

THE AMERICAN COLLEGE OF HIGHER STUDIES

A Division of
ANATOLIA COLLEGE •



Catalogue 1995-1996

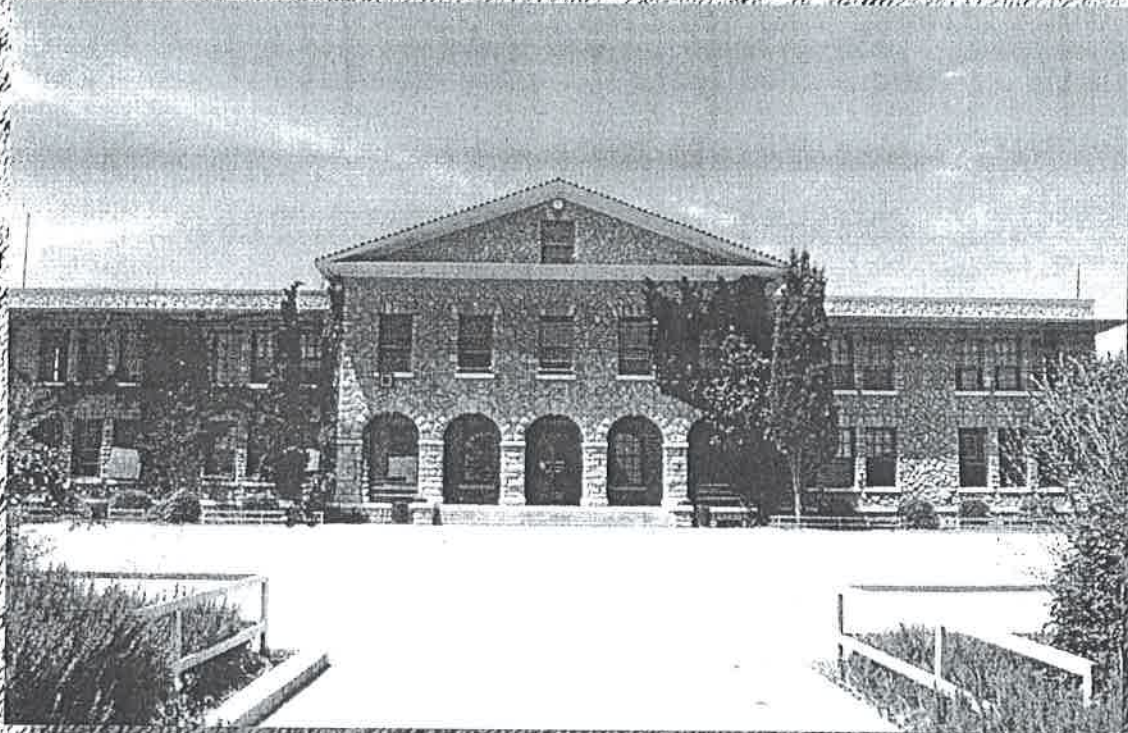


The American College of Higher Studies

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ANATOLIA COLLEGE

Anatolia College is an American-sponsored, private, non-profit educational institution founded in 1886 and incorporated in the State of Massachusetts. In inspiration, governance, and structure, Anatolia closely resembles the traditional New England colleges after which it is modeled. Accordingly, it is committed to the goals of a liberal education, to provide high quality, humanistic training. The principal difference is Anatolia's central aim of serving the youth of Greece, thereby strengthening the ties of friendship between the Greek and American people through its binational educational and cultural activities. Anatolia is empowered under its Massachusetts charter to issue the full range of collegiate and university degrees and diplomas.

Founded by American Protestant missionaries, Anatolia was originally located in Asia Minor. The school was closed during the Greek-Turkish War of 1919-1922 and ceased to have a viable mission in Asia Minor when Turkey's minority communities were uprooted under the peace treaties concluding that war. In 1924 Anatolia relocated in Thessaloniki, where the greatest part of the refugee influx from Asia Minor settled. In the mid-1930's the school moved to its present location on 45 acres, a few miles above the city. During World War II the school again closed when the occupying German army made the campus its local headquarters. Since reopening in 1946 the school has expanded its enrollment, programs and physical plant. Assisted in the last respect by private contributions and grants from the United States Government through the Agency for International Development, Anatolia has shaped a campus of unusual beauty and utility overlooking the growing city and bay of Thessaloniki.

As a non-profit, charitable institution, Anatolia receives substantial support from a number of sources. Individuals, corporations and alumni groups in Greece and the United States contribute funds to meet the school's many expenses, including the awarding of scholarships, which is one of Anatolia's main objectives.

Anatolia/ACHS has no political, governmental or religious affiliation. It does not discriminate on the basis of race, sex, color, religion, or physical handicap in student admission or in employment.





THE AMERICAN COLLEGE OF HIGHER STUDIES

Mission and Objectives

The American College of Higher Studies, a division of Anatolia College, is an independent, non-profit, liberal arts college. Its major purpose is to serve the youth of Greece by offering programs of study at the undergraduate level in the arts and sciences and in business administration. It draws on the model of the American liberal arts college, adapting its strengths to the circumstances of post secondary education in Greece. The college seeks to stimulate its students' intellectual development, cultural breadth, and ethical sensitivity while equipping them with knowledge and skills to qualify them for productive employment or for postgraduate training.

The American College of Higher Studies strives to stimulate excitement for learning, cultivate a keen awareness of the contemporary world in all its complexity, and foster personal commitment to justice and societal improvement.

The College places the individual at the center of the learning process as the fully active and responsible agent rather than as a mere passive recipient of knowledge. Through intensive reading, writing and discussion, the student becomes the dynamic factor in his or her educational progress. The preconditions for this learning experience are capable and highly motivated students, small classes, regular student attendance, enthusiastic participation, and close attention to the progress of every student by carefully chosen and qualified instructors. The result is an intellectually alert and autonomous individual able to confront the contemporary world with confidence and critical understanding.

The school has two academic objectives. The first is to provide a liberal education. The liberal arts segment of the curriculum is modeled upon the traditional American liberal arts college both in

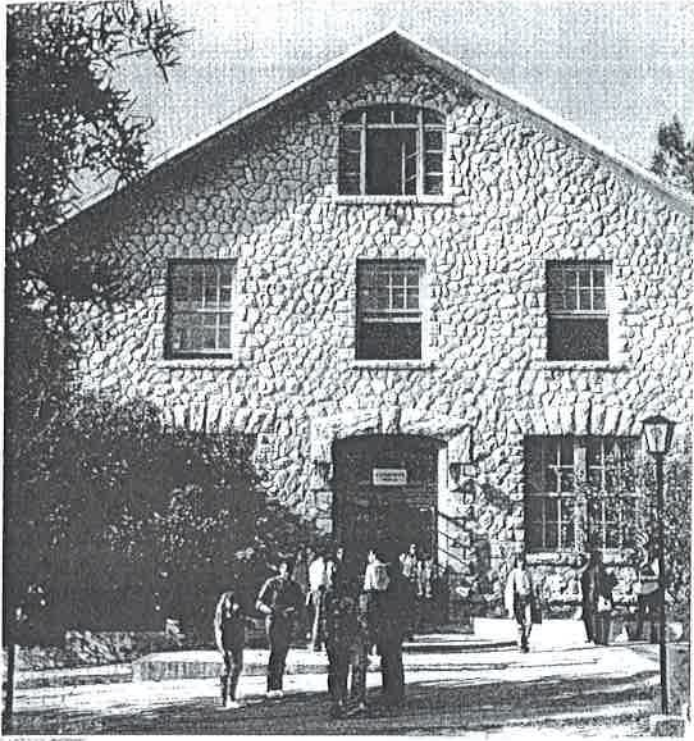
content and learning methods. Liberal arts training seeks to develop intellectual discipline through critical analysis and logical reasoning, cultivate the skills of written and oral expression and heighten the student's cultural and moral awareness. The second objective is to provide practical knowledge of the managerial sciences for those students seeking careers in business management. This curriculum combines introductory and advanced courses in business and economics with supplementary study of selected subjects from the liberal arts division.

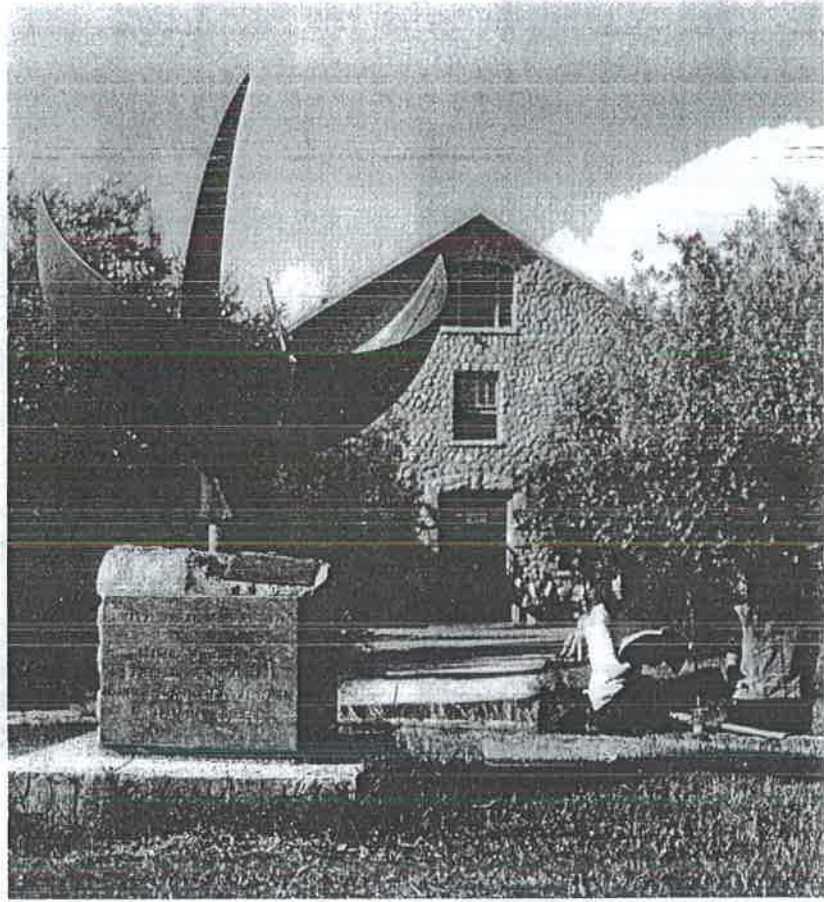
In the belief that learning extends beyond the classroom, ACHS encourages its students to participate in a variety of extra-curricular activities that it organizes in such fields as drama, music, journalism, community service, athletics, excursions, etc. The objective is to help students cultivate diverse talents and interests and to develop a rich personal culture.

It must be stressed that the American College of Higher Studies makes heavy demands upon its students. While this school may constitute an attractive alternative to other existing educational possibilities, it should not be seen as an easy solution for the weak or indifferent student. The College will require the student's full and constant participation in every aspect of the learning process, and will judge performance by rigorous standards.

It should be noted that under prevailing Greek legal provisions, ACHS operates with the status of a laboratory of free studies. The degrees which it grants to graduates who successfully complete its two-year and four-year programs of study are not at present recognized by the Greek Ministry of Education. This fact does not affect the practical value of the ACHS degrees for those aspiring to managerial positions in the private sector of the economy, or to post-graduate training at international universities.









RESOURCES

Library

The Anatolia Library and its associated facilities serve many student needs. The Library itself, with a book collection of some 33,000 volumes, subscriptions to over 100 periodicals and newspapers in hard copy and CD-ROM access to many more, supplies students with the resources they need to carry out original research projects related to their studies. Such research is an essential part of higher education, and the library is thus committed to a program of continuing expansion of both holdings and services.

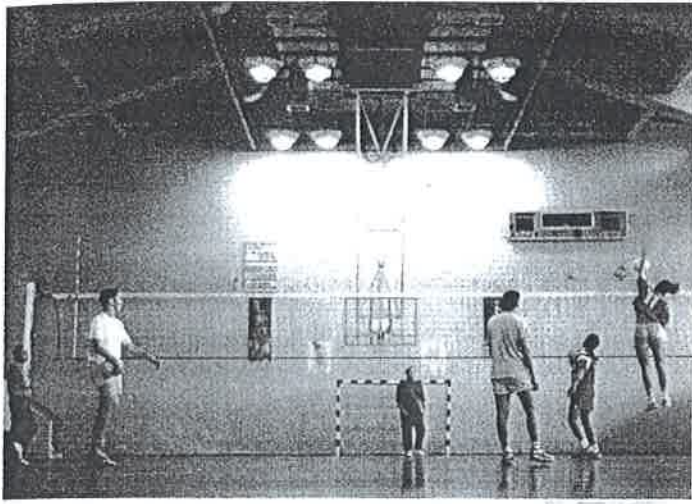
In order to fully utilize the holdings of the library, students of the American College of Higher Studies are instructed in basic research techniques as a part of their introductory English-language courses. Subsequent class work in most fields includes a significant number of library assignments designed to further refine and develop these skills.

The library building was constructed in 1989 with funds from the United States Agency for International Development (AID) and furnished through the generosity of the Anatolia Trustees and the Friends of Anatolia. In addition to the materials collection, it houses two computer classrooms, a projection theater, and the Raphael Demos Seminar Room for conferences. A card-operated photocopy machine, located in an alcove of the main reading room, is available for student use.

