



**INTERNATIONAL HELLENIC UNIVERSITY**

**SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION**

**DEPARTMENT OF MANAGEMENT SCIENCE AND TECHNOLOGY**

**STRATEGIC PLANNING, FEASIBILITY AND SUSTAINABILITY  
OF THE ACADEMIC UNIT**

**KAVALA 2021**

## **STRATEGIC PLANNING, FEASIBILITY AND SUSTAINABILITY OF ACADEMIC UNIT**

### ***a. The academic physiognomy and mission of the academic unit***

The scientific field of the Department of "Management Science and Technology" is part of two established international scientific fields of Higher Education, in accordance with the international categorization of cognitive fields in UNESCO education (ISCED 2013): Administrative Science (041 Business and administration) and Information and Communication Technologies (061 Information and Communication Technologies).

The Department was founded in 2019 (Law 4610/2019, Government Gazette 70/7-5-2019, issue A, article 2) in order to cover the modern requirements of research and teaching in the scientific field of Management Science and Technology, for the benefit of society and science. The Undergraduate Program of Study was designed to educate students at a high level in all the critical scientific fields that make up the subject of the Department.

The vision of the Department is to recognize it as a center of education and research of high quality at European and International level.

Fundamental Values:

- Dedication to the offered high quality in education and research.
- Continuous effort to connect with the labor market and the local community.
- Enhancing mobility and extroversion.
- Contribution to the promotion of development and the continuous improvement of the educational and living standards of the wider region and our country.
- Deep respect to the students of the Department.
- Adherence to meritocracy and academic and scientific ethics.
- Strengthening moral and social values that target human beings without discrimination gender, social class, ideology, race, and color.
- Continuous commitment to responsibility and accountability to society.

The mission of the Department is the creation of a modern university department for the promotion of research and education in the wider interdisciplinary field of Management Science and Technology, for the benefit of society and science, contributing to the formation of responsible citizens, able to meet the requirements of all fields of human activities with scientific, professional and cultural competence and responsibility and respect for the values of justice, freedom, democracy and social solidarity.

For the fulfillment of its vision and mission, the Department:

- Focuses on continuous development, innovation, entrepreneurship and extroversion, developing a corresponding organizational culture that is receptive and to promote all the above four pillars of focus with a view to the effective and sustainable improvement in the living conditions of society.

- Produces, accumulates, and transmits knowledge by research and teaching, in an academic environment open to the free exchange of ideas, to entrepreneurship, innovation, and initiative.
- Offers students high-level education in modern subjects of Management science and sciences of Technology, Informatics, and Communications, with modern teaching methods and always in combination with research and training.
- Develops students' critical faculty and skills in solving complex problems, in teamwork, in communication and in its value quality assurance and at the same time contributes to the development of their personality on the basis of accepted moral and social principles and values.
- It responds to the needs of the labor market and professional fields, as well as and the country's development needs, constantly aligning the programs studies (at undergraduate and postgraduate level) in its continuous changes external environment.
- It promotes the dissemination of knowledge, the exploitation of research results and the innovation, committed to the principles of scientific ethics, sustainable development and social cohesion.
- Promotes cooperation with other educational institutions and research institutions in the domestic and foreign, the effective mobility of the teacher staff, its students and alumni, thus contributing to the building of the European Higher Education and Research Area.

#### ***b. The Institution's strategy for its academic development***

The academic development strategy of the Department of Management Science and Technology was originally formed at the time of its establishment in 2019 and was recorded in the relevant report Feasibility and Sustainability, which co-shaped the overall academic strategy development of the International Hellenic University.

The rapid development of new technologies in recent decades has altered the structure and the nature of the business functions. Thus, technology has established itself as a particularly important factor in the organizational transformation of businesses. Now, the businesses have interconnected and integrated functions and any action can have a very significant impact on the activities of an entire chain of actions.

In addition, the ever-increasing penetration of technology in every part of the business processes but also in general in every process of a modern organized society, make it imperative to redefine the relationship of the administrative science with technology. Functions such as planning, organization, administration of human resources, marketing, decision making and control of an organization are now inextricably linked to global technological developments to such an extent that make businesses and organizations significantly weak and non-competitive, those who follow traditional methods of administration.

The competition at a global level therefore leads businesses to strategic decisions including high investments in technology, which usually require significant funds and have a high risk.

In order to deal effectively with these two features of strategic planning require high-level human resources.

It is therefore necessary to have an in-depth understanding of the scientific fields related to the aforementioned changes, the study of the causes that determine the range and direction and, above all, the assessment of the effects of these changes within the enterprises and organizations to create a competitive lasting advantage, aiming at their long-term development and survival in a globalized financial environment.

The scientific field of Management Science and Technology pioneers, is attractive and distinct because it combines with equal weight the administrative science and technology, considering that it is very important that the knowledge of the two scientific fields should be developed simultaneously, deepening at the same time and equivalently in the two scientific fields, in order to combine them harmoniously.

The Greek reality today in the field of economic growth requires extremely high competitiveness indicators, both national and international business environment. What is needed is the organizational and administrative modernization of enterprises and organizations that will allow them to improve their competitiveness index in the internationalized reality we live in. Therefore, in the following years the labor market is expected to absorb a large number of specialized management executives, who will be able to make effective decisions by adopting modern methods and practices with the use of new technologies.

### ***c. The foundation of the feasibility of the Department's operation and the curriculum***

The rapid development of Technologies and especially of Information and Communications in recent years, combined with the changes taking place in the global economic environment, has modified the structure and character of business operations and has increase the demand for employees and executives who combine knowledge in its subjects Management Science and Technology. The development of information technology and the global networking now allows the majority of workers in developed countries be employed in information and knowledge-intensive professions. In the international arena of education, universities responding to the demands of the era, offer for a long time higher education studies at undergraduate and postgraduate level, which combine management science and technology knowledge.

