

## FALL 2021 GRADUATE TENTATIVE COURSE OFFERINGS\*

The American College of Thessaloniki plans to offer a wide array of graduate courses for the Fall 2021 semester (Term 1 & Term 2). For those students in the Study Abroad Program, prerequisite requirements can be waived if comparable completed coursework at their home institution can be demonstrated.

\*Please note that ACT reserves the right to cancel a class due to low enrollment and will work to provide appropriate alternatives for those students impacted by any changes in course offerings.

### DIVISION OF BUSINESS

#### **MBA-ACC 501: Managerial Accounting**

*This course introduces the use and analysis of accounting data so that managers may better conduct planning, controlling, and decision-making. In the first part, students will be exposed to the nature of costs, as well as to cost analysis for decision-making. The second part of the course relates to accounting for control, and is intended to deepen knowledge of processes, including budgetary control, divisional performance appraisal, profit centers, transfer prices, management planning and control systems. Lastly, students will gain an understanding of technical information and learn how to apply this information within several organizational contexts. Required (Term One)*

#### **MBA-STAT 505: Applied Statistics for Business Decisions**

*This course introduces statistical techniques used in business decision-making and focuses on enhancing students' ability to select the appropriate statistical method to draw informative conclusions successfully. Topics covered include: analytic and graphical representation of data, descriptive statistics, estimation for means and proportions, hypothesis testing for decision-making, control charts, linear and multiple regression, and an overview of time series methods. Statistical software is employed for all projects. Required (Term One)*

#### **MBA-MIS 550: Management Information Systems**

*The aim of this course is to provide students with the appropriate knowledge to understand and appreciate the role of information systems in the management of the modern business organization. It provides an understanding of the information and communication technology revolution and its implications. The course continues with an overview of the various types of Information Systems and the information needs of the modern manager. The course concludes with an investigation of the risks of information systems and methods of dealing with these. Required (Term One)*

#### **MBA-COM 515: Leadership Communication Skills**

*This course builds upon principles of effective written and oral business communication. The course develops the framework for intercultural communication and analyzes concepts of managerial communication necessary for corporate leadership. Topics include: communication strategies, writing business letters and memos, as well as managerial reports, syntax, diction, editing, format and delivery as these apply to both written and oral business communication. Required (Term One)*

#### **MBA-MNGT 525: Operations Management**

*This course introduces the modeling tools used to manage the complex 21st century business environment. It includes examination of decision analysis, probabilistic models, simulation techniques, regression-based inference and mathematical programming. Required (Term Two)*

#### **MBA-BUS 580: Strategic Management**

*This course develops a framework for assessing the current strategic competitive position as well as future performance outlook for a business entity within a given economic environment. Focus on developing skills for the application of concepts and tools for strategy formulation at corporate levels, and on the design of organization structures and management processes required for effective strategy implementation. Case applications involve strategic issues facing the modern manager of a business enterprise impacted by globalization, and information and technology. Required (Term Two)*

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## **MBA-MNGT 520: Organizational Behavior**

*This course is designed to improve both interpersonal and conceptual skills. Among the issues considered: Why do people behave as they do at work? How can individuals, groups, and organizations work together effectively while facing changes, restructurings, downsizings, and global competition? What can managers do to motivate employees toward greater productivity? Topics covered include the context of organizational behavior, organizational culture, communication, motivation, leadership, empowerment and participation, attitudes, job satisfaction, conflicts, interpersonal behavior and dynamics, teambuilding, change, job stress, power, and politics. Required (Term Two)*

## **MBA-MKTG 530: Marketing Management**

*This course introduces students to marketing strategy and management and provides a rigorous analytical framework for developing, pricing, distributing and promoting products and services. Emphasis is placed on developing the approaches and skills necessary to assess marketing opportunities by analyzing customers, competitors and the company (“3 Cs”) and to design effective marketing programs by choosing and applying appropriate strategies for pricing, promotion, place and product (“4 Ps”). The course explains marketing’s role and its linkages with other functions and the firm’s strategy, and introduces and argues the need for a market orientation in company planning and thinking. The focus is on identifying, analyzing and solving marketing problems, and students are provided with opportunities to present and defend their own marketing analyses and recommendations. Lectures, cases and classroom discussion are used to develop themes and issues. Required (Term Two)*