Computer Center

Technological advances in the computer area make it necessary for today's students to prepare themselves for a constantly changing computer world. Anatolia students enjoy the use of the most modern technology in this field. A network of over fifty IBM-



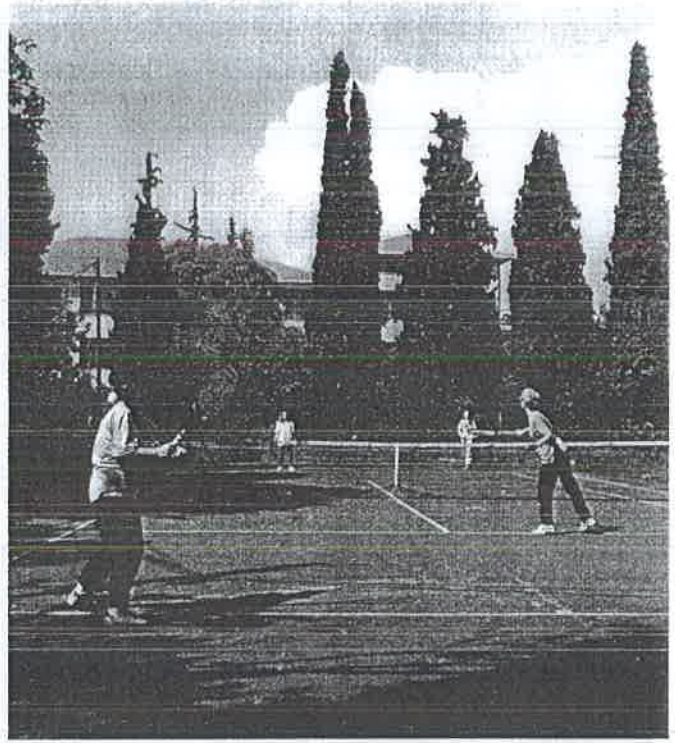


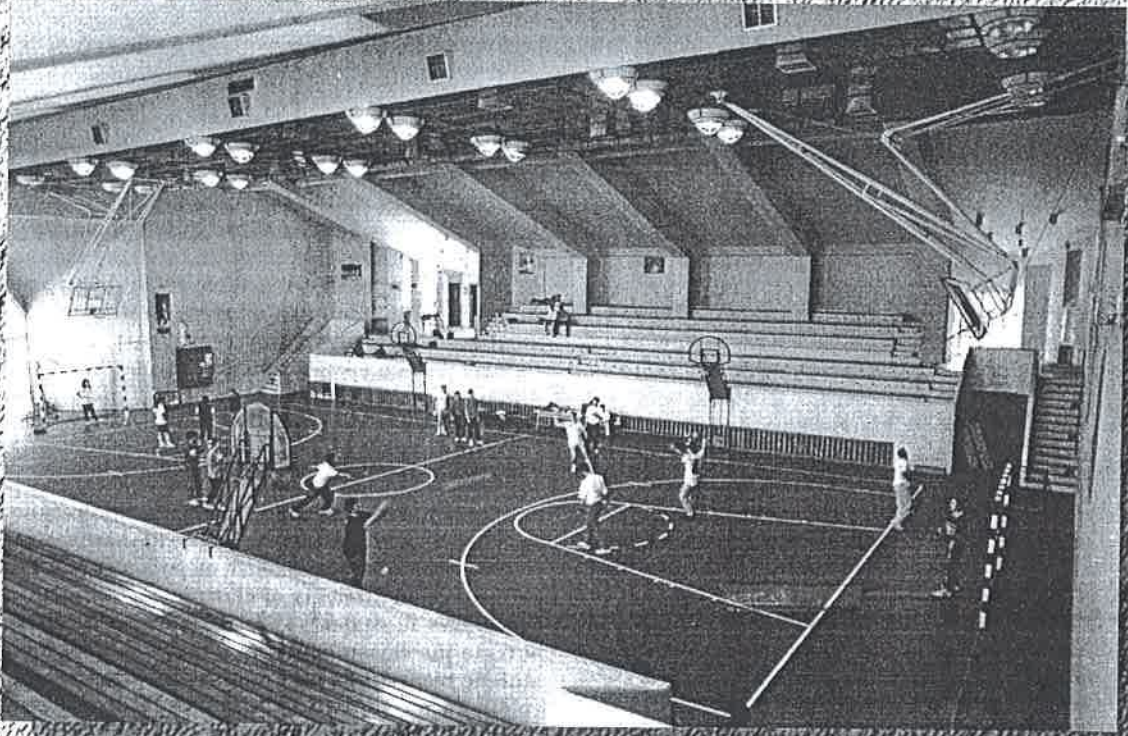
compatible 486's is housed at two locations, Stephens Hall and the Library. Students have access to this high quality equipment both for classroom instruction and for individual use.

Athletic and Recreational Facilities

Opportunities for individual and group recreation abound on the Anatolia College campus. The College Gym has weight-lifting, dance and exercise rooms, as well as facilities for basketball, volleyball, and indoor soccer. Outdoor fields for soccer, handball, volleyball, baseball, an obstacle course, tennis courts, and track and field facilities make the College's athletic/recreational facilities among the most comprehensive in northern Greece.

Teams of men and women compete in matches and tournaments in Athens and Thessaloniki. An intramural sports program offers spirited competition among teams, with faculty and staff teams occasionally joining in.





STUDENT SERVICES

The faculty and staff are ready at all times to provide information and assistance concerning any aspect of the American College of Higher Studies.

Orientation

New students are introduced to the College through general orientation sessions designed to familiarize them with the campus and all procedures and regulations.

Counseling

Individual student counseling is a continuing involvement of instructors and the administrative staff. New students have an initial meeting to discuss educational and career objectives and to make first course selections. Students are assigned academic advisers who follow their progress and advise them regularly.

Postgraduate Study and Employment

The faculty and staff assist students desiring to continue their studies at the postgraduate level or to commence employment with private firms.

The College's Educational Counseling Office maintains contacts with universities abroad and guides students in their further educational progress. Graduates are assisted in selecting postgraduate schools suited to their needs and qualifications, and in completing the complex admissions process, including writing successful personal statements. Transcripts of grades and letters of recommendation are also provided.

Students electing to complete only the two-year A.A. or 1 program may transfer to the third year of American universities continue their studies in Europe. The College assists them making transfers, and has concluded agreements for this purpose with a number of selected institutions in the U.S.

The College's Business Liaison Office (Careers Office) maintains close ties with area businesses in order to complement student academic training with practical experience of the Greek business environment, as well as to facilitate their employment following completion of their studies. The Office arranges internships which provide students with training in local companies, and organizes plant visits and occasional lectures by leading representatives from the business community. Current students and graduates are counseled regarding job searches, résumé-writing, and interviewing techniques, and are assisted in obtaining interviews with potential employers.

Student Activities

The Student Activities Office organizes various clubs and activities designed to give students the chance to share their talents, develop new ones, and benefit as much as possible from the diverse social and intellectual talents of classmates and faculty. The College encourages all students to participate in at least one major activity outside the classroom. This may be as structured as a varsity athletic team, or as informal as attending an art exhibition. Activities may be collaborative as participating in a theatrical production, or individual as performing community service. Information about clubs/activities is published at the beginning of each semester by the Student Activities Office, which also provides support for



consultation services for the planning of special student events throughout the year.

Student Council

The American College of Higher Studies encourages students to take an active part in shaping campus life through its Student Council. Self-funded and student-regulated, the Student Council seeks to act as a liaison between the student body and the administration, to provide students with information and support, and to organize activities which enrich social and cultural life.

Students are urged to participate in Student Council activities and committees to enhance their education and to broaden their experiences as members of the student community.

U.S. Testing Center

Anatolia and the American College of Higher Studies comprise the exclusive testing center for the major U.S. examinations including SAT, ACT, GRE, GMAT, and TOEFL required for admission to most American universities and graduate schools.



ADMISSIONS

Requirements

Applications are invited from individuals who:

- hold a high school (lykeion) diploma with satisfactory grades
- have adequate command of the English language
- demonstrate seriousness of purpose and enthusiasm for learning

The procedure for gaining admission is as follows:

1. Submit the completed application form.
2. Submit evidence of completion of high school and a transcript of grades.
 - a. Graduates of a Greek lykeion or six-year gymnasium are required to have a general average of 14 during the last two years of school.
 - b. Graduates of an American-type high school are required to have a general average of at least C+ during the last two years or a combined SAT score of 1000.
 - c. Graduates of other schools should present their credentials to the Administration for evaluation.
3. Submit evidence of proficiency in English. This requirement may be satisfied in any of the following ways:
 - a. Graduation from an English language high school.
 - b. Graduation from Anatolia College with an average of 17 in English during the last two years.
 - c. Graduation with a diploma from the Anatolia Secretarial School.
 - d. A score of 500 on the TOEFL examination; possession of the Cambridge Certificate of Proficiency or the Michigan Certificate of Proficiency.
 - e. Possession of the University of London Certificate in English at Level 4 and above.

- f. Possession of the Oxford Higher Level Certificate of Proficiency in English.
- g. Possession of the Pitman Higher Intermediate Certificate English.
- h. A passing score on the ACHS English language entrance examination administered prior to each term.

In addition to the above requirements, the College must be satisfied that the applicant is highly-motivated and otherwise suited to enter the program. It reserves the right to deny admission to any applicant. It may also impose conditions of admission beyond those cited above, or waive certain requirements in exceptional circumstances.

It is the responsibility of the student to be familiar with the information presented in this Catalogue. Regulations will not be waived nor will exceptions be granted for ignorance of policies and procedures. While academic advisors assist students in every way possible, responsibility for meeting all requirements and deadlines rests with the student.

English Language Preparation

Students unable to meet one of the above English language criteria for admission may enroll in the College's special English preparatory classes. Intensive instruction is designed to prepare students for the regular program.

Transfer Admissions and Advanced Standing

Students who have already successfully completed a number of courses in some comparable academic program may request admission with advanced standing. Previous academic work will be evaluated to determine whether advanced standing is warranted.



English Language

All classes are conducted in English. Both the business administration and liberal arts concentrations include one required English course during each of the first four semesters (with possible exceptions for students with advanced mastery of the language).

Students should take every opportunity to use English for reading, writing and discussion both in class and informally. The school gives primacy to English because it is the leading language for international commercial and professional intercourse, because the largest volume of written materials for business and liberal studies is published in English, and because students seeking to study abroad or follow management careers in Greece will find its mastery essential for those purposes.

Part-time Enrollment

While most students enroll full-time with the intention of completing the full program of studies, others choose to follow fewer courses. State university students, employees and others are welcome to enroll in one or more courses, providing that they fulfill all the requirements for such courses and meet the same high standards of participation as must full-time students. Part-time and non-degree students must comply with the same admission requirements as full-time students.

Continuing Education

Education should be a life-long process not restricted to the years of youth. "Continuing Education" for mature adults has become an integral feature of the best universities in advanced countries. The American College welcomes persons beyond the normal university age who seek instruction of practical value for their present employment, wish to supplement previous training, or have a serious interest in exploring new areas of knowledge. They must



meet the enrollment requirements and participate fully and satisfactorily in all aspects of the courses they take, regardless of whether or not they seek a degree.



REGISTRATION

Before a student may attend classes, he or she must meet the admissions requirements and complete the registration procedure, including payment of fees.

Most courses carry three credit hours per semester and five courses are considered a full program. Those who are classified as full-time students must register for at least four courses each semester. Part-time students may also accumulate credits towards the total number required for the granting of a degree.

In order to register for more than the normal five courses, one must have completed a minimum of five courses or 15 credit hours with a scholastic average of 3.0 and must obtain the Dean's permission. An additional fee is charged for more than five courses in any term.

Late registration is held during the first week of classes for a limited number of places.

Students may change courses for which they have registered only during the first week of classes. No change is allowed after a class has entered its second full week. All changes become effective only with the written approval of the Registrar. Before registration may be completed, each student must sign a written statement to the effect that he or she has read the College Catalogue and accepts all its regulations, terms and conditions.

Auditing of courses is permitted in some cases. Prior permission from the Dean is required for students desiring to audit courses.

FINANCIAL OBLIGATIONS

Deposit

Upon admission each applicant must pay a deposit to reserve place in the school. If the student should fail to complete registration the deposit will be forfeited.

Tuition

The American College of Higher Studies is an independent, not-for-profit institution. Tuition is charged to meet the actual expenses providing high-quality education.

The student must anticipate that costs will rise every year so long as high inflation persists. However, no increase will be made during a semester in progress, and every effort will be made to maintain the same level of charges throughout a single academic year.

One may not attend classes until tuition and fees for the current semester as well as any delinquent fees, charges or penalties from previous semesters have been fully paid. Failure to satisfy financial obligations promptly is cause for cancellation of registration, withholding of official transcripts and denial of registration for future sessions.

A student withdrawing from the College within the first few weeks of any semester is entitled to a 50 per cent refund of tuition. After this period, no refund is granted nor may tuition payments made be applied to subsequent semesters. There is no refund if any course is dropped.



