

## **BSc in Management**

### Programme Goals

- Providing graduates a training of recognized conceptual solidity;
- Obtaining high levels of corporate notoriety and recognition;
- Endowing graduate students with a wide range of professional options and a high effective employability;
- Endowing graduate students with a strong connection with corporations and state of the art professional practices;
- Providing graduate students the articulation with and inclusion in the present national and international business contexts;
- Endowing graduate students with a set of Management-related transferable skills, crucial for a high quality performance;
- Endowing graduate students with a solid deontological basis for professional inclusion.

### Learning Goals:

Goal 1- Our graduates will display effective written communication skills including the following aspects: explain issues in a logical and clear manner to a specific audience, write documents with a professional appearance, cite and paraphrase others' work correctly, summarize ideas and conclusions effectively

Goal 2-Our graduates will display effective oral communication skills including the following aspects: act with professional appearance, orally describe issues in a structured and clear manner, use appropriate software and media support systems effectively to support their oral communications.

Goal 3-Our graduates will display effective team work skills including the following aspects: organize and allocate tasks among group members in order to meet goals in an efficient and effective manner, demonstrate the ability to discuss ideas, resolve differences and establish consensus.

Goal 4 - Our graduates will demonstrate knowledge of core management areas including the following aspects: demonstrate an understanding of marketing and be able to apply its key concepts, theories and tools, demonstrate an understanding of the HR management in an organization and be able to identify its key processes, demonstrate an understanding of the fundamentals of Accounting and Finance applied to the corporate world.

Goal 5 - Our graduates will demonstrate an understanding of the role of companies' strategic management and of general management including the following aspects: demonstrate an understanding of the role of strategy and strategic management of companies, demonstrate an understanding of the existence of ethical considerations in business situations, demonstrate sufficient knowledge of management areas in order to develop a business plan.