Regarding the wider geographical area of Eastern Macedonia and Thrace, such as results from the Operational Program of Macedonia-Thrace, its characteristics internal and external environment form the necessary conditions for the selection of the objectives, instruments and content of policy development in the specific region.

The key and dynamic sectors of the region are agriculture, animal husbandry, fisheries, energy, food, services, education, trade, transport and tourism. The development of these sectors of the region will contribute to increasing employment and income of local residents.

The subject of Management Science and Technology fully responds to the modern requirements as it focuses on management science, technology, information technology and

Communications. Thus, the Department of Management Science and Technology as one important resource of the region, is able to contribute to the resolution of the above mentioned problems through targeted research in the Media of the dynamic sectors of the region, the providing advisory services for technology transfer to the Media, support clusters and networks of businesses, the general support of entrepreneurship and the development and promotion of innovative strategies.

#### ***d. The foundation of the viability of the new Department***

The viability of the Department is guaranteed as it has sufficient academic staff, infrastructure and services that fully meet the operational needs and its support of the academic community.

In more detail, for the operation of the Department, an adequate building infrastructure is available in the building complex of the University Campus of Kavala with an area of about 9,000 square meters which includes 10 classrooms, amphitheater and 8 equipped laboratory rooms with exclusive use. It has two institutionalized laboratories, which constitute the basic core of the conduction research activities and innovative actions:

The existing faculty, Laboratory Teaching Staff and Special Laboratory Teaching Staff members of the Department cover by 80% the educational operation of the Department. The rest of the needs are covered by faculty members of other Departments and by temporary staff.

The funding of the Department comes mainly from the state budget which partially covers the operating expenses of the Department. In addition to state funding, the Part of the needs from resources from privately funded funds postgraduate programs and research projects funded by businesses or national and European research programs.

The services provided by the Department to the academic community and in particular to the students concern: a) the central services provided by the Ministry through the Department and are: the feeding and housing services, the free academic textbooks (Eudoxus) and the Kallipos repository, the academic acquisition service account, the academic identity and b) the services provided by the University and the Department aiming at the better organization of administrative and educational processes such as electronic secretariat, the evaluation system of the QAU of the IHU, the asynchronous system eclass, the email and webemail service, the eduroam service and the service virtual private network (vpn). In addition to digital services, students and members of the The Department is supported by the Secretariat of the Department which is staffed with two people.

#### ***e. The structure of studies***

The Undergraduate Program of Study was properly designed to educate at a high level its students, in all the critical scientific fields that make up the object of the Department. For the formation of the Undergraduate Program of the Department of Management Science and Technology of I.H.U. some of the best curricula of internationally recognized universities were studied.

Specifically, the purpose of the program is to create executives who will combine the scientific knowledge of management science and the necessary organizational and leading skills accompanied by scientific knowledge and management skills, and the exploitation of modern technologies and in particular information and communications. With this mix of knowledge and skills they will be able to understand the complexity of modern problems, to make strategic and operational decisions and to implement effective solutions, which by their nature require an interdisciplinary approach. The at the same time developed interdisciplinary knowledge of the graduates of the Department make them highly competitive in the labor market, since they will be able to cope effective, complex administrative and business problems in modern competitive, constantly changing and technologically developed environment.

The Undergraduate Program of the Department leads to a degree in "Management Science and Technology" with the accumulation of 240 credits (ECTS), implemented in 8 semesters enables specialization of graduates through two divisions of study: "Strategy, Entrepreneurship and Human Resources" and "Technology and Information Systems". Obtaining the degree requires the successful completion of thirty-seven (37) courses (27 mandatory) and a mandatory 3-month placement in selected organizations.

The Undergraduate Program is oriented towards student-centered learning, teaching and evaluation, enhancing student motivation, self-evaluation, and their active participation in the learning process.

#### ***f. The number and quality characteristics of those admitted***

The continuously improving quality characteristics of the Department are reflected in the choices of new freshmen. From the 124 successful students of the academic year 2021-2022, 35% have chosen the Department as the 1st preference, 57% of the successful candidates have chosen it in the top 3 positions of preference and in the top 5 first places of preference has been chosen by 70% of the successful candidates. These percentages show that for most students the Department is not random or forced but conscious choice and this is a guarantee for active participation and success in studies.

Even after the application of the minimum import base, the number of the entrants is particularly satisfactory and creates in the Department a ratio of teachers - students which is very close to the international standard of academic excellence: 1 teacher for every 8 students and it is a guarantee of quality of studies.

#### ***g. Postgraduate studies and research***

The main objective of the Department and one of the priorities it has set is the conduct of high-level research in the scientific fields dealt with by the Department. By its nature the Department believes in interdisciplinary education and research and promotes collaborations both among its members which come from different scientific fields, as well as among others researchers from Greece and abroad.

Indicatively, as research priorities are mentioned some very active interdisciplinary cutting-edge research areas targeted by the research activities of its Department members such as: business intelligence and knowledge mining, business redesign, artificial intelligence in decision making, digital marketing, financial engineering, the management of innovation and entrepreneurship.

The Department has two institutionalized laboratories, which constitute the basic core the conduct of research activities and innovative actions. In the Department operate 5 postgraduate programs and participates in 2 other interdepartmental. Also operates from 2020 a Doctoral Program of Study which is expected to give significant boost the department's research activity.

The Faculty members of the Department actively participate in many research projects implemented by participation of the Department or other carriers. During the last five years the Department has participated actively in 8 projects with national or European funding. Overall, the Department's faculty members have remarkable research performance and international recognition of their research work. In total, based on Google Scholar, they had 599 publications and 12,355 quotes in December 2021.