

Financial Accounting (code: 44F101)

Course	Financial Accounting (Accounting I)
	(A and B semester)
Tutors	N. P. Eriotis (& Lecturer P.D. 407) (1st class – A and B semesters) N. P. Eriotis (& Lecturer P.D. 407) (2nd class – A and B semester)
Class – Hours per week	6 hours (3 hours lecture and 3 hours tutorial)

Aims and Objectives

This course provides the undergraduate with the fundamentals of financial accounting. Identifies the concepts and the methods of recording the business's transactions in the General Journal, posting them in the General Lender and prepare the Trial Balance, the Income Statement and the Balance sheet of the firm. Additionally this course focuses on financial statement analysis and refers to trend, horizontal, vertical and ratio analysis.

Course outline

The course is comprised of two sections:

First Section

Financial Accounting

- Basics of accounting
- Accounting cycle
- Accounting equation
- Accounting and business transactions
- Accounting period
- Accounting records
- Common errors in accounting
- Inventory taking and stock taking
- Adjustment entries
- Accounts, "T" accounts
- Trial balance
- Income statement
- Balance sheet
- Opening and closing the accounting records of the accounting period
- Accounting systems
- Financial statements

Second Section

Financial Statement Analysis

- Introduction to financial statements
- Tools and techniques of financial statement analysis
- Ratio analysis
 - Liquidity ratios
 - Activity ratios
 - Profitability ratios
 - Financial structure and viability ratios
 - Investment ratios

A) Text books

- 1) D. Vasiliou & N. Eriotis, D. Balios “Principles of Financial Accounting. Financial Statement Analysis and Decisions”, Rosili, 2019, in Greek.
- 2) A. Rice, Th. Karageorgos, N. Sikianakis «Applied Accounting and Financial Analysis», Rosili, 2016, in Greek.
- 3) D. Ginoglou, P. Tahinaki, «General Accounting», Rosili, 2009, in Greek.
- 4) D. Gika, «Analysis & uses of the Financial Statements», Benos, 2006, in Greek.

B) Adjacent Bibliography

- 1) C. Warren, J. Reeve, J. Duchac “Financial Accounting”, 15thst edition, Cengage Learning, 2016
- 2) C. Warren, J. Reeve, Ph. Fess “Financial Accounting” 8st edition, Thomson – South Western, 2004.
- 3) Th. Robinson, V. Greuning, Elaine Henry, W. Pirie, M. Brohahn, «International Financial Statement Analysis», Wiley, 2012
- 4) J. Wild, K. Subramanyam, R. Halsey, “Financial Statement Analysis” 8st edition, McGraw Hill, 2007.

Business Economics (code: 44E102)

Course Outline

The course focuses on the structure, the functions, the organization and the procedures which are necessary for the establishment and the subsequent development of an economic organization (mainly in the form of a private firm). Emphasis is placed on the procedures, techniques and prerequisites for an efficient decision-making process of such an organization. The course also examines the nature and objectives of a company, the various corporate strategies, the management of the production process and business costs, the principles which govern the operation of the market, the behavior of companies in the wider economic and social context, their strategic interactions in the markets and its impact on the market structure and social welfare, the functioning of the Financial Markets and the impact on businesses and the analysis of uncertainty and risk.

The following topics are covered:

1. Basic Principles of Business Economics
2. Analysis of the business environment
3. The functioning of the Market: Demand, Supply, Pricing, Elasticities
4. Production Theory and Cost
5. Business Decision Making, Business Objectives and Corporate Strategies
6. Market failures, welfare analysis and state intervention
7. Main concepts of Industrial Organization and the importance of Market Structure
8. 8. Introduction to Financial Markets, Asset Valuation and the concept of Financial Innovation
9. Introduction to Uncertainty and Risk Analysis

Suggested reading

Mankiw, N., Taylor, M. and A. Ashwin, Business Economics, Cengage Learning EMEA Publishing, 3rd Edition, 2019.