Fees

Certain special services are covered by the following fees:

1. Application fee
2. Computer Laboratory fee
3. Science Laboratory fee
4. Transcript request fee
5. Student activities fee

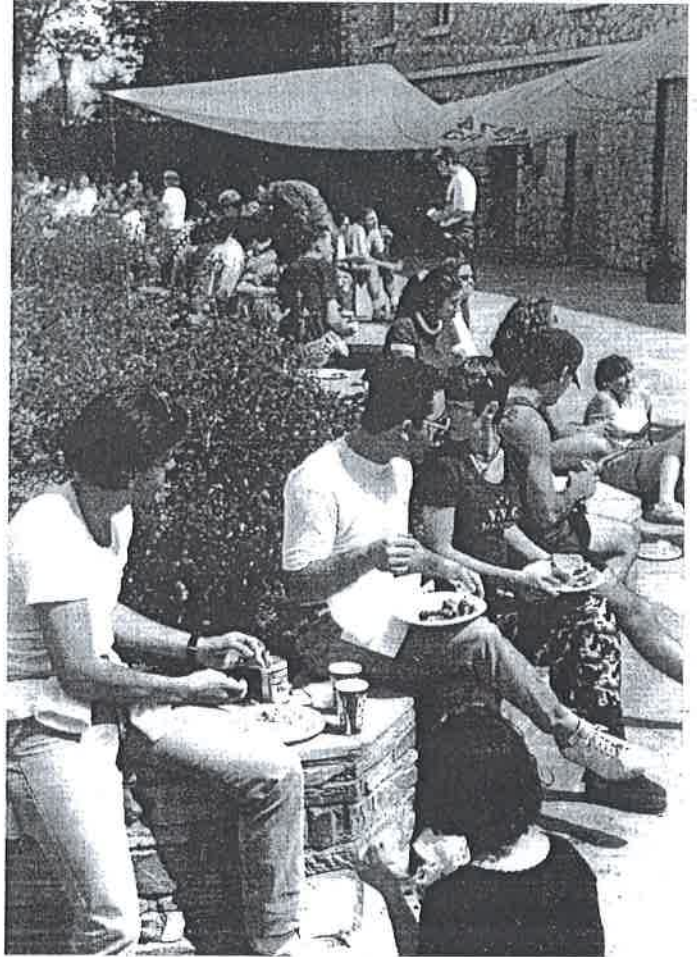
The College reserves the right to assess additional fees if necessary.

Penalties

Penalties will be assessed for failure to return library books and for misuse of or damage to school property or materials.

Financial Aid

Each year ACHS offers a small number of full or partial scholarships to students of the College. Awards are made following application by interested students to the Financial Aid Committee. Decisions are made on a combined basis of need and academic performance, with need being the foremost consideration.



ACADEMIC REGULATIONS

Once enrolled, the student must strive to meet the College's high standards in order to receive a satisfactory evaluation and to realize his or her potential for learning.

This burden of learning rests primarily with the student. Students' objectives should include increasing their store of knowledge, sharpening their analytic skills, deepening their conceptual powers, and making their oral and written expression more effective. Students' responsibilities include reading all assigned texts before every class, participating actively in class discussions, completing all writing assignments promptly, and exercising individual judgement regarding the questions and problems arising from each lesson. Student evaluation is based on all these forms of participation, not only on examination results. Two to three hours of preparation should be allowed for each hour in class.

The Credit System

The basic unit of academic credit used by the American College of Higher Studies is the **credit hour**. All courses, with the exception of science courses accompanied by a lab, and physical education, carry three credit hours. The normal student load is five courses, or fifteen credit hours, per semester.

Credit Hour Requirement

In order to receive the B.A. or B.S. degree a student must accumulate a total of 126 credit hours, including those awarded for Physical Education. The requirement for the A.A. or A.S. degree is 63 credit hours, including Physical Education.

Student Classification

Students are assigned to years according to the number of credit hours accumulated by the beginning of each semester:

0-30	hours = first year (freshman)
31-60	hours = second year (sophomore)
61-90	hours = third year (junior)
90+	hours = fourth year (senior)

The Grading System

Student performance in a course is evaluated on class participation, written assignments and examinations. Performance is graded at the end of each semester in accordance with the following scale of letter grades and numerical equivalents:

A	4.0		D+	1.33	
A-	3.67	Excellent	D	1.0	Passing, but not satisfactory
B+	3.33		D-	0.67	
B	3.0	Good	F	0	Failure
B-	2.67		I		Incomplete
C+	2.33		W		Withdrawal
C	2.0	Satisfactory	Au		Audit
C-	1.67				

Although C-, D+, D, and D- are passing grades, they represent poor quality scholarship.

A student receiving a grade of "F" in a course may obtain credit only by repeating the full course. A student may repeat a course only once. The original grade is shown in parentheses on official record, but in computing the grade point average is superseded by the grade received when the course was repeated.



A grade of "I" may be recorded only when sickness or other unavoidable circumstances prevent the completion of a course. A student must complete the required course work to the instructor's satisfaction within four months of the end of the semester. The "I" is then replaced by the earned grade. If the deficiency is not removed within this time, the "I" is automatically changed to "F".

A grade of "W" is recorded if a student withdraws officially from a course. This grade does not affect the scholastic average. Withdrawal is permitted only through the seventh week of classes and upon submission of the appropriate forms to the Registrar. Withdrawal after the seventh week or without the Registrar's written approval will result in a grade of "F".

Auditing of courses is permitted in some cases. Prior permission from the Dean is required for students desiring to audit courses.

The grade point or scholastic average (G.P.A.) is computed by multiplying the grade points earned in each course by the hours of credit which the course carries. This sum is divided by the total semester hours completed to obtain the scholastic average representing the overall academic performance. Physical education is not included in the computation of the G.P.A.

Academic Standing

Students in good academic standing are those with scholastic averages above 2.0. Full-time students who attain high academic standing in any semester by obtaining a scholastic average of 3.5 or higher earn the distinction of being enrolled on the "Dean's List" the following semester. Students who complete the full program with an overall scholastic average of 3.5 or more receive their degrees with Honors.

Students with scholastic averages below 2.0 are in poor academic standing and are placed on academic probation. A student on probation is not permitted to register for more than three courses. If a student has a scholastic average below 2.0 for two consecutive semesters following the freshman year he will be dismissed from the College. Students whose G.P.A. is below 1.0 at the end of the freshman year will be asked to withdraw from the College.

Students who have been dismissed from the College for poor academic performance may petition for readmission after one year. Petitions are considered on a case-by-case basis by the Academic Standards and Performance Committee.

The student who aspires to transfer to a foreign university should have a scholastic average of at least 2.0. Grades are posted at the Registrar's office after the conclusion of every term. The grades of all students are mailed to their parents or guardians at the end of each academic year; in addition, the grades of first-year students are sent out at the conclusion of the fall semester.

Attendance

Active participation in class necessitates regular attendance. Absences unavoidably affect class participation adversely and are, therefore, reflected in grading. Work missed as a result of absences must be made up.

Students who incur six hours of absences in a course meeting three hours a week or eight hours of absences in a course meeting four hours a week receive an "F" in that course, unless special circumstances warrant an exception.



Academic Integrity

Members of an academic community have an unequivocal responsibility to present as their own work only that which is truly theirs. Cheating in examinations and plagiarizing are serious offenses, striking at the very foundations of academic life.

Adherence to the principle of academic honesty is a prerequisite for acceptance to and continuance in the College.

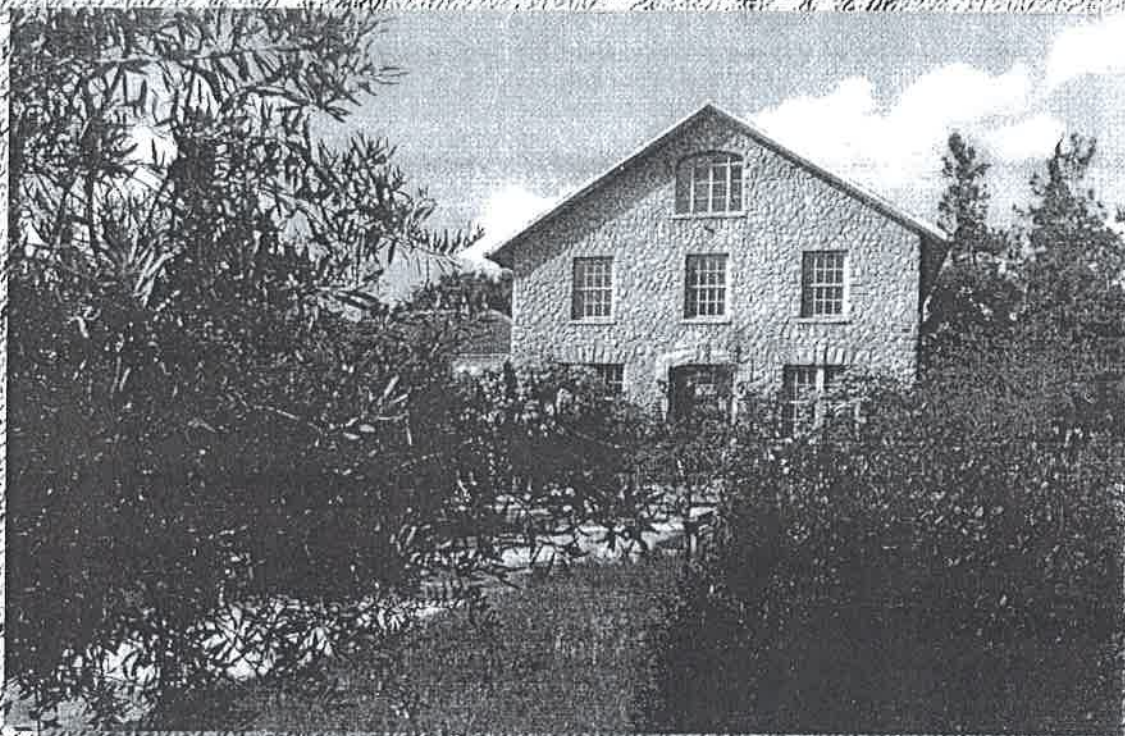
It is each student's responsibility to meet the College's standards of academic integrity by avoiding involvement in cheating or plagiarizing. Any student assisting another to falsify his work is no less responsible than the student misrepresenting the work as his own.

Violations of academic integrity will be brought before the Academic Standards and Performance Committee, which may assess penalties as severe as expulsion from the College.

Student Conduct

All students are expected to comport themselves as members of a collegiate community and to conform to accepted standards of behavior. Any student who fails to meet this requirement may be subject to penalties and, in extreme cases, asked to leave the College.





THE CURRICULUM

The curriculum in particular offers a distinct alternative to the study opportunities available in Greece. Specialization throughout the undergraduate years is the rule in Greece as in the rest of Europe, where even purely professional training such as in law and medicine commences right after high school. The American College's liberal arts philosophy contrasts in two major ways with the European state universities. It requires that students take a core of required subjects and a number of electives spanning the arts and sciences, thus acquiring a general education as well as a special competence in their major fields. Second, it permits a delay in the choice of a major field for two years during which students explore curricular alternatives while maturing intellectually.

The Core Curriculum

The guiding philosophy of the liberal arts college is best exemplified through the **Core Curriculum**, a basic series of courses followed by all students regardless of concentration during their first two years of study. During this period, students attend courses in three fields of the humanities (English, History, and Philosophy), four of the social sciences (Anthropology or Sociology, Economics, Political Science, and Psychology), and one course each in Mathematics, Computer Science and Physical or Natural Science.



DEGREES GRANTED

The Associate of Arts Degree in Liberal Arts

The two-year program of study leading to the A.A. in Liberal Arts aims through the core curriculum to give students a broad general basis of knowledge in the arts and sciences, and allows them to explore two to three additional fields during their second year of study. Upon completion of the A.A., students may continue their progress towards the B.A. in Liberal Arts.

I. Core Requirements.

A. Humanities.	21 hrs.
English 101, 102, 103, 111	(12 hrs.)
History 101, 102	(6 hrs.)
Philosophy 101	(3 hrs.)
B. Social Sciences.	12 hrs.
Anthropology 101 or Sociology 101	(3 hrs.)
Economics 100	(3 hrs.)
Political Science 101	(3 hrs.)
Psychology 101	(3 hrs.)
C. Mathematics, Computer Science and Science.	10 hrs.
Mathematics 100	(3 hrs.)
Computer Science 101	(3 hrs.)
Biology 101 or Chemistry 101 or Physics 101	(4 hrs.)
Total:	43 hrs.

II. Concentration Requirements.

- A. English 201 (3 hrs.)
 - B. Anthropology 101 or Sociology 101, whichever was not taken to fulfill core requirements. (3 hrs.)
- Total: 6 hrs.

III. Four Electives in the Liberal Arts. Total: 12 hrs.

IV. Two Semesters of Physical Education. Total: 2 hrs.

Degree Requirements

In order to receive the A.A., the student must have fulfilled all requirements and completed 63 credit hours with an overall grade point average (G.P.A.) of 2.0 (C) or better. In addition, all candidates for the A.A. must have been in residence at ACHS during their final year of instruction.



The Associate of Science Degree in Business Administration

The two-year A.S. program in Business Administration is designed to give students a solid liberal arts foundation through completion of the core curriculum, and to provide an area of concentration in which to continue their study towards a B.S. in Business Administration. Courses in this field of concentration include Statistics, Accounting, Economics, Management, and Mathematics.

I. Core Requirements.

A. Humanities.	21 hrs.
English 101, 102, 103, 111	(12 hrs.)
History 101, 102	(6 hrs.)
Philosophy 101	(3 hrs.)
B. Social Sciences.	12 hrs.
Anthropology 101 or Sociology 101	(3 hrs.)
Economics 100	(3 hrs.)
Political Science 101	(3 hrs.)
Psychology 101	(3 hrs.)
C. Mathematics, Computer Science and Science.	10 hrs.
Mathematics 100	(3 hrs.)
Computer Science 101	(3 hrs.)
Biology 101 or Chemistry 101 or Physics 101	(4 hrs.)

Total: 43 hrs.

II. Concentration Requirements.

A. Mathematics 101, 111	(6 hr)
B. Accounting 101, 102	(6 hr.)
C. Economics 201	(3 hr.)
D. Management 101	(3 hr.)
Total: 18 hrs.	

