting public interest and increasing website traffic.
• Online platforms for website creation (Google Sites, Weebly, Wix).
• Online platforms for blogging (e.g., Blogger).
• Forms of Digital Marketing.
• Mobile Marketing.
• Online Marketing.
• Search Engines and Search Engine Marketing.
• Search Engine Optimization.
• Mass Media in the digital age.
• Digital storytelling.
• Emerging technologies in communication crisis management.

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The assessment of students is done through a written exam at the end of the semester. The exam is conducted in Greek and includes multiple-choice questions, short-answer questions, essay-style development questions, and problem-solving tasks. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- Gkantzias, Giorgos, Kamaras, Dimitris, Digital Communication.
- Harris, Fredric J. / Sklar, Bernard, Digital Communications, Publisher: Papasotiriou, December 2021.
- Kavoura, Androniki, Communication and Advertising on Social Media, Publisher: Dionikos, 2016.
- Haykin, Simon, Digital Communication Systems, Publisher: Papasotiriou, 2014.
- Rice, Michael, Digital Communications, Publisher: Tziolas.
- Kavoura, A., Communication, Advertising, and Marketing in the Digital Environment and the Role of Social Media. Publisher: Gutenberg, 2021.
- Vlachopoulou, M., Digital Marketing. From Theory to Practice, Publisher: Rosili, 2019.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 1ST |
| COURSE TITLE | International and European Economic Organizations and International Economic Relations | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The objective of this course is to provide students with knowledge related to:
• The basic principles of multilateral and regional regulation of international economic, trade, and financial relations.
• The tools used to implement international macroeconomic and microeconomic policies, as well as multilateral and regional economic governance.
• The purpose of establishing, the role, and the responsibilities of international economic organizations (both supranational and non-supranational) in the context of the current internationalization and globalization of economic life, which is characterized by increasing interdependence, interaction, and synergy between states, international businesses, and the complexity of international economic relations.
• The analysis of the structures, goals, activities, legal frameworks, and decision-making processes of global multilateral economic organizations, regional economic integration organizations, intergovernmental organizations regulating international commodity markets, and international organizations and businesses in business, scientific, and technical activity.
• The international economic diplomacy and Greece's economic cooperation with international

economic organizations as an equal member, implementing the country's interests and analyzing the impact of their decisions on the economic life of the country's public administration and businesses.

**Learning Outcomes:**

Upon successful completion of this course, students will be able to:

• Understand and explain the basic principles and characteristics of multilateral and regional regulation of international economic, trade, and financial relations within the framework of international economic organizations.

• Describe the necessity, requirements, and terms for the establishment of global multilateral economic organizations and regional economic integration organizations.

• Recognize the role, objectives, activities, and position of international economic organizations in regulating international economic relations and the global economy.

• Analyze and distinguish the structures, legal frameworks, and decision-making processes of global multilateral economic organizations, regional economic integration organizations, intergovernmental organizations regulating international commodity markets, and international organizations and businesses in business, scientific, and technical activity.

• Understand and distinguish between supranational authority and the transfer of powers from the nation-state to global economic organizations and regional economic integration organizations for the implementation of economic policies.

• Identify and evaluate the characteristics and problems of international economic organizations.

• Explain the role of the World Trade Organization and other specialized UN agencies in the liberalization of global trade.

• Identify and assess the usefulness of international monetary and financial organizations in promoting international economic cooperation and investments, as well as in addressing a country's external debt.

• Analyze and explain the international economic diplomacy and Greece's economic cooperation with international economic organizations.

• Examine the obligations and benefits of Greece's participation in regional and multilateral economic organizations, and assess the potential for implementing Greece's economic interests as a member state.

• Understand the economic causes and consequences of international economic exchanges.

• Comprehend the relationship between international trade and employment.

• Understand unification and convergence policies.

• Understand the impacts of protectionist policies and free trade.

• Formulate simple models of international trade that explain international trade exchanges and their impacts on production.

• Deepen knowledge of the policies of modern economies in overcoming the limitations of international trade.