Sloman, J., Garratt, D., Guest, J. and E. Jones, Economics for Business, Pearson Education Limited Publishing, 8th Edition, 2019.

Gillespie, A., Economics for Business, Oxford university Press Publishing, 3rd Edition, 2019.

Advanced Financial Accounting (code: 44F102)

Course	Advanced Financial Accounting (Accounting II)
	(B semester)
Tutors	N. P. Eriotis (& Lecturer P.D. 407)
Class – Hours per week	6 hours (3 hours lecture and 3 hours tutorial)

Aims and Objectives

This course provides the necessary advanced accounting applied methods. In the first section we focus on the theoretical framework of financial accounting and the analysis of Assets, Liabilities and Shareholders' equity. All the previous topics are delivered in accordance with the Greek Accounting Standards and the International Accounting Standards (International Financial Reporting Standards I.F.R.S.). In the last section, section two, we analyze the break even point, the working capital, the cash flow statements and present some case studies.

Course outline

The course is comprised by two sections:

First section

The theoretical framework of financial accounting

- Analysis of accounting principles
- Inventory
 - Types of inventory
 - Analysis of inventories, record and post inventory
 - Last-In-Last-Out and First-In-First-Out
 - Calculate the Gross Profit of the accounting period using cost of goods sold
- Fixed assets
 - Types of fixed assets
 - Analysis, record and post fixed assets
 - Depreciation – Methods of depreciation
 - Fixed assets' valuation
- Securities
 - Types of securities
 - Analysis, record and post securities
 - Securities' valuation
- Current assets
 - Current assets' accounts
 - Analysis, record and post current assets
- Shareholders' Equity
 - Accounts of shareholders' equity
 - Analysis, record and post shareholders' equity accounts
- Liabilities

- Long and short run liabilities
- Analysis, record and post liabilities on local and foreign currency
- Temporary and Memo accounts
- Foreign Currency
- Introduction to the International Accounting Standards (International Financial Reporting Standards I.F.R.S.

Second section

Financial Statements Analysis: Special issues

- Break even point analysis
- Working capital
- Cash flow statement
- Comparative analysis of financial statements
- Case studies

A) Text books

- 1) D. Vasiliou, N. Eriotis, D. Balios «Advanced Financial Accounting», Rosili, 2016 in Greek.
- 2) D. Vasiliou, N. Eriotis, D. Balios “Principles of Financial Accounting. Financial Statement Analysis and Decisions”, Rosili, 2019 in Greek.
- 3) D. Hevas, Ch. Jovas «Applied Financial Accounting», Benos, 2019 in Greek.
- 4) A. Ballas, D. Hevas «Financial Accounting», Benos, 2018 in Greek.
- 5) D. Gikas, E. Demoirakos, A. Papadaki, I. Sioufle, S. Georgia, Ch. Jovas “Financial Accounting”, Benos, 2016 in Greek.

B) Adjacent Bibliography

- 1) Hopkins, Halsey «Advanced Accounting», Cambridge Business Publishers, 4th edition, 2020
- 2) D. Jeter, P. Chaney «Advanced Accounting», Wiley, 7th edition, 2019
- 3) T. Warfield, J. Weygandt, D. Kieso, “Intermediate Accounting, Principles and Analysis”, 2nd edition, Wiley 2007.
- 4) Th. Robinson, V. Greuning, Elaine Henry, W. Pirie, M. Brohahn, «International Financial Statement Analysis», Wiley, 2012
- 5) J. Wild, K. Subramanyam, R. Halsey, “Financial Statement Analysis” 8st edition, McGraw Hill, 2007.

