



UNIVERSITY OF PIRAEUS

1) GENERAL

SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ΟΚΕΑΠ06	SEMESTER	6
COURSE TITLE	BUSINESS ECONOMICS AND LOGISTICS		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures	4	5	
COURSE TYPE	Background Knowledge		
PREREQUISITE COURSES	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/OEP429/		

2) LEARNING OUTCOMES

Learning Outcomes

This course is a solid class in Business analysis and Logistics. The subject matter of the course includes issues in business modelling, business development and management of inputs. After successfully completing the course, the student will be able to understand key concepts related to business analysis and logistics. She/he will also be able to analyze the mechanisms of business development for products or services.

General Competences

- Group/Team work
- Critical thinking
- Development of free, creative and inductive thinking

3) SYLLABUS

- Empirical Demand Estimation
- Business modelling
- Sales and Network
- Production Efficiency
- Logistics and warehousing

4) TEACHING and LEARNING METHODS

DELIVERY	In-class lectures	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Use of ICT in teaching Use of ICT in communication with students	
TEACHING METHODS	Activity	Semester workload
	Lectures	52
	Study and analysis of bibliography	54
	Presentation of academic articles	54
	Exam	2
	Course Total	162
STUDENT PERFORMANCE EVALUATION	Language of evaluation is Greek (except in the cases of Erasmus+). Methods of evaluations are open-ended questions and optionally presentations of academic articles.	
ATTACHED BIBLIOGRAPHY	Business Analysis and Logistics <ul style="list-style-type: none"> • ISBN 978-618-5495-02-2 	