General Competences

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

- Independent work
- Group work
- Working in an international environment

## 3.SYLLABUS

Concept and Classification of International Economic Organizations (IEOs). IEOs in the System of Regulation of International Economic Relations.

• Rules for the creation of IEOs.
• Legal nature of IEOs.
• Powers, authority, and functions of IEOs.
• The organs of IEOs.
• Decision-making in IEOs.
• IEOs in the system of multilateral regulation of international cooperation.
• The United Nations (UN) System and ECOSOC.
• IEOs regulating economic cooperation and sectors of the global economy:

- UN organizations (UNDP, UNIDO, FAO, IFAD, IMO, ICAO, WtourismO, UNEP).
  • Organizations within the OECD system (OECD, G8, IEA, NEA).
  • International monetary and financial organizations for the development of economic cooperation:
- World Bank Group (IBRD, MAP, IFC, MIGA), IMF, regional development banks (EIB, EBRD, BSBTD).
  • IEOs regulating international trade:
- Multilateral intergovernmental organizations for regulating trade and economic policy (WTO, UNCTAD, ITC, Group-77).
  • Multilateral intergovernmental organizations for regulating global commodity markets.
  • Regional economic organizations (REOs) for regulating the global economy:
- REOs of the UN.
  • International and REOs for regulating business activity:
- ISO, IETC, CEN, CENELEC, European Small Business Certification Office.
  • European Union organs.

Introduction - Key Characteristics of the International Economy. International Trade and Economic Development.

• Theory of Comparative Advantage.

The theory of absolute advantage. Heckscher-Ohlin theory and production factors.

• Exchange rates and foreign exchange market.

Current and forward exchange rates.

• Balance of payments and the international foreign exchange market.

Causes of imbalance - policies to restore balance of payments equilibrium.

• Tariffs and protectionism.

Types of tariffs and other protectionist measures and free trade. World Trade Organization (WTO).

• International transactions and national income.

External trade and national income. Functions of imports and exports.

• International trade exchanges and less developed countries.

Trade policy and less developed countries.

• International capital flows, direct foreign investments.

Classified as Confidential

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | Written exams at the end of the semester, in Greek, which include questions (development) of knowledge and understanding of the course content, or case studies |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 40 |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- **Zachariadis-Souras, Dimitris** (2004), *International Economic Organizations - 2nd Edition*, Publisher: Stamouli Publications
- **Greece in the European Union. Past, Present, Future**, Collective Work. Editor: Napoléon Maravegias. Publisher: Themeli, 2008.
- **Siskos, E.** (2009), *Global Strategies of European Integration*. Monograph curated by Professor Oleg Belorus, Academic, National Academy of Sciences of Ukraine. Publications Aston, Ternopil, 2008. - 384 pages ISBN 968-966-308-273-8 (in Russian). Link
- **Bakatsianos, George** (2007), *The European Union and Greece in the New Global Environment*. Publisher: Papazisis Publications.
- **Sergei A. Voitovich** (2006), *International Economic Organizations in the International Legal Process*. Leiden, Netherlands: Brill Publisher.
- **Kentrotis, Kyriakos D., Katsios, Stavros A.** (2002), *International Organizations: Between War and Peace*. Publisher: Papazisis.
- **Gertchikova, I.N.** (2001), *International Economic Organizations: Regulating Role in International Economic Relations and Business Activities*. Moscow: Consult Banker Publishing.