Cost and Corporate Accounting (Accounting III) (code: 44F305)

Course	Cost and Corporate Accounting (Accounting III)
	(A semester)
Tutors	N. P. Eriotis (& Lecturer P.D. 407)
Class – Hours per week	6 hours (3 hours lecture and 3 hours tutorial)

Aims and Objectives

This course provides the undergraduate with the necessary applied corporate and cost accounting methods. Additionally the course introduces and analyzes the managerial and cost accounting principles, applications and budgeting.

The course is separated in two sections, where managerial and cost accounting (e.g. the relationship between managerial and cost accounting, cost accounting techniques, etc.) and corporate accounting, where various types of firms, are analyzed, accordingly.

Course outline

The course is comprised of two sections:

First Section

Managerial and Cost Accounting

- The relationship between managerial and cost accounting
- Basics of cost accounting (cost accounting users, the concept of cost accounting and its diversification from Outcome and Expenditure
- Manufacturing Overhead
- Cost accounting techniques (marginal cost ect.)
- Cost accounting methods (byproduct, by production line and activity based costing)
- Defective and waste products
- Co-produced products ect.
- Cost accounting and the Class 9 of the General Hellenic Chart of Accounts
- Budgeting

Second Section

Corporate Accounting

Formation, Management, Taxation, Shareholders' Equity, Changes in Shareholder's Equity and Liquidation of all the types firms,

e.g.

- Society Anonyme S.A. (corporation)

- Limited Liability Corporation
- Limited Partnership Company
- General Partnership Company

Consolidation (Principles and methods of consolidation, operations of consolidation, the elements of consolidated financial statement, the equity method).

A) Text books

- 6) D. Hevas, Ch. Jovas «Applied Financial Accounting», Benos, 2019 in Greek.
- 7) Ch. Negakis «Corporate Accounting (Theory and Practice)», edition Sofia 2012
- 8) A. Ballas, D. Hevas Or. Vlismas «Cost Accounting», 3rd edition, Benos 2013
- 9) A. Dimitras, A. Ballas «Managerial Accounting for Planning and control», edition Gutenberg 2009

B) Adjacent Bibliography

- 1) V. Rajasekaran, R. Laitha «Corporate Accounting», edition Pearson India 2011
- 2) D. Jeter, P. Chaney «Advanced Accounting», Wiley, 7th edition, 2019
- 3) J. Weygandt, P. Kimmel, E. Kieso, “Managerial Accounting”, 4th edition Wiley 2008.
- 4) P. Kimmel, J. Weygandt, E. Kieso, “Financial Accounting, Tools for Business Decision Making”, 4th edition Wiley 2007.

Introduction to Management (code: 44M101)

The course aims at introducing students to the general principles of business administration. It approaches key management concepts such as planning, organizing, leadership, and control. Additionally, it aims to develop management skills so that students can better understand, apply, and communicate management concepts.

Contents:

1. Business Administration Today
 - Who needs management skills and why?
 - What will be the important skills for managers in the future?
2. Models and Frameworks
 - What are they and why are they useful?
 - How do we use models in economics and management?
3. Management from Past to Present
 - History of businesses
 - Classical approaches
 - Behavioral approaches
 - Foundations of modern management
4. How to Write an Academic Paper
 - Writing skills
 - Secondary research and citations
5. Information and Decision-Making
 - Information, technologies, and management
 - Problem-solving and management decisions
 - Decision-making process
6. Planning
 - The planning process
 - Types of planning
 - Planning tools and techniques
7. Strategic Management
 - Competitive advantage
 - Formulation of business strategy
 - Formulation of competitive strategy
 - Strategy implementation
8. Presentation Techniques
 - Communication skills: addressing and connecting with the audience
 - Practical tips
 - Workshop/Practical exercise on presentation techniques
9. Organization
 - Organizational structure and design
 - Organization as a management function
 - Traditional structures
 - Horizontal organizational structures
 - Organizational design
10. Leadership
 - The nature of leadership
 - Leadership characteristics and habits

- Alternative approaches to leadership

11. Control

- Control processes and systems
- Why managers control
- Control tools and techniques

Suggested bibliography:

- Schermerhorn, Bachrach. Introduction to Management (latest edition)
- Robbins, SP and Coulter, M. Management, Pearson (latest edition)
- Bateman, Snell, Konopaske. Business Management (latest edition)
- Daft, R. Management, Thomson South-Western (latest edition)

New Venture Creation

Scope of the course learning objectives.