III. Two Semesters of Physical Education. Total: 2 hrs.

Degree Requirements

In order to receive the A.S., the student must have fulfilled requirements and completed 63 credit hours with an overall grade point average (G.P.A.) of 2.0 (C) or better. In addition, candidates for the A.S. must have been in residence at AC during their final year of instruction.



The Bachelor of Arts Degree in Liberal Arts

The four-year program of study leading to the B.A. in Liberal Arts is designed to continue and enrich the work students have done in their first two years, during which the core curriculum in Liberal Arts is completed. During their last two years of instruction, students study previously introduced subjects in greater depth. These areas of study include Anthropology, English, History, Economics, Philosophy, Political Science, Psychology and Sociology. In addition, courses are offered in Art History, Studio Art, Music and Religion. The goal of the program in Liberal Arts is to provide students with a broad range of fields of study, each sufficiently covered to familiarize them with theoretical and methodological foundations. Students acquire control of bibliography through extensive research and writing and are inducted into the dialectic of each field through intensive ongoing discussion with both instructors and fellow students.

Students completing the B.A. in Liberal Arts may continue study towards an advanced or professional degree.

I. Core Requirements.

A. Humanities.	21 hrs.
English 101, 102, 103, 111	(12 hrs.)
History 101, 102	(6 hrs.)
Philosophy 101	(3 hrs.)
B. Social Sciences.	12 hrs.
Anthropology 101 or Sociology 101	(3 hrs.)
Economics 100	(3 hrs.)
Political Science 101	(3 hrs.)
Psychology 101	(3 hrs.)

C. Mathematics, Computer Science and Science.	10 hrs.
Mathematics 100	(3 hrs.)
Computer Science 101	(3 hrs.)
Biology 101 or Chemistry 101 or Physics 101	(4 hrs.)
Total: 43 hrs.	

II. Concentration Requirements.

A. Anthropology 101, or Sociology 101, whichever was not taken to fulfill core requirements.	(3 hrs.)
B. English 201	(3 hrs.)
C. A course in Studio Art, Art History, or Music.	(3 hrs.)
D. A second course in Science beyond the core requirement.	(4 hrs.)
E. A second course in Philosophy beyond the core requirement.	(3 hrs.)
F. Mathematics 111 (Statistics)	(3 hrs.)
G. Eight additional courses in the Humanities, five of which must be at the 200-level or above.	(24 hrs.)
H. Eight additional courses in the Social Sciences, five of which must be at the 200-level or above.	(24 hrs.)
Total: 67 hrs.	

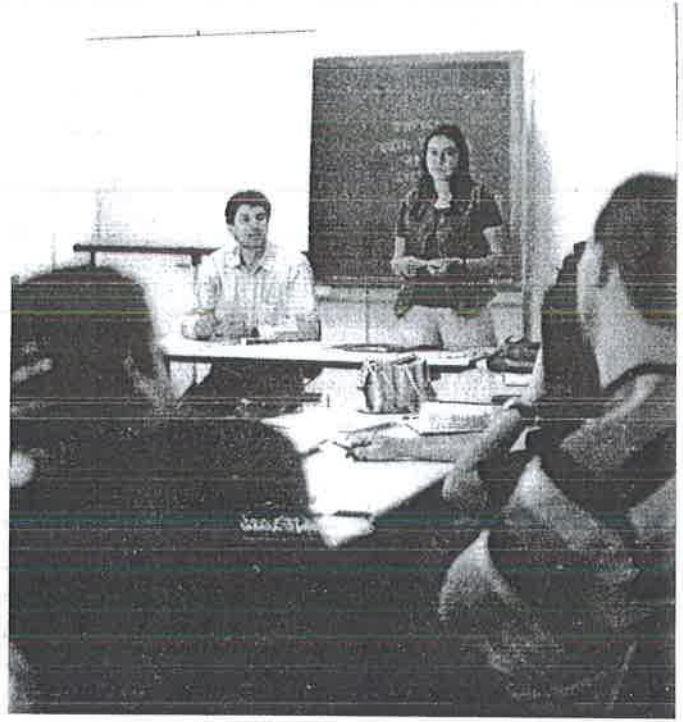
III. Further Degree Requirements.

A. Four additional electives from any field.	(12 hrs.)
B. Four semesters of Physical Education	(4 hrs.)
Total: 16 hrs.	



Degree Requirements

In order to receive the B.A., the student must have fulfilled all core and other requirements, and have completed 126 credit hours with an overall grade point average (G.P.A.) of 2.0 (C) or better. In addition, all candidates for the B.A. must have been in residence at the American College of Higher Studies during their last four semesters of full-time instruction, and have taken all 200-level or above concentration requirements at ACHS.



The Bachelor of Science Degree in Business Administration

The four-year program of study leading to the B.S. in Business Administration is designed to provide students with a solid general education in the liberal arts and with more specialized knowledge of the basic fields of study which comprise business education and preprofessional training: Accounting, Economics, Finance, Management and Marketing. Instruction is also provided in a number of ancillary fields, including Computer Science, Organizational Behavior, Law, and Statistics. Specialized training begins in the second year, when approximately forty percent of coursework is devoted to business courses, and continues during the third and fourth years, with approximately eighty percent of coursework concentrated in business studies.

The goals of the program are twofold: to prepare students to enter the private business sector immediately upon graduation, and to enable those students who wish to continue their studies to enter advanced degree programs at reputable institutions abroad.

I. Core Requirements.

A. Humanities.	21 hrs.
English 101, 102, 103, 111	(12 hrs.)
History 101, 102	(6 hrs.)
Philosophy 101	(3 hrs.)
B. Social Sciences.	12 hrs.
Anthropology 101 or Sociology 101	(3 hrs.)
Economics 100	(3 hrs.)
Political Science 101	(3 hrs.)
Psychology 101	(3 hrs.)

C. Mathematics, Computer Science and Science.	10 hrs.
Mathematics 100	(3 hrs.)
Computer Science 101	(3 hrs.)
Biology 101 or Chemistry 101 or Physics 101	(4 hrs.)
Total:	43 hrs.

II. Concentration Requirements.

A. Mathematics 101,111 and Business Statistics 211	(9 hrs.)
B. Computer Science 201	(3 hrs.)
C. Economics 201, 202	(6 hrs.)
D. Business Administration courses.	
1. Accounting 101, 102	(6 hrs.)
2. Business Law 240	(3 hrs.)
3. Finance 201, 202	(6 hrs.)
4. Management 101,201, 218, 301, 312	(15 hrs.)
5. Marketing 101, 201	(6 hrs.)
6. Three electives in Business from among the following:	
Accounting 201, 202, Finance 210, 220, 232,	
Management 210, 230, 250, 315,	
Marketing 212, 214, 218, 220	(9 hrs.)
Total:	63 hrs.

III. Further Degree Requirements.

A. An additional course in Science beyond the core requirement.	(4 hrs.)
B. English 201	(3 hrs.)



- C. European Studies 211 (3 hrs.)
 - D. Two additional electives, at least one from Liberal Arts. (6 hrs.)
 - E. Four Semesters of Physical Education. (4 hrs.)
- Total: 20 hrs.

Degree Requirements

In order to receive the B.S., the student must have fulfilled all core requirements, and have completed 126 credit hours with an overall grade point average (G.P.A.) of 2.0 (C) or better. In addition, all candidates for the B.S. must have been in residence at the American College of Higher Studies during their last four semesters of full-time instruction, and have taken all the 200 level or above concentration requirements at ACHS.



**The Bachelor of Science Degree in Business Administration
with Concentration in European Business Studies**

This combined program of study supplements the Business Administration curriculum with more concentrated knowledge about the European environment in which Greek companies operate. The degree is based on the required courses for the Bachelor of Science Degree in Business Administration, plus six more specialized courses. In these additional courses, students are introduced to the background and functions of the European Union, particularly in the areas of Management, Trade and Finance in the integrated European Economic Area.

Holders of the B.S. in Business Administration and European Business Studies are eligible for employment in local firms with substantial international dealings, or may continue for advanced studies at institutions abroad.

I. Core Requirements.

A. Humanities.	21hrs.
English 101, 102, 103, 111	(12 hrs.)
History 101, 102	(6 hrs.)
Philosophy 101	(3 hrs.)
B. Social Sciences.	12 hrs.
Anthropology 101 or Sociology 101	(3 hrs.)
Economics 100	(3 hrs.)
Political Science 101	(3 hrs.)
Psychology 101	(3 hrs.)
C. Mathematics, Computer Science and Science.	10hrs.
Mathematics 100	(3 hrs.)

Computer Science 101	(3 hrs.)
Biology-101 or Chemistry 101 or Physics 101	(4 hrs.)

Total: 43 hrs.

II. Concentration Requirements.

A. Mathematics 101,111 and Business Statistics 211	(9 hrs.)
B. Computer Science 201	(3 hrs.)
C. Economics 201, 202	(6 hrs.)
D. Business Administration courses.	
1. Accounting 101, 102	(6 hrs.)
2. Finance 201, 202	(6 hrs.)
3. Management 101, 301, 312	(9 hrs.)
4. Marketing 101, 201	(6 hrs.)
E. European Studies Courses.	
1. European Studies 211, 212	(6 hrs.)
2. Business Administration 242	(3 hrs.)
3. Management 218, 250	(6 hrs.)
4. Finance 232	(3 hrs.)
5. History 221	(3 hrs.)
6. European Studies 222	(3 hrs.)
	Total: 69 hrs.

III. Further Degree Requirements.

A. An additional course in Science beyond the core requirement	(4 hrs.)
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- B. English 201 (3 hrs.)
 - C. One elective course (3 hrs.)
 - D. Four semesters of Physical Education. (4 hrs.)
- Total: 14 hrs.

Degree Requirements

In order to receive the B.S., the student must have fulfilled all core requirements, and have completed 126 credit hours with an overall grade point average (G.P.A.) of 2.0 (C) or better. In addition, all candidates for the B.S. must have been in residence at the American College of Higher Studies during their last four semesters of full-time instruction, and have taken all the 200 level or above concentration requirements at ACHS.





COURSE DESCRIPTIONS*

LIBERAL ARTS

Humanities

Art 101.

This is a practical art course in which skills in drawing, the use of color, and 3D creation will be developed. No previous experience is required. Students are encouraged to extend their visual "vocabulary" by referring to as much printed material (art books, reproductions) as they can find.

History of Art 101. Survey of Western Art I.

This course offers an historical examination of art and architecture from prehistoric times to the Renaissance; relationships of artistic styles to social and cultural developments; changing interpretations of artistic worth.

History of Art 102. Survey of Western Art II.

Following History of Art 101, this course continues the historical examination of art and architecture from the Renaissance to the modern period and examines the development of the major art forms. Prereq: History of Art 101.

History of Art 201. Modern Art and Architecture.

A study of styles of the modern period, with special emphasis on the work of Manet, the Impressionists and the Post Impressionists who laid the groundwork for the art of the 20th century. There will be a close look at the social conditions and metaphysical concepts which led to the rebellion in the arts in the second half of the 19th century. The styles of Expressionism, Cubism, Abstract Art, Futurism, the Metaphysical School and Surrealism will then be analyzed. Prereq: History of Art 102.

History of Art 203. A History of Western Architecture.

A study of the styles of architecture in the western world from the time of the Renaissance to the present day, examining the styles of the Renaissance, Baroque, Rococo, the historicism of the 19th century and the styles of modernism, late modernism and post modernism of the 20th century. Concepts of form, function, architectural decoration, as well as expressionism and symbolism in architecture will be discussed. Prereq: History of Art 102.

* The courses listed comprise the curriculum, but certain courses may not be offered in a given term.

History of Art 211. The Art and Archaeology of Macedonia.

A survey of Macedonian art and archaeology from the Neolithic through the Byzantine era. Considerable time is devoted to the apogee of Macedonian civilization (4th century B.C.) and to the periods immediately preceding and following. The course includes a brief history of archaeological exploration in Macedonia, from the early 19th century through contemporary archaeological exploration in the region.

History of Art 221. Early Christian and Byzantine Art.

This course offers a survey of Early Christian and Byzantine art and architecture. It covers the period between the early 4th and the 15th century, and considers monuments from eastern and western parts of the Byzantine empire. It comments on and compares Byzantine creations from Italy and Asia Minor, while concentrating on Byzantine Thessaloniki and other important Greek centers of Byzantine culture, such as Mount Athos and Mistra. Prereq: History of Art 101.

* The courses listed comprise the curriculum, but certain courses may not be offered in a given term.



English 101. Composition I.

This course reviews the basic principles of paragraph writing and introduces the major rhetorical modes of exposition, description, and narration through the use of modes, the discussion of theory and paragraph-writing in each mode. Students are gradually led from paragraph-writing to short-essay writing through graded steps and exercises. Particular attention is given to correct use of sentence grammar, vocabulary development, and acquisition of reading skills through employment of authentic reading materials.

English 102. Composition II.

A continuation of Composition I, this course treats the major rhetorical modes in greater depth. Furthermore, it introduces the techniques and skills involved in writing research papers (including library research, source collection, note-taking, outlining, and documentation format). In addition to regular essay assignments, students write both a guided 1500-word paper as well as a 2500-word research paper on a topic selected in consultation with the instructor. Prereq: English 101.

English 103. Classic and Contemporary Essays: A Critical Appreciation.

An advanced prose reading and writing course based on a selection of essays in the standard rhetorical modes. The course aims to improve the students' reading and writing skills through a critical analysis of various modes and to enable them to employ those modes. Students must submit regular essay assignments and one 2000-word report, chosen in consultation with the instructor, from the fields of history, politics, economics and other social sciences. Prereq: English 102.

English 111. Speech.