- **Ioakeimidis, P.K.** (1997), *Greece's Position in the International, European, and Regional System*. Publisher: Themeli.
- **Siskos, E.** *Lectures on the course "International Economic Organizations".*
- **Vamvukas, A. George** (2016), *International Economic Relations*. Eugenia Ast. Benu, Athens.
- **Krugman, Paul - Obstfeld, Maurice** (2013), *International Economics - Theory and Policy*. Publisher: Kritiki, Athens.
- **Bernard Guillochon, Annie Kawecki, Baptiste Venet** (2014), *International Economics*. Publisher: Propompos, Athens.
- **Articles/Websites:**
- **The European Countries - Greece. EUROPA** - The official website of the European Union (retrieved 11-3-2011). http://europa.eu/abc/european_countries/eu_members/greece/index_el.htm
- **Greece in International Organizations**: BIS, BSEC, CCC, CE, EAPC, EBRD, ECA (partner), ECE, ECLAC, EIB, EMU, ESA, EU, FAO, IAEA, IBRD, ICAO, IDA, IEA, IFAD, IFC, ILO, IMF, International Maritime Organization, Interpol, IOC, IOM, ISO, NATO, OECD, OSCE, UN, United Nations Security Council, UNCTAD, UNESCO, UNHCR, WEU, WHO, WIPO, WMO.
- **Greece's External Relations with International Organizations and Countries**: http://www.mfa.gr/www.mfa.gr/en-US/European+Policy/External+Relations+-Enlargement/ and http://www.mfa.gr/www.mfa.gr/el-GR
- **General Secretariat of International Economic Relations and Development Cooperation**: http://www.agora.mfa.gr/frontoffice/portal.asp?cpage=NODE&cnode=1

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | Mass Media: Communication and Ethics | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of this course is to provide students with the opportunity to understand the concept of leadership and its distinction from management within an international context, so they can develop the knowledge and skills for effective leadership.

Through a systemic approach to leadership, the course focuses on and analyzes topics such as the concept of leadership and its relationship with management, different leadership theories and models. Additionally, it discusses topics like power, influence, and control, charismatic leadership, as well as the role of leadership in change management, organizational learning, and decision-making.

Upon successful completion of the course, the student will gain knowledge and skills that will enable them to:

- Understand the key role of leadership in the successful functioning of businesses and organizations in the modern, demanding, competitive, and ever-changing environment.
- Distinguish the difference between management and leadership, and as a future executive, enrich their thinking on issues such as inspiring trust and motivating individuals and teams.
- Manage change using the specialized knowledge they will acquire.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information,* *Project planning and management*

| | |
|---|---|
| *with the use of the necessary technology*<br>*Adapting to new situations*<br>*Decision-making*<br>*Working independently*<br>*Team work*<br>*Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas* | *Respect for difference and multiculturalism*<br>*Respect for the natural environment*<br>*Showing social, professional and ethical responsibility and sensitivity to gender issues*<br>*Criticism and self-criticism*<br>*Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |

• Conducting internal and external audits of businesses and organizations.
• Searching, analyzing, and synthesizing data and information, using the necessary technologies.
• Developing independent tasks.
• Participating in team work.
• Decision-making.
• Exercising critical and self-reflection.

## 3.SYLLABUS

The goals of the principles of Business Ethics and Corporate Social Responsibility (CSR): CSR is a shining and radiating term because it means something, but not always the same for everyone. Milton Friedman believes that the social responsibility of a business is to increase its profits. This approach belongs to political theories, where the emphasis is placed on the interaction between businesses and society, as well as the responsibility of businesses due to their significant power following the retreat of the welfare state, deregulation, and globalization.
The Stakeholder Theory: This is one of the "ethical" approaches to business plans. According to this theory, individuals or groups who have an interest or claim on the business are considered. Stakeholders are those who benefit from or are harmed by the actions of the business. Connection to Business Ethics: Business ethics falls under the ethical obligations of an organization, expanding the category of legally binding corporate obligations.

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The assessment of students is conducted through a written exam at the end of the semester. The exam is held in Greek and includes multiple-choice questions, short-answer questions, essay-type questions, and problem-solving. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*
*- Related academic journals:*


- Μπρώνη Γ. (2019), Leadership, Education, and Management, IuS
- Μπρώνη / Μάμαλης / Βελέντζας (2017), Leadership, Education, and Management. Cybernetic Administration and Strategy, IuS
- Μπρώνη Γ. (2019) Business Communication and Business Ethics, IuS
- Kotler, P. (2009). Corporate Social Responsibility: How to Offer the Best Possible to Your Company and Your Chosen Cause, Economia Publishing.
- Kraman, S. S. / Hamm, G. (1999). Risk Management: Extreme Honesty May Be the Best Policy. Annals of Internal Medicine 131 (12), 963-967.
- Kreitner, R. / Kinicki, A. (1998). Organizational Behavior. Boston: McGraw-Hill / Irwin.
- Nussbaum, M. C. (2001). The Fragility of Goodness: Luck and Ethics in Greek Tragedy and Philosophy. Cambridge: Cambridge University Press.
- O' Dwyer, B. (2003). Conceptions of corporate social responsibility: the nature of managerial capture, Accounting, Auditing & Accountability Journal, Vol. 16, No. 4, 523-557.
- Oketch, M.O. (2004). The corporate stake in social cohesion, Corporate Governance: International Journal of Business in Society, Vol. 4, No. 3, 5-19