The scope of the course is to provide students with the necessary knowledge to create new businesses (startup). The course offers a comprehensive approach on how to turn an idea into a product and in turn a product into a sustainable business based on the lean startup methodology. The goal is for students to embrace an entrepreneurial mindset as a key element in creating a new business, in addition to developing entrepreneurial skills. More specific, in the framework of the course, students will:

- gain basic knowledge about forming an entrepreneurial team
- be able to recognize and develop a business model
- create Minimum Viable Products (MVPs) and in turn conduct “real life experiments”
- be able to capture their entrepreneurial idea in a coherent and well-documented business plan
- communicate their business idea in the form of an elevator pitch to investors.

Students will be divided into groups of 3-5 people. Each group will work on its own business idea. In the context of developing their business idea, groups will have to mature their entrepreneurial idea through the application of tools and techniques taught in the course. The final grade is formed by a series of exercises/deliverables that will be submitted gradually throughout the semester. Specifically, the grade will be formed as follows:

- 5% Three similar offers
- 8% Competitive analysis
- 10% Business model canvas
- 15% Report from the findings of problem interviews
- 10% Minimum Viable Product design
- 15% Report from the findings of experiments based on the MVP
- 22% Business plan
- 15% Elevator Pitch (Final presentation)

Syllabus

1. Introduction to lean startup methodology.
2. The entrepreneurial idea (ideation workshop)
3. The business model (the business model canvas, business model innovation).
4. Customer discovery I (defining the problem, analyzing competition, and selecting the target market – beachhead market).
5. Customer discovery II (customer profiles, problem interviews, and identifying customer needs)
6. The entrepreneurial team (team development and communication, forming teams, and team manifesto).
7. Customer discovery III (defining the solution, creating an MVP (Minimum Viable Product) real-life experiments).
8. Business plan basics
9. Business plan financials
10. Presentation skills for startups (elevator pitch)

44G414 Sustainability Marketing & Tourism

Course Description

Tourism marketing has been seen as exploitative and fuelling hedonistic consumerism, sustainability marketing can use marketing skills and techniques to good purpose, by understanding market needs, create more sustainable products and identify more persuasion to being behavioural changes. This course examines the relationship between sustainable development, marketing, and tourism, with particular emphasis on how tourism destinations, hospitality businesses, tour operators, and other tourism organisations can create and communicate value while addressing environmental, social, and economic challenges. The goal is for students to be able to answer the following question: How can tourism marketing create value for visitors and tourism organisations while also contributing to positive environmental, social, cultural, and economic outcomes? Through lectures, case studies, discussions, applied exercises, and project work, students develop the ability to evaluate existing sustainability marketing practices and design evidence-based marketing strategies for tourism organisations and destinations.

Course Aim

The overall aim of the course is to provide students with the theoretical knowledge and practical skills required to understand, evaluate, and develop marketing strategies that support more sustainable tourism.

The course seeks to develop an understanding of how marketing can:

- support environmental responsibility and resource conservation.
- encourage more responsible tourist behaviour.
- create value for visitors, residents, businesses, and destinations.
- strengthen sustainable tourism brands and destination identities.
- communicate sustainability claims transparently and credibly.
- contribute to social inclusion and local community benefits; and
- address contemporary challenges such as overtourism, climate change, and destination resilience.