An introductory course in oral communication designed to

develop the following skills: organizing content; supporting ideas with reliable sources; presenting content in a compelling manner; critically examining communication in and out of the classroom; recognizing how to apply speech skills in daily life; and projecting confidence by mastering anxiety in actual speaking situations. All students are required to give six in-class speeches and to keep a communication journal. Prereq: English 102.

English 201. Readings in Literature.

A historical and analytical study of a selection of classic British and American literary texts providing students with a variety of skills and approaches while stimulating a critical appreciation of literature. The course aims to introduce students to the literary genres of fiction, poetry, and drama, and to critical concepts and problems involved in interpretation through a systematic analysis of texts in class. Students will be expected to preread all material and submit two term papers on works of fiction. Prereq: English 103.

English 205. British and American Drama.

This survey course is designed to explore the many aims, modes, techniques, experiments and influences which have shaped British and American drama in the twentieth century. While the concentration will be on drama as literature, attention will also be given to those techniques of acting and directing, design and audience expectations which have influenced the playwrights. Plays are selected for their intrinsic interest as texts and as scripts for performance, as well as for their place in the development of drama since the late 19th century. Prereq: English 201.

English 209. Shakespeare.

The purpose of this course is to familiarize students with Shakespeare's language, style, and ideas through a close analysis





of certain of his plays. The texts will be studied in relation to the Elizabethan period and its drama, with particular emphasis given to the plays as performance texts. The course will be supplemented by audio-visual material. Prereq: English 201.

English 300. A Survey of British Literature.

This course is designed to introduce students to the main areas and concerns of British literature. In addition to providing background information about the important periods in British literature, the course focuses on representative writers and their works, as well as on major movements. Critical essays, poems, and prose excerpts, chosen to reflect the concerns of each period, are discussed within their broader sociopolitical and aesthetic context. Prereq: English 201.

English 301. British and American Literature.

This course focuses on selected works of British and American literature within their wider historical, social, cultural and intellectual framework. It is designed to introduce students to problems of bibliography, biography, historical setting and practical criticism in the study of literature. Students will be expected to read both primary and secondary materials related to the topic. Each student will be responsible for an in-class presentation on one aspect of the topic under consideration, the result of which will form the basis of a 4000-word research paper. The format of the course will be that of a seminar. Prereq: English 201.

English 302. A Survey of American Literature.

This survey course focuses on selected works of American literature which span the period from Colonial times to the present. The artistic and intellectual evolution of American literature over this period is considered, as are questions of how



specific pieces relate to the historical, social and cultural contexts from which they emerged. Prereq: English 201.

English 305. The International Novel.

An investigation of the origins and development of the international novel, including its American roots, its British colonialist exponents, its form during the period between the two World Wars, and its post-WW II manifestations. Writers whose works are analyzed include Hawthorne, James, Kipling, Forster, Hemingway, Durrell and Greene. The course focuses on the texts themselves, with special attention devoted to the technical devices by means of which writers encounter the "stranger", including point of view, setting, and the utilization of cultural confrontation to sharpen and highlight the moral concerns of particular authors. Prereq: English 201.

English 308. Masterpieces of World Literature.

This course focuses on masterpieces of world literature from the Middle Ages to the present. Beginning with Dante and ending with writers of the late 20th century, an overview is provided of the changing yet perennial images of humans in relation to their world, as manifested in great literary works. Emphasis is also given to the changing roles of hero and heroine in the history of literature. Among the writers considered are Dante, Shakespeare, Cervantes, Voltaire, Whitman, Flaubert, Dostoyevsky, Tolstoy and Kafka.

Greek 101. Beginning Modern Greek.

The aim of the course is to develop the student's familiarity with oral and written language through dialogues concerning everyday situations and written material drawn from the popular media. Emphasis is on oral communication. Grammar is learned through dialogues illustrating everyday communication, while students gain practice by role-playing and acting out numerous common

situations. The vocabulary used corresponds to basic social needs for an environment where Greek is spoken.

Greek 102. Intermediate Modern Greek.

This course is designed to further develop the student's fluency in Greek. Emphasis is given to oral practice, which includes active use of the spoken language, without neglecting the written language. Grammar is presented through dialogues involving everyday communication and written material from newspapers and magazines. Students hold discussions on simple social topics.

History 101. Survey of Western Civilization I.

Reading, analysis and discussion of the major ideas which have shaped the Western mind and structures of Western culture; emphasis is placed on the relation of these ideas to their historical contexts, as well as on political, economic and social institutions from the civilizations of Mesopotamia and Egypt to the Renaissance.

History 102. Survey of Western Civilization II.

Following History 101, this course continues the survey of Western Civilization from the Renaissance to the modern era. Emphasis is placed on the reading of primary sources and the critical analysis of the main ideas developed in Western societies and their relationships to political, social, economic and cultural developments. Students are expected to pre-read all material and to participate in classroom discussions. Prereq: History 101.

History 141. History of the U.S.A. I.

A survey of American history from early migrations to the mid-nineteenth century and its aftermath. Focus is on Native American civilizations, colonial society, the roots of revolution, expansion, and slavery.



History 142. History of the U.S.A. II.

A continuation of History of the U.S.A. I., beginning with the Civil War and Reconstruction, the Progressive Era, World War I and the end of isolationism, the Depression, the New Deal, World War II, the Cold War, Vietnam, and recent trends. Prereq: History 141.

History 221. Europe and the World in the Twentieth Century.

This course will examine such themes as the struggle between Modernism and Liberalism, the diplomacy of a near-century-long civil war, contemporary developments in economic thought and planning, the ideological basis of the Cold War, Europe's relationships with the world at large, and the prospects for a return to "normalcy" in the twenty-first century. Students will be evaluated on a variety of written and oral presentations. Prereq: History 102.

History 231. Modern Greek History.

This course examines such themes of Greece's recent past as nationalism, modernization, economic development, constitutional government, territorial expansion, foreign interference and others. Readings form the basis for critical analysis of the causes and consequences of major events, of contemporary ideas and of leading personalities through classroom discussion and written assignments. Prereq: History 102.

Humanities 201. Great Texts From the Ancient World to the Christian World.

This course examines important texts in poetry, history and philosophy from Homer to St. Augustine. The basic theme traced in the course is the development of the related concepts of virtue, order, justice, and truth. Texts include selections from Homer

(*Iliad*), Hesiod (*Theogony, Works and Days*), Heraclitus and Parmenides, Aeschylus (*Oresteia*), Herodotus, Sophocles (*Oedipus Rex*), Thucydides, Plato (*Protagoras, Republic*), Euripides (*Bacchae*), Aristophanes (*Frogs*), Aristotle (*Poetics, Nichomachean Ethics, Politics*), portions from selected books of both the Old Testament (*Genesis, Ecclesiastes, Book of Job*) and the New Testament (*the Gospels, St. Paul's Epistles*), and extracts from Lucretius, Epictetus (*Enchiridion*), Marcus Aurelius (*Meditations*) and St. Augustine (*Confessions*).

Humanities 202. Great Texts From the Medieval World to the Modern World.

This course examines important literary, historical and philosophical texts from the medieval era to the nineteenth century. The basic theme traced is the development of the related concepts of self, crisis, salvation, world. The readings include representative works of Dante (*Inferno* and selections from *Purgatory and Paradise*), Machiavelli (*The Prince*), Shakespeare (*Hamlet*), Milton (*Paradise Lost*), Montaigne (*Essays*), Descartes (*Discourse on the Method*), Hume (*Enquiries*), Voltaire (*Candide*), Rousseau (*Emile*), Kant (selections from *Groundwork of the Metaphysics of Morals* and *What is the Enlightenment*), Goethe (*Faust I*), Tolstoy (portions of *War and Peace*), Marx (*Eighteenth Brumaire of Louis Bonaparte, Communist Manifesto* and *Theses on Feuerbach*), and Dostoyevsky (*The Brothers Karamazov*).

Music 101. Music Appreciation.

A course in learning how to listen to music attentively. Students are taught to follow what they hear, to discern meanings, and to reflect upon these. The course also examines the interaction of music with its social, cultural and historical contexts, and explores what music signifies both to its creators and to its listeners.



Music 201. Survey of Music History.

An exploration of various musical styles and genres in the history of music. The course expands the range of musical types students were exposed to in Music 101, refines student skills in listening, and takes into consideration in analysis and discussion fundamentals of music such as basic theory. Suggested Prereq: Music 101.

Philosophy 101. Introduction to Philosophy and Critical Reasoning.

The primary aim of this course is to train students in the skills required for critical analysis of discourse. Its secondary aim is to apply these critical analytic skills to the activity of philosophizing. Accordingly, the course is divided into two parts. In the first, the main concern is with the validity of inferences. Students learn sentential and predicate calculus so that they are in a position to check the validity of any argument proposed. In the second part, the main concern is inquiry, and to this purpose the students apply logical theory first to questions concerning methodology (induction, hypothesis, abduction, explanation, reduction, theory, definition, distinction, issue, problem), and then they apply all these techniques to the discussion of two problems: the existence of God, and the problem of mind and its relation to matter.

Philosophy 201. Ethics.

A course to guide students from the main traditional problems and theories of ethics to the problems and concerns of recent ethical discussion by way of twentieth century metaethical investigation of nature, possibility and the limits of ethical discourse. It is divided into three parts: traditional ethical theories (Aristotle and Kant); the metaethical challenge to ethics of the first half of the twentieth century, and the recent return to normative ethical theory determining justice and happiness as fundamental concepts of all ethical discourse. Prereq: Philosophy 101.



Religion 101. Introduction to the Study of Religion.

This course introduces the students to the study of Religion and to many of the world's living religions. Through readings and discussions, the concept of Religion is explored, and the histories and practices of religious traditions east and west are examined. This understanding of the history and philosophy of various religious traditions serves to broaden and deepen students' perception of the world around them.

SOCIAL SCIENCES

Anthropology 101. Introduction to Anthropology.

An overview of major themes and concepts of Anthropology considered both in relation to the biological disciplines (Paleontology, Ethology, Sociobiology) and as the comparative study of human cultures (Social Anthropology/Ethnology). The course establishes the continuity of human culture from an evolutionary perspective and acquaints students with contemporary interdisciplinary debates on major issues.

Anthropology 202. Modern Anthropological Theory.

A comprehensive examination of the development of anthropological theory from its early 19th century evolutionist beginnings to its contemporary post-structuralist stage. The course is designed to acquaint students with issues of theory and methodology. It presents social anthropology as a unified discipline developed in relation to the social and political conditions of the world economy. Prereq: Anthropology 101.

Anthropology 205. Ethnography.

This course has a twofold focus. The first is to introduce students to the meaning of ethnography through an examination of the hazards and pleasures of "practicing an ethnography". Attention

is drawn to the different perspectives an insider and an outsider may have of the same culture, as well as to how anthropologists proceed from observation to interpretation. The second focus of the seminar is to examine Greek ethnographies as examples of different theoretical approaches to various cultural aspects (e.g., social organization, symbolic systems, gender ideology, ethnic and regional identity), and to present an anthropological view of Greek culture and society. Prereq: Anthropology 101.

Anthropology 211. Theory and Techniques of Archaeology.

A survey of the archaeological discipline with focus on two themes: the material remains of past cultures and the techniques employed when studying archaeological remains. The course intends to broaden and deepen the students' understanding of past cultures and societies, thus providing enhanced insight into modern ones. Special emphasis is placed on the reconstruction of social structure, environment, technology, communication and cognitive systems of past societies, as well as on the analysis of archaeological explanation. Prereq: Anthropology 101.

Economics 100. Principles of Economics.

An introduction to micro- and macroeconomic concepts beginning with an analysis of the basic techniques. Topics considered in microeconomics include determining equilibrium prices and quantities in competitive markets, consequences of the various types of government intervention, theories of monopolistic and oligopolistic markets, externalities and public goods. Topics considered in macroeconomics include determining aggregate levels of output, employment, and inflation in the light of modern schools of economic thought. The student is introduced to current topics including economic growth and international economics.



Economics 201. Microeconomic Theory.

This course focuses mainly on neo-classical economics. Topics include the market and government intervention (equilibrium, surplus, intervention), consumer theory (preference theories, utility, Slutsky equation, choice), theory of the firm (stages of production, theory of costs), factor markets (competitive labor market, monopsony, trade unions, bilateral monopoly), production analysis (types of production functions, technological change), market structures (type of market forms, cartels, price leadership), and welfare economics (general equilibrium, cost-benefit analysis, externalities, public goods). Prereq: Economics 100.

Economics 202. Macroeconomic Theory.

This course focuses mainly on neo-Keynesian economics. Topics include comparative statics and dynamics, the IS/LM/BP model, major theories of consumption, investment and demand for money, the government sector (the supply of money, the budget constraint), the foreign sector, the labor market (alternative theories), formation of expectations (inflation, unemployment), macroeconomic policies (fiscal, monetary, exchange rate, combinations), and theories of economic growth. Prereq: Economics 101.

European Studies 211. European Integration I.

An analysis of the pre- and postwar economic and political developments that led to the creation of the European Community (E.C.) and its transformation into the European Union (E.U.). This will include the main turning points in the history of the E.C. such as the successive enlargements, the Single European Act, the Maastricht Treaty and others. The course also includes an analysis of the institutions and the decision-making mechanisms of the E.U. and the structure and problems related to the E.U. budget. The course concludes with an overview of the major Common

Policies, European Monetary Union (EMU), the relations with non-member states, and prospects for European Integration.

European Studies 212. European Integration II.

Following European Studies 211, this course focuses on the theory and empirical evidence of the effects of Economic Integration. The European Union serves as the main reference set, with respect to which common policies and free mobility issues are thoroughly and critically examined. Two important issues, Monetary Integration and the Financial Institutions of the E.U. are analyzed in depth. The course concludes with a discussion of the prospects for the E.U., including future stages as provided by the Maastricht Treaty, forthcoming enlargement, and other emerging issues. Prereq: European Studies 211.