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | Internet and Digital Transformation | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to familiarize students with specific issues of technological development and innovation.

The concept involves behaviors and skills related to the initiative for starting a new economic activity. The strategy is characterized by three elements: the relationship of the company with the competitive environment, the allocation of resources between conflicting investment opportunities, the long-term perspective, patient capital, and tolerance of business risk. The entrepreneur may be the founder and owner of a business, hence the one who gathers, invests, and coordinates the available resources. Technological change and innovation involve the development and introduction of new products, materials, production methods, supply sources, services, technical processes, and organizational forms. Innovation provides competitive advantages to successful innovators and significantly improves social welfare.

Upon successful completion of the course, the student will be able to:

- Understand and comprehend the fundamental strategic issues in the above-mentioned subjects.
- Apply the knowledge acquired to develop and support arguments and solve practical problems.

**General Competences**

*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?* | |
|---|---|
| *Search for, analysis and synthesis of data and information, with the use of the necessary technology*<br>*Adapting to new situations*<br>*Decision-making*<br>*Working independently*<br>*Team work*<br>*Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas* | *Project planning and management*<br>*Respect for difference and multiculturalism*<br>*Respect for the natural environment*<br>*Showing social, professional and ethical responsibility and sensitivity to gender issues*<br>*Criticism and self-criticism*<br>*Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |
| • Search, analysis, and synthesis of data and information<br>• Decision-making<br>• Independent and group research work<br>• Application of knowledge in practice<br>• Exercise of critical thinking and self-criticism | |

## 3.SYLLABUS

| |
|---|
| • Conceptual Approach to Electronic Law and Information Technology Law<br>• Information Society<br>• Legal Informatics<br>• Electronic Transactions<br>• Technology Transfer |

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The assessment of students is conducted through a written exam at the end of the semester. The exam is held in Greek and includes multiple-choice questions, short-answer questions, essay-type questions, and problem-solving. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- **Velentzas, G.** (2019), *Law and Technology (especially in the economic environment)*, IuS.
- **Rokas, N.** (2016), *Industrial Property*, Legal Library.
- **Iglezakis, I.** (2008), *Information Technology Law*, Sakoula.
- **Iglezakis, I.** (2012), *Legal Informatics*, Sakoula.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | Research methodology | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The student will be able to manage clearly and effectively the basic framework for utilizing qualitative analysis, either through theoretical categories and hypotheses or through empirically grounded theory (grounded theory) and narrative analysis and description.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

- Search, analysis, and synthesis of data and information
- Decision-making
- Independent and group research work

3.SYLLABUS

| |
|---|
| • **Introductory Observations**: Qualitative and quantitative research, respectively, positivism, phenomenology, empiricism, and idealism are some of the dilemmas students face, and they are called upon to choose the method or approach for developing and strengthening their argumentation.<br>• **Methodology in Administrative Science**: Particularly in the topic of the evolution of social sciences, there is a vast range of exploration into social, cultural, intercultural, and communicative crises, grounded in the principles of qualitative research or, in the best case, in the combination of both quantitative and qualitative research.<br>• **Methodology in the Contemporary Digital Age**: The methods, techniques, and procedures employed in qualitative research, especially in the contemporary digital age, marked by the explosion of information and communication management, are sufficiently described and often become subjects of reflection and critique in research |