Learning Objectives

By the end of the course, students should be able to:

Knowledge and understanding

1. Explain the concepts of sustainability, sustainable development, sustainable tourism, and responsible tourism.
2. Describe and critically evaluate the role of marketing in sustainable tourism development.
3. Identify key environmental, social, cultural, and economic impacts associated with tourism.
4. Explain major theories and concepts related to sustainable consumer behaviour and responsible consumption.
5. Understand the principles of green marketing, sustainable branding, corporate social responsibility, and stakeholder marketing.
6. Discuss contemporary sustainability challenges affecting tourism destinations and organisations.

Analytical and critical thinking skills

7. Analyse tourism markets and consumer segments from a sustainability perspective.

8. Evaluate sustainability claims and marketing communications made by tourism organisations and destinations.
 9. Critically assess the opportunities and limitations of marketing as a tool for sustainable tourism.
 10. Identify and evaluate examples of greenwashing and misleading sustainability communication.
 11. Analyse tourism marketing campaigns using sustainability criteria and relevant theoretical frameworks.
 12. Evaluate the potential social, environmental, and economic consequences of tourism marketing strategies.
- Practical and professional skills
13. Develop a sustainability-oriented marketing strategy for a tourism organisation, product, or destination.
 14. Design appropriate sustainability marketing messages for different tourism audiences.
 15. Select appropriate marketing channels, including digital and social media, for communicating sustainability.
 16. Develop recommendations for encouraging more responsible tourist behaviour.
 17. Use evidence and relevant data to justify marketing and sustainability decisions.
 18. Present and defend a sustainability marketing strategy professionally.

Detailed Course Content

1. What is marketing then and now, sustainability (future generations and long run)) sustainable marketing (in 3 stages), CSR, ESG (GRI, UN Sustainable Development Goals (SDGs), stakeholder theory (materiality analysis), Social Marketing, Marketing for nonprofit organizations, purpose marketing, demarketing (less is more), service marketing (quality), tourism marketing, slow tourism, create value for sustainable tourism (ethical issues), tourism's positive and negative impacts. Key question: Can tourism growth and sustainability coexist?
2. Strategic sustainable tourism marketing, sustainable strategy, internal environment, micro external environment, macro external environment, swot analysis, economic thought vs managerial thought. Environmental impacts of tourism, carbon emissions and climate change, water and energy consumption, waste and pollution, biodiversity and ecosystem pressures, social and cultural impacts, employment and local economic development, working conditions under overtourism, inequality and tourism, tourism dependency, destination resilience
Students examine the complexity of measuring tourism impacts and consider the trade-offs between economic development and sustainability. They must answer why tourist companies should be sustainable or why should introduce sustainability in their strategy which are their benefits.
3. Sustainable Consumer Behaviour. Tourist motivations and decision-making. Responsible tourism consumption. Environmental and social values. Attitudes vs. behaviour. The intention–behaviour gap. Sustainable tourist choices. Barriers to responsible consumption. Price and convenience. Social norms. Encouraging sustainable mobility, accommodation, food, and activities. Market Segmentation and Sustainable Tourism. Principles of tourism market segmentation. Demographic and geographic segmentation. Psychographic segmentation. Values-based segmentation. Eco-tourists and responsible tourists. Inclusive tourism marketing

Students develop a sustainable tourism customer persona and evaluate its usefulness for marketing strategy.

4. Sustainable pricing, sustainable distribution (place) sustainable procedures, sustainable educational people, sustainable physical environment in tourism (agents, hotels, restaurants, air companies, museums, ports, etc).

5. Product and service innovation. The sustainable marketing Sustainable Branding and Destination Marketing. Tourism destination branding. Place identity and destination image. Sustainable destination positioning. Brand values and sustainability. Authenticity. Local identity and culture. Storytelling. Community-based branding. Stakeholder participation. Destination reputation. Managing destination expectations and experience (religious tourism, sports tourism, etc). Students examine how destinations can build brands that reflect sustainability without creating unrealistic or misleading expectations.