European Studies 222. External Relations of the European Union.

This course examines the external relations of the European Union and its role in international economic and political affairs. It considers such questions as whether the European Union has achieved its early goal of becoming the "third superpower", and what internal factors shape its external policies. Other topics considered include European Political Cooperation before and after Maastricht, relations with the former Soviet satellites, and prospects for an eastward enlargement. Finally, the course considers the E.U.'s Common Commercial Policy and relations with GATT (or World Trade Organization), the U.S., Japan, the Mediterranean basin, and developing countries. Prereq: European Studies 212.

Political Science 101. Introduction to Political Science.

An introduction to some of the fundamental concepts and problems within the field of political science through critical analysis of several issues. Topics include political power and





authority, legitimacy, justice, the role of political institutions, including the legislative and executive branches of government, as well as an investigation of electoral systems and political parties.

Political Science 102. Comparative Political Systems.

A course designed to acquaint students with various types of political systems by comparing and contrasting these systems. Under investigation will be European parliamentary systems, political systems found in non-democratic nation-states, as well as systems found in newly-independent states. The focus will be on exploring a theoretical framework for comparing political systems, the effects of colonialism, modernization and development, and other related topics. Prereq: Political Science 101.

Political Science 201. International Relations.

The greater part of the course will be devoted to providing an understanding of the core issues of international relations, including the concepts of power and interdependence, conflict and cooperation, hegemony and influence, transnational economic relations and international organizations. Various approaches to the study of IR will be presented and compared, in an effort to allow the student to develop a critical perspective towards the subject. The last part of the course will consist of in-class discussions of the students' own research on topics of their choice. Prereq: Political Science 101.

Political Science 202. Political Theory.

This course is an introduction to the major schools dominating contemporary political philosophy. Therefore, emphasis is given not to the history of the subject, but to theories and concepts associated with the "revival" of political philosophy, which took place in the 1970's. The basic tenets of utilitarianism, egalitarian liberalism, libertarianism, analytical marxism and communitarianism are critically examined and special reference is



made to the works of Rawls, Dworkin and Nozick. Students are expected not only to familiarize themselves with the relevant philosophical arguments, but to see how they bear upon the political agenda. Prereq: Political Science 101, Philosophy 101.

Political Science 207/Sociology 207. The Modern Greek Nation-State.

This course seeks to explore and analyse the characteristics of modern Greek society by investigating socio-cultural and political structures and institutions. The focus will be on the post-World War II era -- the last half of the twentieth century -- but some historical background from the first half of the century will be included as well to provide the necessary background required for one to fully comprehend the idiosyncrasies of modern Greek society. Topics for discussion will include: (a) an analysis of the modern Greek state vis-à-vis various analytical paradigms used to explain state structures; (b) Greek civil society and the patron-client system; (c) Greek bureaucracy; (d) the Greek political party system; (e) the role of the Greek Orthodox church and religion in society, and (f) the Greek family as a social and economic institution in society. Prereq: Political Science 101, Sociology 101.

Political Science 221/Economics 221. Game Theory for Socioeconomic Choices.

Game Theory is the analytical study of decision making by participants in a competitive (cooperative) environment. Each participant can influence the outcome of a certain event, but no single participant can completely determine it. Applications of Game Theory include economic theory (e.g. price competition, efficiency of advertisement), military/political situations (e.g. arms control, negotiation, voting), and learning theory. The course is intended for students concentrating in economics/business, or political science. Prereq: Economics 100, Math 100.

Psychology 101. Introduction to Psychology.

The course provides a general overview of psychology as a science. Topics considered include perspectives in psychology today, a brief history of the subject, research methods used by psychologists, understanding of consciousness, human and animal learning, memory, nature and measurement of intelligence, emotions and motivation.

Psychology 201. Developmental Psychology.

This course adopts a life-span perspective, studying human development from conception to death. Theories of human development will be presented in detail, together with genetic and environmental influences. Following the chronological approach, the course will consider physical, cognitive and social development during infancy, childhood, adolescence, and adulthood. Prereq: Psychology 101.

Psychology 202. Personality Theories.

This course studies the four D's of personality (description, dynamics, determinants and development). The mask (persona) behind which a person hides is dropped and revelations, according to ten theories, follow. These aspire to give students a better understanding of human nature, behavior and experience. Prereq: Psychology 101.

Psychology 212. Applied Psychology.

Students are given a chance to see how recent psychological research and theory applies to people's everyday lives in numerous contexts: the workplace, the learning environment, and social interchange. Using real-life situations, it illustrates the principles of behavior and attitude change while fostering critical thinking skills on the part of the student. Prereq: Psychology 101.



Psychology 301. Social Psychology.

The theme of this course is social interaction: how man thinks, feels and acts in the presence of others. Topics include conformity, group processes, persuasion, prejudice, aggression, attraction and altruism. Experimental evidence as well as everyday situations will be considered. Prereq: Psychology 101.

Psychology 312. Abnormal Psychology.

A survey of the conceptions of abnormal behavior through the ages, with contemporary descriptions of the major psychological disorders according to DSM_{IV}. Cases from each major category will be discussed and students will be expected to form hypotheses concerning real-life clinical situations. Prereq: Psychology 101, 202.

Sociology 101. Introduction to Sociology.

An introduction to the main concepts, methods and topics within the field of sociology, beginning with the origins of sociology as a science. Such topics as gender, family, work, education and its role within society, ethnicity and race, as well as social deviance will be critically analyzed and interpreted.

Sociology 201. Contemporary Social Issues.

This course initiates students into the conceptual framework and problems associated with "mass culture", through an analysis of that phenomenon. The course focuses on the analysis and interpretation of such contemporary social issues as feminism, race and ethnic relations (including internal colonialism), terrorism, as well as more specialized cases of institutionalized and clandestine violence. The course maintains a comparative perspective and thus the above issues will be considered both in their first and third world contexts. Prereq: Sociology 101.

Sociology 202. Modern Sociological Theory.

An examination and interpretation of sociological theory and the problems of theorizing, as evidenced in the works of major thinkers of the 19th and 20th centuries, including Comte, Spencer, Marx, Weber, Mills, Parsons, and others. The course also explores contemporary approaches in sociology, including ethnomethodology, positivism, and symbolic interactionism. Prereq: Sociology 101.

Sociology 203. Sociology of Literature, Drama and Cinema.

This course introduces the social aspects, determinations and meaning of three major modern cultural institutions: Literature, Drama and Cinema; and develops a sociological understanding of their historical, aesthetic and hermeneutic dimensions. The course explores the questions and methods of current sociological research into various aspects of their production, distribution and reception. Prereq: Sociology 101.

Sociology 205. Sociology of Mass Communications.

An overview of the main issues relating to the origins, development and significance of the mass media in the 20th century. The course aims to provide a comprehensive definition and description of mass communication, to develop a sociological understanding of the history, organization, role and effects of the mass media, and to provide an analytical approach to the interpretation of the messages of the mass media. Prereq: Sociology 101.

Sociology 207/Political Science 207. The Modern Greek Nation -State.

This course seeks to explore and analyse the characteristics of modern Greek society by investigating socio-cultural and political structures and institutions. The focus will be on the post-World



War II era -- the last half of the twentieth century -- but some historical background from the first half of the century will be included as well to provide the necessary background required for one to fully comprehend the idiosyncracies of modern Greek society. Topics for discussion will include: (a) an analysis of the modern Greek state vis-à-vis various analytical paradigms used to explain state structures; (b) Greek civil society or patron-client system; (c) Greek bureaucracy; (d) the Greek political party system; (e) the role of the Greek Orthodox church and religion in society; and (f) the Greek family as a social and economic institution in society. Prereq: Political Science 101, Sociology 101.

Liberal Arts 299. Senior Research.

A course designed to acquaint students who are planning to do graduate work in one of the fields of the social sciences and humanities with the types of work and techniques of study which will be required of them. These will include reading of both primary and secondary sources, bibliographical searches and formats, in-class presentations, the graduate school essay, and the graduate research paper.

MATHEMATICS, SCIENCE AND COMPUTER SCIENCE

Mathematics 100. Precalculus.

The course introduces the rudiments of set theory, properties of real numbers, functions and their graphs, quadratic functions, exponential, logarithmic and related functions, trigonometry, and analytic geometry.

Mathematics 101. Calculus.

This course focuses on functions and their graphs, limits and



continuity, differentiation of functions with applications, antiderivatives, the definite integral, and techniques of integration. Prereq: Math 100.

Mathematics 109. Social Statistics.

The aim of this course is to provide the students with an understanding of the basic concepts and methods of descriptive and inferential statistics and probabilities, such as summary measures, probability, random variables, probability distributions, confidence interval estimation, hypothesis testing, regression and correlation analysis.

Mathematics 111. Statistics I.

This course introduces students to basic statistical concepts and techniques. Each technique is illustrated by examples which help students to understand not only how the statistical techniques are used, but also why decision makers need to use them. Topics covered include Frequency Distributions, Statistical Descriptions, Index Numbers, Linear Regression Analysis and Correlation Analysis. Prereq: Math 100.

Biology 101. Introduction to Biology.

This course introduces the basic principles of modern biology, the framework within which new discoveries are interpreted, and the relations among various branches of biological research. Emphasis is given to mammalian, particularly to human, biology, the genetic revolution, the eukaryotic cell, and multicellular systems. Laboratory included.

Biology 211/Psychology 211. Cognitive Science.

This course deals with the Mind-Brain problem. It reviews the modern intellectual framework for examining cognitive functions,

which is based on the ability to study their biological substrates. It outlines the neural mechanisms for higher mental functions, such as perception, thinking, remembering, and learning, as well as how interacting structures process language in the brain. The evidence for localization of higher functions in specific brain regions is described, from sensory perception to complex reasoning. Finally, a variety of brain disorders is discussed, including schizophrenia, depression, anxiety, Alzheimer's disease and several language dysfunctions. Prereq: Biology 101, Psychology 101.

Chemistry 101. General Chemistry.

Designed for non-science majors, the course presents the basic principles of modern Chemistry within the framework of the modern world and the processes involved in technological developments. Information is first presented at the submicroscopic level of electrons, atoms, and molecules, to show how subtle events at this level may be propagated upward to affect organisms, societies and entire ecosystems. Acids, bases and their equilibria are treated as basic proton/electron transfer reactions related to organic and inorganic matter. Laboratory included.

Physics 101. Foundations and Applications.

This course is designed to introduce students to the basic theories and principles of Physics, to consolidate these theories with observations and experimentation and to acquaint students with new technological applications. Each of these aims contains the following: (1) *Theories*. Fields of study, basic mechanics (motion and dynamics of particles and rigid bodies), work and energy, planetary system, temperature and kinetic theory, heat and thermodynamics, electricity, and magnetism; (2) *Experimentation*. The students gain the opportunity to examine most of the above-mentioned theories and to learn how a scientific work (experiment) can be presented; (3) *Technological applications*. New



technological achievements are presented to students. Artificial satellites and their importance to communications, conversion of solar energy to heat and electricity (solar heating systems, greenhouses, solar cells), and high temperature superconductors are some of the modern technologies described. Laboratory included.

Computer Science 101. Introduction to Computers.

The purpose of this course is to provide a solid foundation in computer concepts and a thorough understanding of computer applications, so that the student may become an effective computer user. The course includes detailed discussions of computer hardware and software components and practical lab experience with common word-processing and spreadsheet software.

BUSINESS ADMINISTRATION

Accounting

Accounting 101. Financial Accounting.

This course is designed to provide students with an understanding of accounting information and the environment in which it is developed and used. Accounting principles and procedures are discussed in order to provide an understanding of the financial accounting process, including the recording, summarizing, and reporting of business transactions which result in the preparation of financial statements. Topics covered include accounting and the business environment, revenue and cost recognition, asset valuation, depreciation, and an introduction to financial statement analysis. Prereq: Math 101, Economics 100.

Accounting 102. Managerial Accounting.

The course is designed to give insight into the use of accounting reports and information for internal purposes. Students will be exposed to the use of accounting data in order to set plans, control and make managerial decisions. Furthermore, students will become familiar with using some management accounting techniques and methods, in order to produce the required information. Topics include management accounting vs. financial accounting, costing systems, cost relationships and c.v.p. analysis, segmented reporting, profit planning, standard costing and responsibility accounting. Prereq: Accounting 101.

Accounting 201. Cost Accounting.

This course focuses on determining costs on a company-wide basis and using them to improve business efficiency and establish prices. Topics include basic cost concepts such as the distinction between different types of cost, the establishment of cost centers within an operation, the main types of cost systems, cost allocation to joint products and by-products, and the allocation of cost of service departments. Also examined are aspects of cost control such as the reversibility of fixed costs, the profitability of specific products, and customers and the analysis of make-or-buy decisions. Prereq: Accounting 102.

Accounting 202. Financial Statement Analysis.

This course considers the interpretation of various aspects of financial statements and their economic significance. Topics include comparison between book and market value of assets, uncollectable receivables, alternative methods for inventory valuation, valuation of leases and the use of financial ratios in evaluating company performance, credit lines and stock prices. An overview is also provided of issues such as company valuation, treatment of goodwill, and accounting for investments in securities. Prereq: Accounting 102.



Economics

Economics 100. Principles of Economics.