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | The assessment of students is conducted through a written exam at the end of the semester. The exam is held in Greek and includes multiple-choice questions, short-answer questions, essay-type questions, and problem-solving. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- **Μπρώνη Γ. (2019)**, *Μεθοδολογία συγγραφής επιστημονικής εργασίας*, IuS
- **Δαφέρμος, Μ. (2010)**. *Θετικισμός στην Ψυχολογική Έρευνα: Μία Απόπειρα Κριτικής Θεώρησης.* Στο Μ. Πουρκός / Μ. Δαφέρμος (Επίμ.), *Ποιοτική Έρευνα στην Ψυχολογία και την Εκπαίδευση: Επιστημολογικά, Μεθοδολογικά και Ηθικά Ζητήματα* (σσ. 227-245). Αθήνα: Τόπος.
- **Δημητρακόπουλος Μιχ. (1995)**. *Η "Κρίση" των Ευρωπαϊκών Επιστημών και ο "Ηρωϊσμός" της Φιλοσοφικής και φαινομενολογικής Λογοκρατίας της Ευρώπης*, Αθήνα.
- **Δήμου Τζαβάρα Αναστασία**, "Η Φαινομενολογική Μέθοδος από τον Husserl στον Heidegger", στο Ζήνων 1317, (1992-1996).
- **Δραγώνα, Θ. (1990)**. *Συναρθρώσεις Ποσοτικών και Ποιοτικών Προσεγγίσεων ή Όταν τα Διχαστικά Τείχη Καταρρέουν*. Επιστημονική Επετηρίς της Φιλοσοφικής Σχολής του Πανεπιστημίου Ιωαννίνων, Δωδώνη, τόμος ΙΘ', 31-40.
- **Ζαφειρόπουλος, Κ. (2005)**. *Πώς γίνεται μια επιστημονική εργασία*. Κριτική, Αθήνα.
- **Alley, M. (2007)**. *The craft of scientific presentations: Critical steps to succeed and critical errors to avoid.* Springer Verlag, New York.
- **Leedy, P. D. / Ormrod, J. E. (2004)**. *Practical research: Planning and design* (8th ed.). Prentice Hall, Upper Saddle River.
- **Tanggaard, L. (2009)**. *The Research Interview as a Dialogical Context for the Production of Social Life and Personal Narratives.* Qualitative Inquiry, 15, 1498-1515.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | International Law and Diplomacy | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Με την επιτυχή ολοκλήρωση του μαθήματος, οι φοιτητές μπορούν:

- Να κατανοούν τις θεμελιώδεις αρχές του διεθνούς δικαίου.
- Να αναλύουν τη σχέση μεταξύ διεθνούς δικαίου και διπλωματικών πρακτικών.
- Να αξιολογούν τη σημασία των διεθνών οργανισμών στις διεθνείς σχέσεις.
- Να αναλύουν υποθέσεις διεθνούς δικαίου.
- Να εξηγούν τις διαδικασίες ειρηνικής επίλυσης διαφορών.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Working in an interdisciplinary environment*
*Production of new research ideas*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*
*……*
*Others…*
*…….*

- Search, analysis, and synthesis of data and information.

• Decision-making
• Independent and group research work
• Application of knowledge in practice
• Exercising critical thinking and self-reflection

3.SYLLABUS

- A. INTERNATIONAL LAW AND THE INTERNATIONAL COMMUNITY:
- a. Historical Overview of the emergence and evolution of international law through different theories.
- b. Characteristics of the modern international community.

- B. SUBJECTS OF INTERNATIONAL LAW AND OTHER INTERNATIONAL ACTORS:
- a. The State
- b. International organizations
- c. Individuals
- d. Other non-state actors

- C. CREATION OF INTERNATIONAL LAW:
- a. Sources of International Law: typology – distinctions – conceptual prerequisites
- i. International treaties
- ii. International custom
- iii. General principles of international law
- iv. Unilateral acts/acts of states
- v. Acts of the organs of international organizations
- vi. Non-binding agreements
- vii. Other supplementary sources
- b. Codification of international law

- D. APPLICATION OF INTERNATIONAL LAW:
- a. Application in the international field
- b. Application in domestic legal systems
- i. Incorporation of international law into domestic law
- ii. The Greek Constitution
- iii. Ratification of treaties, etc.
- c. Relationships between international and domestic law