6. Sustainability Communication, Communicating sustainability effectively (recall, recognition, equity, WOM, fun club, viral, guerrillas, buzz). Environmental labelling and certification. Sustainability reports. Print and electronic media, marketing communication tools (advertisements, PR, sponsorship, promotion, direct marketing, personal selling, digital marketing), Emotional vs. rational appeals. Deception marketing Greenwashing. How consumers can identify greenwashing. How tourism organisations can avoid it

7. Digital and social media for Sustainable Tourism (web sites, blogs, search engines, mobile marketing, AI, email marketing, newsletters). Digital tourism marketing. Social media and sustainability. Influencer marketing. User-generated content. Online reviews and sustainability reputation. Video marketing. Sustainable tourism campaigns. Online communities Algorithms and visibility. The potential of digital marketing to influence tourist behaviour.

Students critically assess how social media can simultaneously promote sustainable tourism and contribute to tourism pressure through viral destination promotion.

8. Sustainable Tourism Products and Experiences. Designing sustainable tourism products. Eco-accommodation. Green transportation. Nature-based tourism. Community-based tourism. Cultural tourism. Slow tourism. Regenerative tourism. Rural tourism. Local food tourism. Accessible and inclusive tourism. Low-carbon tourism experiences. Overtourism and Destination Management (cities). Tourism pressure and quality of life. Seasonality management. Marketing alternative destinations. De-marketing and responsible marketing.

Students develop a concept for a tourism product or experience that creates environmental, social, and/or economic value.

9. What should marketers do when a destination has too many tourists. Sustainable Tourism Policy, Governance and Certification. Public policy and sustainable tourism. Destination management organisations. Tourism governance. Sustainability standards. Certification schemes. Eco-labels Sustainable tourism indicators. Measurement and reporting. Partnerships between public and private organisations, The role of regulation. Students evaluate the credibility and usefulness of sustainability certification and labelling.

10. Climate Change and the Future of Tourism Marketing. Climate change and tourism. Tourism's carbon footprint. Climate adaptation. Climate mitigation. Low-carbon travel. Transport and aviation, Climate-conscious consumers. Destination

vulnerability. Resilient tourism. Future tourism scenarios. Degrowth and post-growth perspectives. Regenerative tourism

Teaching and Learning Methods (6ECTS)

The course uses a combination of theoretical and applied learning approaches.

Lectures

Introduce key concepts, theories, frameworks, and contemporary issues.

Case Studies

Students analyse real tourism organisations, destinations, campaigns, and sustainability initiatives.

Seminars and Discussions

Students critically discuss controversial issues and competing perspectives.

Workshops

Students apply theoretical concepts to practical tourism marketing problems.

Group Activities

Collaborative exercises focus on stakeholder analysis, market segmentation, campaign development, and sustainable product design.

Independent Study

Students undertake academic reading, research, and preparation for assignments.

Project-Based Learning

Students develop a sustainability marketing strategy for a tourism organisation, destination, or tourism product.

Assessment

Individual Essay 90% Analysis Sustainability Marketing Campaign. Evaluation of an existing tourism campaign, including assessment of sustainability claims, approximately 3500 words

Individual Presentation 10% Power Point Presentation of the student's recommendations

Total 100%

Students Essay (90%)

Students select an existing tourism marketing campaign and critically evaluate it from a sustainability perspective.

The analysis may consider:

- target market;
- positioning;
- sustainability claims;
- messaging;
- imagery;
- communication channels;
- evidence supporting sustainability claims;
- potential greenwashing;
- stakeholder impacts;
- likely influence on tourist behaviour.

Students conclude with recommendations for improving the campaign.

Individual Presentation (10%)

Students present their sustainability marketing strategy to the class.

The presentation assesses:

- clarity;
- structure;
- communication;
- visual presentation;

- ability to justify strategic decisions;
- response to questions;
- professional presentation skills.

Bibliography

Font, X., and S. McCabe (2021) Marketing for Sustainable Tourism, Routledge