An introduction to micro- and macroeconomic concepts beginning with an analysis of the basic techniques. Topics considered in microeconomics include determining equilibrium prices and quantities in competitive markets, consequences of the various types of government intervention, theories of monopolistic and oligopolistic markets, externalities and public goods. Topics considered in macroeconomics include determining aggregate levels of output, employment, and inflation in the light of modern schools of economic thought. The student is introduced to current topics including economic growth and international economics.

Economics 201. Microeconomic Theory.

This course focuses mainly on neo-classical economics. Topics include the market and government intervention (equilibrium, surplus, intervention), consumer theory (preference theories, utility, Slutsky equation, choice), theory of the firm (stages of production, theory of costs), factor markets (competitive labor market, monopsony, trade unions, bilateral monopoly), production analysis (types of production functions, technological change), market structures (type of market forms, cartels, price leadership), and welfare economics (general equilibrium, cost-benefit analysis, externalities, public goods). Prereq: Economics 100.

Economics 202. Macroeconomic Theory.

This course focuses mainly on neo-Keynesian economics. Topics include comparative statics and dynamics, the IS/LM/BP model, major theories of consumption, investment and demand for money, the government sector (the supply of money, the budget constraint), the foreign sector, the labor market (alternative theories); formation of expectations (inflation, unemployment),

macroeconomic policies (fiscal, monetary, exchange rate, combinations), and theories of economic growth. Prereq: Economics 100.

Economics 242/Management 242. Applied Managerial Economics.

This course refers to the application of economic theory and the tools of analysis of decision science to examine how an organization can achieve its aims or objectives most efficiently. The course uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathematical economics and econometrics), and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision making. As an overview course, applied managerial economics shows how managerial decisions are actually made in the real world through a large number of cases.

Computer Science

Computer Science 101. Introduction to Computers.

The purpose of this course is to provide a solid foundation in computer concepts and a thorough understanding of computer applications, so that the student may become an effective computer user. The course includes detailed discussions of computer hardware and software components and practical lab experience with common word-processing and spreadsheet software.

Computer Science 201. Computer Information Systems and Database Management.

This course examines computer information systems as a whole and database technology in particular. Its broad objectives are to



help students to manage information technology, play an active role in systems analysis and design, and use a microcomputer system effectively. The first part of the course introduces the basic concepts, classifications, and common applications of information and database systems. The second part concentrates on the process of developing information systems. Prereq: Computer Science 101.

European Studies

European Studies 211. European Integration I.

An analysis of the pre- and postwar economic and political developments that led to the creation of the European Community (E.C.) and its transformation into the European Union (E.U.). This will include the main turning points in the history of the E.C. such as the successive enlargements, the Single European Act, the Maastricht Treaty and others. The course also includes an analysis of the institutions and the decision-making mechanisms of the E.U. and the structure and problems related to the E.U. budget. The course concludes with an overview of the major Common Policies, European Monetary Union (EMU), the relations with non-member states, and prospects for European Integration.

European Studies 212. European Integration II.

Following European Studies 211, this course focuses on the theory and empirical evidence of the effects of Economic Integration. The European Union serves as the main reference set, with respect to which common policies and free mobility issues are thoroughly and critically examined. Two important issues, Monetary Integration and the Financial Institutions of the E.U. are analyzed in depth. The course concludes with a discussion of the prospects for the E.U., including future stages as provided by the Maastricht Treaty, forthcoming enlargement, and other emerging issues. Prereq: European Studies 211.

European Studies 222. External Relations of the European Union.

This course examines the external relations of the European Union and its role in international economic and political affairs. It considers such questions as whether the European Union has achieved its early goal of becoming the "third superpower", and what internal factors shape its external policies. Other topics considered include European Political Cooperation before and after Maastricht, relations with the former Soviet satellites, and prospects for an eastward enlargement. Finally, the course considers the E.U.'s Common Commercial Policy and relations with GATT (or World Trade Organization), the U.S., Japan, the Mediterranean basin, and developing countries. Prereq: European Studies 212.

Finance

Finance 201. Introduction to Finance.

An introduction to financial management and the role of finance, within the firm and in the economy as a whole. The legal, operating and tax environments are discussed, as well as financial instruments and capital markets. Emphasis is given to the two major activities a financial manager is called to perform: finding and allocating funds. Topics covered include legal/operating/tax environment of the firm, time value of money, analysis of financial statements, leverage, working capital management, cost of capital structure, and financial markets. Prereq: Accounting 101, 102; Computer Science 101, Math 101, Economics 201.

Finance 202. Managerial Finance.

Advanced financial issues are presented, while some issues covered in Finance 201 are analyzed in greater depth. Emphasis is given to the management of financial instruments, as well as the





financial planning process. Students become acquainted with the application and use of financial models through detailed real-life problem solving assignments. Topics covered include cash/marketable securities management, accounts receivable management, inventory management, capital budgeting, leasing, mergers/acquisitions/holding companies, financial planning, and international financial management. Prereq: Finance 201, Math 111.

Finance 210. Money and Banking.

An overview of some key issues related to money, monetary policy and banking in a domestic and international setting. Major topics considered in the money part of the course include money and monetary standards, central bank and monetary control, and monetary policy. The banking part of the course begins with an

introduction to the main banking operations and functions. It continues with a description of the markets in which banks operate, including the domestic, international and Eurocurrency money and capital markets. Principles of bank assets and liability management are discussed. The risks encountered in banking are addressed together with the means of controlling such risks. Finally, bank regulation is examined in the context of recent initiatives for international harmonization. Prereq: Finance 201, Economics 202.

Finance 220. Investment and Portfolio Management.

This course offers an introduction to applied financial topics. Investment alternatives are analyzed in terms of risk and return with the use of financial models. Topics covered include stock valuation, financial instruments, bonds, warrants and options, futures, Capital Asset Pricing Model, term and risk structures of interest rates, and development of investment portfolio. Prereq: Finance 202, Math 211.

Finance 232. International Finance.

This course, designed for students who wish to build upon the basic economic and financial principles they have acquired in the areas of economics and corporate finance, covers both the management and the markets of multinational and European businesses. Students are exposed to the international business environment, with emphasis on the challenges financial managers face in the dynamic and rapidly expanding field of international and European finance. More specifically, students thoroughly examine recent developments in the following areas: financial management of an internationally-oriented business, international financial markets, multinational capital structure and the cost of capital, hedging of exchange rate movements and financing of international trade, and the international banking environment. Prereq: Finance 202.



Law

Business Law 240. Principles of Commercial Law.

Principles of commercial law relating to the business organization and its environment are covered. Topics include forms of business organization, creation of new business ventures, laws relating to sales, purchasing, employment, consumer protection, real estate, contracts, insurance, antitrust, and bankruptcy.

Business Law 242. European Business Law.

An introduction to institutional European Community Law, beginning with an analysis of the basic principles of the European Union and the rules concerning the establishment and functioning of the internal market. The following topics are examined: consumer protection policy and legal protection, including directives on product liability and on the drawing of contracts away from business premises; elements of environmental E.U. law which may affect the opening and/ or operation of a business; characteristics and limitations of new types of business (hire-purchase, leasing factoring, forfeiting); negotiable instruments; technology transfer agreements, patent law, copyright protection; aspects of E.U. external trade in relation to commercial defense measures such as import and export regimes, anti-dumping and subsidies measures related to the operation of multinationals within the E.U. Ethical and management issues are considered throughout the course.

Management

Management 101. Introduction to Management.

This course provides students with a knowledge of basic management theories and concepts. The environment within which the firm operates and the organization and structure of the

firm are presented. Topics covered include historical foundations of management, organizational structure of the firm, management of the business enterprise, human elements of administration, human resources management, the marketing concept and the consumer, sales, purchasing, production, accounting and finance, management information systems, business and government, the social responsibility of business, and international business.

Management 201. Organizational Behavior.

The behavior of individuals and groups within the organizational context is presented and analyzed. Different forms of organizational behavior are considered, providing students with exposure to various models. Topics covered include the context of organizational behavior, organizational culture, understanding individual behavior, organizational perception attitudes, job satisfaction, job stress, motivation and learning, interpersonal behavior and dynamics, leadership, power and politics. Prereq: Management 101.

Management 210. Personnel Management.

Theoretical concepts and principles that relate to the management of the human resources of an organization are presented. The main objective is to give students an in-depth understanding of the personnel management function. Topics covered include human resource planning, demand and supply for human resources, job analysis and design, recruitment, selection, training and development of human resources; performance appraisal, compensation systems, employee benefits and services, security and health issues, employee motivation, personnel communication, labor unions, and collective bargaining. Prereq: Management 101, 201.



Management 218. International Business.

The objective of this course is to present an overview of the global environment within which firms operate. Students are exposed to all aspects of international business and will learn how to interpret international developments and evaluate their consequences for the firm. Among the topics considered are the nature of the multinational corporation, the institutional framework for international business, environmental factors influencing the choice of international investment sites, factors related to business operations in specific countries/ regions, and the special circumstances relating to the marketing and financing of international businesses. Prereq: Management 101.

Management 220. International Management.

Students are introduced to the global business environment within which international and multinational companies operate. Issues are discussed at the macroeconomic and microeconomic levels. Topics covered include human and cultural factors influencing the business environment, international trade theory, foreign investment forms, the international payments system, foreign exchange, planning for international operations, and international business strategies. Prereq: Management 101, 218.

Management 230. Small Business.

This course addresses the essential aspects of operating a small to medium-sized company. All major areas of management will be covered with emphasis on their practical application to the Greek business environment. Topics covered include entrepreneurship, new venture feasibility, starting a small business, forms of ownership, strategic planning, marketing concepts and accounting principles for the small business, risk taking, human resource management and international opportunities. Prereq: Management 101, Accounting 101, Finance 201.

Management 242/Economics 242. Applied Managerial Economics.

This course refers to the application of economic theory and the tools of analysis of decision science to examine how an organization can achieve its aims most efficiently. The course uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathematical economics and econometrics), and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision making. As an overview course, applied managerial economics shows how managerial decisions are actually made in the real world through a large number of cases.

Management 250. Export Management.

This course deals with applied aspects of foreign trade and investment in production capacity abroad. Modes of foreign market entry, effects of currency fluctuations on the performance of a firm with customers or suppliers in other countries, pricing issues for products sold abroad, the impact of foreign taxes and duties, and opportunities in some emerging markets are examined. Students are also introduced to sources of information for research on foreign companies with respect to product, sector, and country. Prereq: Management 101.

Management 301. Business Strategy.

The goal of this course is to enable students to approach the whole organization: marketing, finance, accounting and personnel functions together. Strategy and structure are the central themes of the course. Topics covered include the business environment, the systems approach, industry analysis, organizational intelligence, organizational structuring, organizational power, strategy



development and implementation, leadership styles, managing the external environment, and strategic decision-making. Prereq: Management 101, Finance 201, Marketing 101.

Management 312. Production and Operations Management.

The course provides an overview of concepts, methodologies and applications of production and operations management. Topics include productivity, forecasting demand, location and capacity planning, inventory control, project management, operations scheduling, just-in-time systems, quality control, total quality management. Prereq: Management 101.

Management 315. Management Science.

An intensive course in the fundamentals of mathematical model construction for analyzing business problems. Topics include linear programming, transportation and assignment problems, network models, waiting line models, Markov processes and decision theory. Extensive use of computer models will be made. Prereq: Math 101, 111, Management 101.

Marketing

Marketing 101. Introduction to Marketing.

The objectives of this course are to introduce the basic marketing concepts, to present the practical use of marketing in modern corporations, to provide students with the elements of market thinking in solving business problems and to prepare them for working in the competitive and dynamic field of marketing. Topics covered include the macro and micro role of marketing, market segmentation, marketing information systems and basic principles of marketing research, demographic and behavioral dimensions of consumers, marketing mix and the four P's (product analysis,

product strategies, new product development, and product distribution), pricing policies, promotional and advertising campaigns and marketing plan construction. The course is enriched by current articles, real-world cases, video projections, project construction and marketing simulation.

Marketing 201. Marketing Strategy.

This course emphasizes strategic decision-making that managers exercise in order to satisfy consumer needs. The importance of market planning as it relates to corporate survival and prosperity is closely examined. Of primary interest is the development, implementation and control of a Marketing Plan. Prereq: Marketing 101.

Marketing 212. Sales Management.

This course focuses on the principles and practices of personal selling and the management of the sales force. It applies the management approach to the analysis of the sales manager's functions, accountabilities and decision making within the context of the market environment. Prereq: Management 101, Marketing 101.

Marketing 214. Advertising.

This course examines advertising as a medium of communication and as a function of marketing. Emphasis is placed on consumer behavior, advertising media, advertising creativity and design, development and implementation of an advertising campaign. Prereq: Marketing 101.

Marketing 218. Services Marketing.

This course concentrates on the application of the theory and practice of marketing in the service sector of the economy. It identifies and elucidates the particularities of the service sector and its growing significance for contemporary economies. A number



of industries within the sector, such as tourism, education, and transportation services are thoroughly explicated. Prereq: Marketing 101.

Marketing 220. Marketing Research.

The objectives of this course are to provide the prospective marketing manager with an understanding of marketing research, to help students understand how marketing research is used for developing and achieving marketing objectives, and to provide students with the experience of applying marketing research techniques to various business situations of interest to them and/or their firms. Topics covered include the role of marketing research in the marketing decision-making process, basic research designs, data sources, data collection procedures, sampling methods, data analysis, reporting research findings and other important applications. The course is complemented by real-world examples, up-to-date case analysis and a practical research problem. Prereq: Marketing 101, Math 211.

Mathematics

Mathematics 101. Calculus.

This course focuses on functions and their graphs, limits and continuity, differentiation of functions with applications, antiderivatives, the definite integral, and techniques of integration. Prereq: Math 100.

Mathematics 111. Statistics I.