- E. ISSUES OF HIERARCHY OF INTERNATIONAL LAW RULES:
- a. The case of jus cogens norms
- b. The issue of erga omnes obligations

- F. General on diplomacy, sources of diplomatic law:
- a. Diplomatic representative
- b. Diplomatic relations between states
- c. Specific issues of diplomatic law
- d. General on consular relations

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | Use of PowerPoint & the electronic platform open-eclass<br>Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass. |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | Written final exam that includes:<br>Development of theoretical topics, as well as solving exercises based on the taught theory. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


- Ρούκουνα Ε., Διεθνές Δίκαιο, Εκδ. Νομική Βιβλιοθήκη, 2017
- Boyle, Alan, The Making of International Law, Oxford University Press, 2007
- Evans M. (ed), International Law, Oxford University Press, 2006
- Shaw M., International Law, 5th edition, Cambridge University Press, 2003
- Cassese, Antonio, International law, Oxford University Press, 2005
- Aust, Anthony, Handbook of International Law, Cambridge University Press, 2005.
- Decaux E., Droit international public, 7th ed., Dalloz, 2010
- Dupuy, P.M., Droit International Public, 8th ed., Dalloz, 2006
- Corten O., Le discours du droit international, pour un positivisme critique, Pedone,
- Νάσκου-Περράκη Π. / Ζάικου Ν., Διπλωματικό και Προξενικό Δίκαιο, 2016, Σάκκουλας.
- Νάσκου- Περράκη Π./ Αντωνόπουλος Κ./ Σαρηγιαννίδης Μ.. (2019), 2η έκδ., Σάκκουλας.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | Intercultural Communication | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, the student will be able to:

• Understand the connection between globalization and the global market with intercultural competence and intercultural communication strategies.

• Recognize the importance of intercultural communication strategies at the level of the European Union and the Global Labor Market.

• Identify and adopt appropriate communication strategies based on the relevant business environment and cultural and social conventions.

• Critically analyze communication issues within the business field.

• Understand the appropriate communication strategies needed to adapt to multilingual/multicultural business teams.

• Activate communication skills to resolve communication issues within a team in the workplace.

• Adopt and evaluate argumentative strategies for decision-making in the workplace.

• Adopt intercultural communication strategies for international business activities.

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Project planning and management*

*Respect for difference and multiculturalism*

| | |
|---|---|
| *Adapting to new situations*<br>*Decision-making*<br>*Working independently*<br>*Team work*<br>*Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas* | *Respect for the natural environment*<br>*Showing social, professional and ethical responsibility and sensitivity to gender issues*<br>*Criticism and self-criticism*<br>*Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |

- Application of Knowledge in Practice
- Searching, analyzing, and synthesizing data and information, using the necessary technologies.
- Independent work
- Teamwork
- Critical thinking and self-criticism.

## 3.SYLLABUS

- Study of cultural differences. Understanding social identities (e.g., gender, age, nationality/ethnicity) in intercultural communication, as well as cultural differences.
- • Study of social behavior patterns in different cultural contexts and during intercultural contact.
- • Research on European policies implemented in the field of intercultural communication.
- • Study of the educational management of cultural diversity.
- • Critical view of the image of the national/ethnic "other" and the "self" in cultural practices.
- • Understanding the role of mediation in intercultural communication. Understanding the dimensions of culture and the impact of (national) cultures on business behavior and consumer behavior.
- • Familiarization with language and cultural elements of countries with international economic, commercial, and tourism interest.

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| **DELIVERY**<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>*Use of ICT in teaching, laboratory education, communication with students* | **Use of PowerPoint & the electronic platform open-eclass Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass.** |
| **TEACHING METHODS**<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |
| **STUDENT PERFORMANCE EVALUATION**<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | Written exams at the end of the semester, in Greek, which include questions (essay-type) testing knowledge and understanding of the course content, or case studies. |

| *Activity* | *Semester workload* |
|---|---|
| Lectures (Theory and Exercises) | 90 |
| Exercises in Small Student Groups | 20 |
| Independent Study | 40 |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | ***150*** |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*
*- Related academic journals:*