## **MBA-FIN 540: Corporate Finance**

*This course provides an introduction to the interpretation of financial information. It adopts the decision-maker’s perspective, emphasizing the interplay between publicly available accounting data and proprietary information on underlying economic values. Topics include valuations, capital restructuring, asymmetric information and incentive problems, bankruptcy, and elements of risk management. Required (Term Two)*

## **MS 532: Marketing for Tourism**

*Marketing plays a catalytic role in international tourism. Customers are offered today an enormous selection of choices worldwide, while tourism professionals try to distinguish themselves from competition. This course will initially offer general marketing education and then focus in industry-specific applications of marketing. Topics to be covered include the characteristics of a service, their marketing implications, an overview of mix components – product, price, promotion, place, people -, the independence and interdependence of elements, definitions of market segmentation, marketing for hotels and resorts, the product life cycle, the scope, process and role of market research, and secondary information, sources, range and importance. Professional expertise will be brought into class together with case studies of marketing practices. Elective (Term Two)*

## **MS 535: HR in Hotel & Tourism**

*Management of Human Resources is probably one of the single most important issues in everyday tourism operations. Tourism is a service industry and it is heavily dependent upon human labor and the quality and quantity of it greatly influence the final result. This course initially introduces the participants into HR management meaning and definition, as well as its significance, functions and objectives. Emphasis is given on ethical issues, human resource development, the scope and range of an HR manager, performance appraisal methods and purpose, the strategic HR management and environment, management development and techniques, motivation in the hospitality industry, communication and e-communication, and leadership. In addition, participants will be given insights of modern developments in HRM, known as e-HRM, including e-HR planning, e-recruitment, e-selection, e-performance management, e-training and development, e-information and audit. Elective (Term Two)*

## **MS 545: Hospitality Management**

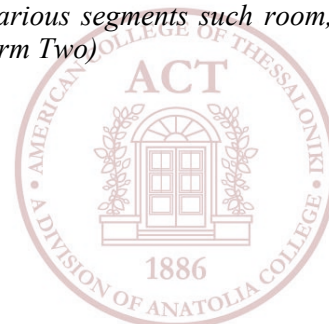
*Hospitality is a concept deeply rooted into Greek mentality. Intuitive hospitality is offered by all tourism professionals and the country is renowned for this quality. Nevertheless, contemporary developments and cultural trends make it necessary for professionals to be educated according to today’s needs. This course covers a wide range of topics that include advance hospitality management theory, impact of socio-economics and technology on hospitality, the future trends, laws relating to business ownership, current practices, legislation and ethics in hospitality practices, operations of revenue, logistics in accommodation for guests, guest handling, and various segments such room, concierge, food and beverage, pools, casinos, beach-bars and restaurants. Elective (Term Two)*

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### **Psychology 501: Introduction to Industrial/Organizational Psychology-online**

*This course is designed to introduce you to the field of I/O psychology. The emphasis is on the psychological principles and how they apply in a work context. Topics will include legal issues in employment, selection of employees, performance appraisal, training, leadership, motivation, and group behavior. This course will navigate each of these topics in turn, to provide learners an overview of the broad field that is I/O psychology. Learners will acquire and strengthen their skills as both scholars and practitioners as we blend scientific research with practical application to extend our knowledge of I/O and apply that knowledge to further our learning, inform science, and increase personal effectiveness and success. Required (Term One)*

### **Psychology 505: Psychological Testing & Measurement-online**

*This course will introduce students to the principles of psychological assessment as employed in diverse settings and will address psychometric concepts such as validity, reliability, norms, and score interpretation. Surveys intelligence, personality, career, interest, aptitude, and achievement tests and reviews alternative methods of assessing competence and person-situation interactions. Contemporary issues such as the validity of instruments for diverse populations and the impact of technology on assessment are discussed. Required (Term Two)*

### **Psychology 510: Psychology of Group Dynamics**

*This course is designed to be an interactive exploration of group dynamics and leadership. Through the introduction of current theories and models, students will learn to work effectively in groups, increase their understanding of leadership, make effective decisions, and stimulate the development of new skills through demonstration and practice. Readings, discussions, reflections, and experiential activities will examine self-development and understanding, group dynamics, change, ethics, and teamwork. Students will use experiences in groups and teams to provide raw materials for discussion of class material. Elective (Term Two)*

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