This course introduces students to basic statistical concepts and techniques. Each technique is illustrated by examples which help students to understand not only how the statistical techniques are used, but also why decision makers need to use them. Topics covered include Frequency Distributions, Statistical Descriptions,

Index Numbers, Linear Regression Analysis and Correlation Analysis. Prereq: Math 100.

Mathematics 211. Business Statistics II.

Continuing from Statistics I, this course is intended for students in Business Administration. Probability Theory and Statistical Reference are presented, with emphasis on the applications of probability rather than abstract concepts. Other topics covered are Sampling Theory and Estimation and Hypothesis Testing, which are presented as statistical tools in the decision-making process. Prereq: Math 101, 111.



ADMINISTRATION

Dr. William W. McGrew	President
Dr. Deborah Brown-Kazazis	Academic Dean
Mr. Byron Alexiades	Director of Administration
Mr. Vassilis Blatsas	Acting Chair, Business Adm.
Ms. Zacharoula Lebetli	Registrar/Admissions Officer
Ms. Patricia Kastritsis	Head Librarian
Ms. Brenda Fasnacht	Graduate Study Adviser
Ms. Pavlina Harisiadou	Public Affairs Officer
Ms. Julie Kyriakakis	Student Activities Officer
Ms. Georgia Kirmelidou	Secretary to the President
Ms. Kay Bash	Assistant Librarian
Ms. Antigoni Vlachopoulou	Secretary
Ms. Eleni Montiadou	Secretary



FACULTY*

LIBERAL ARTS

- Andoniou, Leda.** B.A., English Language and Literature, University of Thessaloniki; M.A., Foreign Language Education, University of Texas at Austin (Reg.)*
- Challenger, Anna.** M.A., Philosophy, Kent State University; Ph.D., American and Comparative Literature, Kent State University (Reg.)
- Coules, Rodney.** B.A., English Language and Literature, University of Thessaloniki; M.A., English Language and Literature, University of London, Queen Mary College (Adj.)
- Cranney, Taylor.** B.A., Speech Communication, San Diego State University (Adj.)
- Deltsou, Eleftheria.** B.A., English, M.A., Folklore, University of Thessaloniki (Adj.)
- Doundas, Anastasios.** B.A., History/English, Kean College; M.A., History, Seton Hall University (Adj.)
- Godi, Eleni.** B.A., English Language and Literature, University of Thessaloniki; M.A., English, Boston University; M. Phil., English, Oxford University (Reg.)
- Gonida, Eleftheria.** B.A., Philosophy, Education and Psychology, University of Thessaloniki; M.A., Cognitive Science and Artificial Intelligence, University of Louvain; Ph.D., Psychology, University of Thessaloniki (Adj.).
- Grekinis, Dimitris.** B.S., University of Thessaloniki; M.S., Indiana University; Ph.D., Pharmacology/Biochemistry, Medical College of Ohio (Adj.)
- Grimaldi, Effie.** B.A., Psychology, Brandeis University; M.A., Psychology, University of Dayton (Adj.)
- Kargopoulos, Philip.** B.A., Philosophy, University of Chicago; M.A., Ph.D., Philosophy, Boston University (Adj.)
- Kaissides, Angelos.** B.A., Physical Education and Sports Sciences, University of Thessaloniki; M.S., Sport Psychology and Physical Education, Ithaca College; Ph.D., Sport Psychology, University of Wollongong (Adj.)
- Kazazis, Deborah Brown.** B.A., M.A., Classical Languages, University of Illinois; M.A., Ph.D., Classics and History of Ancient Art, Yale University (Reg.)
- Kehagias, Athanasios.** B.S., Electrical Engineering, University of Thessaloniki; Ph.D., Applied Math, Brown University (Reg.)
- Kitsi-Mitakou, Katerina.** B.A., English Language and Literature, University of Thessaloniki; M.A., Theater Studies, University of Leeds; Ph.D., English Literature, University of Thessaloniki (Adj.)
- Korres, Theodoros.** B.A., History, Upsala College (N.J.); M.A., Ph.D., Byzantine History, University of Thessaloniki (Adj.)
- Lamprou, Daphne.** B.A., Art History, University of Akron; M.A., Art History, Kent State University (Adj.)
- Maguire, Thomas.** B.A., Political Science, Pennsylvania State University; M.A., International Relations, Boston University (Adj.)
- Mahili, Iphigeneia.** B.A., English Language and Literature, University of Thessaloniki; M.A., English, California State University at Sacramento (Adj.)
- Manos, Dimitra.** B.A., Psychology and French, Wesleyan University; M.A., Clinical Psychology, JFK University (Adj.)

* Reg. = Regular Faculty Adj. = Adjunct Faculty



Mavrikos, Tina. B.A., Politics, New York University; M.A., Political Science, New School for Social Research (Adj.)

McGrew, William W. B.A., History, Reed College; M.A., Ph.D., European History, University of Cincinnati (President)

Pantsios, Archontis. B.A., Economics and Mathematics, Bates College; M.A., Economics, and Ph.D., Labor Economics and Industrial Organization, State University of New York at Binghamton (Reg.)

Papadimitriou, Leonidas. B.A., University of Thessaloniki; M.S., New York University; Ph.D., Physics, University of Thessaloniki (Adj.)

Partemian, Stepan. B.A., Physical Education, University of Thessaloniki (Adj.)

Paschalides, Grigoris. B.A., Sociology, University of Manchester; M.A., Sociology, University of Essex; Ph.D., Sociology of Literature, University of Ioannina (Adj.)

Peonidis, Filimon. B.A., Philosophy, University of Thessaloniki; M.Sc., Philosophy, University of London; Ph.D., Philosophy, University of Crete (Adj.)

Rigas, Pantelis. B.Sc., Chemistry, University of Thessaloniki; Ph.D., Analytical Chemistry, University of Iowa (Adj.)

Tsigarida, Bettina. B.A., Archaeology and History of Art, University of Thessaloniki; M.Phil., D.Phil., Classical Archaeology, Oxford University (Adj.)

Tsintsifa, Elpida. B.A., Physical Education, University of Thessaloniki; M.S., Physical Education, University of Oregon. (Adj.)

Vlahos, Panagiotis. B.S., Mathematics, University of Thessaloniki; M.S., Mathematics, Ph.D., Applied Sciences, University of Rhode Island (Reg.)

Voyiatzidou, Smaro. B.A., Greek Literature, Linguistics/English Literature, University of Thessaloniki; M.A., Linguistics, University of Thessaloniki (Adj.)

Whitlock, Richard. B.A., Art History/Studio Art, Oxford University (Adj.)

Wisner, David. B.A., Philosophy, University of South Florida; Ph.D., History, University of Rochester (Adj.)

BUSINESS

Blatsas, Vassilis. B.A., Economics, B.S., Biology, Loras College; M.B.A., Management, Roosevelt University (Reg.)

Chronis, Athinodoros. B.A., Business, University of Thessaloniki; M.B.A., Marketing, Adelphi University (Adj.)

Daskopoulos, Dimitris. B.A., Computer Science, B.S., Engineering, Dartmouth College; M.S., Computer Engineering, Penn State University (Adj.)

Kalotidou, Anna. B.Sc., Organizational Development, North College, Thessaloniki; M.Sc., Management Studies, Sheffield City Polytechnic (Adj.)

Karamanlis, Nikolaos. Law, University of Thessaloniki; L.L.M., London School of Economics & Political Science; L.L.M., University of Brussels (Adj.)

Katos, Anastasios. B.A., Mathematics, University of Thessaloniki; M.S., Economics/Econometrics, University of Southampton; Ph.D., Economics, Graduate Industrial School of Thessaloniki; Ph.D., Economics/Econometrics, University of Southampton (Adj.)



Klimis, Costas. B.Sc., Business Administration, University of Thessaloniki, School of Law & Economics; M.Sc., Financial & Managerial Controls, University of Southampton (Adj.)

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Kouvatsi, Niki. B.S., Mathematics and Statistics, University of Kent at Canterbury; M.A., Econometrics and Statistics, University of Kent at Canterbury (Adj.)

Nikas, Chris. B.Sc., University of Macedonia; M.A., College of Europe; Ph.D., University of York (Adj.)

Riley, Leslie. B.A., Mathematics, M.S., Education, M.S., Engineering, Computer & Information Science, University of Pennsylvania (Reg.)

Romanos, Mihail. B.Sc., Mechanical/Electrical Engineering, University of Thessaloniki; M.Sc., Operations Research and Industrial Engineering, Cornell University; M.B.A., Finance/Marketing, Wharton School of Business, University of Pennsylvania (Adj.)

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ACADEMIC CALENDAR 1995 - 1996

Classes resume Apr. 22
 Last day of classes May 31
 Final examinations June 4-7

Fall Semester

English Entrance Examination Sept. 13
 Freshman Orientation Sept. 20
 Registration Sept. 18-22
 First day of classes Sept. 25
 Last day for changing courses Sept. 29
 National Holidays, no classes Oct. 26-27
 Last day for dropping courses Nov. 10
 Polytechnic Memorial Holiday, no classes Nov. 17
 Last day of classes before Christmas vacation Dec. 22
 Classes resume Jan. 8
 Last day of classes Jan. 19
 Final examinations Jan. 22-26

Summer Semester

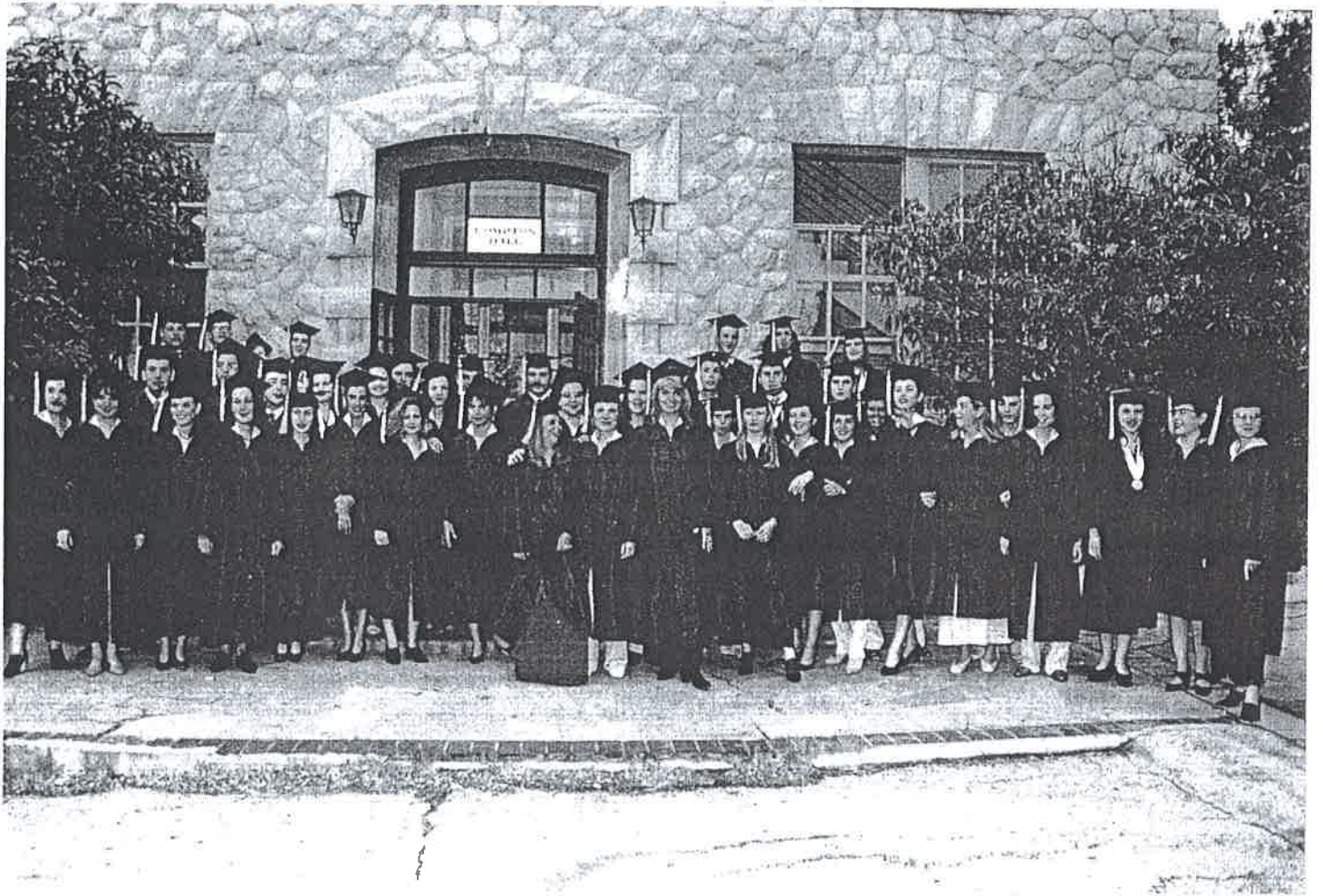
First day of classes June 17
 Last day for dropping courses July 3
 English Entrance examination for Fall 1996 July 10
 Last day of classes July 18
 Final examinations July 19

Holidays are those generally observed in Greece. The Administration reserves the right to establish the academic calendar and to make changes to meet any special or unforeseen circumstances.

Spring Semester

English Entrance Examination Jan. 30
 The Three Hierarchs, school holiday Jan. 31
 Freshman Orientation Feb. 5
 Registration Feb. 6-9
 First day of classes Feb. 12
 Last day for changing courses Feb. 16
 Clean Monday, no classes Feb. 26
 Last day for dropping courses Mar. 29
 Last day of classes before Easter vacation Apr. 5





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