- Griva, E., & Kofou, I. (2019). Language portfolio serving as a tool for developing/assessing multilingual skills and inter/multicultural competence. In N. Bakic, M. Loncar & M. Jakovljević (Eds.), Current Topics in Language and Literature – An International Perspective (pp. 67-93). Cambridge Scholars Publishing.
- Kim, Y. (2001). Becoming intercultural: An integrative theory of communication and cross-cultural adaptation. London: Sage Pl.
- Liu, S., Gallois, S., & Volcic, Z. (2018). Introduction to Intercultural Communication: Global Cultures and Contexts (translated by Friligos, A.). Athens: Gutenberg.
- Martin, J. N., & Nakayama, T. K. (2013). Experiencing intercultural communication: An introduction. New York: McGraw Hill.

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 2nd |
| COURSE TITLE | Regulatory Framework of Mass Media and the Internet | | |
| INDEPENDENT TEACHING ACTIVITIES *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* | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures and Practical Exercises | | 2 | 5 |
| | | | |
| Total | | 2 | 5 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | | |
| COURSE TYPE *general background, special background, specialised general knowledge, skills development* | Scientific Area | | |
| PREREQUISITE COURSES: | There are no requirements | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek | | |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | Yes (provided there is a request from Erasmus students) | | |
| COURSE WEBSITE (URL) | Moodle | | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course is an introductory course on the relationship between law and technology.
The content of the course aims to provide specific knowledge and skills related to the basic concepts and principles of electronic law, information technology law, and technology in general.
Upon successful completion of the course, the student will be able to:
• Understand the basic topics in the field of electronic law and information technology law;
• Apply the knowledge acquired to develop and support arguments and solve practical problems in the field of information technology law;
• Provide valid information on issues of information technology law and propose solutions to related practical problems;

- Acquire further knowledge necessary to pursue postgraduate studies..

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Working in an international environment*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*
*Production of free, creative and inductive thinking*

| | |
|---|---|
| *Working in an interdisciplinary environment*<br>*Production of new research ideas* | *……*<br>*Others…*<br>*…….* |

- Search, analyze, and synthesize data and information.
- Promote free, creative, and inductive thinking.
- Generate new research ideas.
- Conduct independent and group research work.
- Practice critical thinking.

## 3.SYLLABUS

Conceptual approach to electronic law and information technology law, Information society, Legal informatics, Protection of software and other works, Databases, Multimedia, Protection of digital works, especially on the internet, Websites, Legal issues of electronic commerce, Personal data protection, Cybercrime, Intellectual property, Electronic transactions.

## 4.TEACHING and LEARNING METHODS - EVALUATION

| | |
|---|---|
| DELIVERY<br>*Face-to-face, Distance learning, etc.* | Distance Learning |
| USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY<br>*Use of ICT in teaching, laboratory education, communication with students* | Use of PowerPoint & the electronic platform open-eclass<br>Provision of electronic notes, teaching presentations & templates to students via the electronic platform open-eclass. |
| TEACHING METHODS<br>*The manner and methods of teaching are described in detail.*<br>*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.*<br><br>*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* | |

| *Activity* | *Semester workload* |
|---|---|
| Lectures (Theory and Exercises) | 100 |
| Independent Study | 50 |
| | |
| | |
| | |
| | |
| | |
| | |
| Course total | *150* |

| | |
|---|---|
| STUDENT PERFORMANCE EVALUATION<br>*Description of the evaluation procedure*<br><br>*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*<br><br>*Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | Written exams at the end of the semester, in Greek, which include questions (development) testing knowledge and understanding of the course content, or case studies. |

## 5.ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

*- Related academic journals:*


Velenzas, G. (2019), Law and Technology (particularly in the economic environment), IuS.

Rokas, N. (2016), Industrial Property, Legal Library.

Iglezakis, I. (2008), Information Technology Law, Sakkoula.

Iglezakis, I. (2012), Legal Informatics, Sakkoula.


# Diplomatic Work or Master's Thesis

## 1. GENERAL

| | | | |
|---|---|---|---|
| SCHOOL | School of Economics | | |
| ACADEMIC UNIT | Department of International and European Economic Studies | | |
| LEVEL OF STUDIES | Postgraduate Program | | |
| COURSE CODE | | SEMESTER | 3th |
| COURSE TITLE | Diplomatic Work or Master's Thesisr | | |

| INDEPENDENT TEACHING ACTIVITIES<br>*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* | WEEKLY TEACHING HOURS | CREDITS |
|---|---|---|
| | | 30 |
| *Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).* | | |

| | |
|---|---|
| COURSE TYPE<br>*general background, special background, specialised general knowledge, skills development* | *Specialization* |
| PREREQUISITE COURSES: | The courses of the 1st and 2nd semester |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | Greek/English |
| IS THE COURSE OFFERED TO ERASMUS STUDENTS | |
| COURSE WEBSITE (URL) | |

## 2.LEARNING OUTCOMES

**Learning outcomes**

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of writing the thesis is to synthesize knowledge on a specific topic related to the scientific fields of the Master's Program (MSc) through a scientific and systematic approach. Through the process of writing the thesis, postgraduate students further develop their critical thinking as they study a specific topic in detail and apply the acquired knowledge in practice.
Specifically, the goals of the thesis are:
(i) specialization of the postgraduate student in selected and specific fields of knowledge,
(ii) deepening of postgraduate students' research thinking and methodology through a comprehensive study and in-depth exploration of a distinct topic, and
(iii) application of the knowledge acquired during the courses of the previous semesters.
Upon successful completion of the thesis, postgraduate students will be able to:
• deeply understand a scientific topic
• clearly define the boundaries of the topic under study and recognize all its aspects
• describe and substantiate their knowledge related to the subject of study
• present critical and original thinking
• select the required literature
• choose and design the theoretical and research approach they will apply when tackling the topic.
use methodological practices and tools for analyzing the topic
• draw scientific conclusions
• summarize existing knowledge and integrate it with their own findings
• possess the learning elements that will enable them to continue their studies

**General Competences**

*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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*
*Adapting to new situations*
*Decision-making*
*Working independently*
*Team work*
*Project planning and management*
*Respect for difference and multiculturalism*
*Respect for the natural environment*
*Showing social, professional and ethical responsibility and sensitivity to gender issues*
*Criticism and self-criticism*

| | |
|---|---|
| *Working in an international environment*<br>*Working in an interdisciplinary environment*<br>*Production of new research ideas* | *Production of free, creative and inductive thinking*<br>*……*<br>*Others…*<br>*…….* |

- Search, analyze, and synthesize data and information, using the necessary technologies
  - Adaptation to new situations
  - Decision making
  - Independent work
  - Generation of new research ideas
  - Project design and management
  - Promotion of free, creative, and inductive thinking

## 3.SYLLABUS

- The main objective of the Master's Thesis (MT) is to address and solve, both theoretically and practically, issues that fall within the scope of the postgraduate program's fields of study, integrating and utilizing the knowledge acquired during the previous two semesters of study. Through the process of completing the MT, postgraduate students are expected to develop the ability to handle complex problems related to the scientific field of Digital Game Development and Multimedia Applications, and/or implement an idea in this field. It is a comprehensive task of significant importance, consisting of distinct stages. At the same time, postgraduate students should be able to present the study, research, or implementation clearly through an extensive scientific written document and a full presentation.
- The Master's Thesis can fall into the following categories:
  - Research/Theoretical, where the focus is on extending studied phenomena with potential applications for solving them.
  - Application, where the focus is on developing a new application in a specific field of interest using one or more software packages or tools.
- The importance of the Master's Thesis is significant and crucial. In this context, engagement in topics that are at the forefront of science, possess originality, and hold research interest is encouraged.
- The stages of writing the thesis can be summarized as follows:
  - Description and analysis of the topic
  - Analysis of the current situation, literature review
  - Defining the research field (research questions or hypotheses, objectives, and prospects)
  - Description of the methodology followed and the research tools for implementing the thesis
- Collection of data and/or implementation of application
  - Results from the chosen form of analysis (statistical, content analysis, practical application)
  - Conclusions drawn from the research results in conjunction with prevailing theories
  - Writing the paper
  - Creating the presentation