

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	5906	SEMESTER	9th
COURSE TITLE	SUPPLY CHAIN MANAGEMENT OF SERVICES		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		4	5
COURSE TYPE	Specialized-Skills Development		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is to:</p> <ul style="list-style-type: none"> highlight the benefits of adopting practices that apply to traditional supply chains of goods in the service sector. explain how the adoption of lean or agile approaches to service delivery can make a decisive contribution to the remodelling of the parameters that characterise them (cost, quality, speed, etc.). examine which practices are appropriate, depending on the specific characteristics of the services. <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> understand the role of maritime transport in the global economy. recognise the infrastructure supporting maritime transport. explain the importance of international conventions and agreements governing maritime transport. explain the peculiarities of maritime transport. assess the strategic geographical significance of ports.
General Competences
<ul style="list-style-type: none"> Adapting to new situations Decision-making Working independently Teamwork Working in an international environment Production of new research ideas Project planning and management Showing social, professional, and ethical responsibility and sensitivity to gender issues

- Advance free, creative and causative thinking

3. SYLLABUS

1. Introduction to basic concepts
2. Creating value in the service industry
3. Customer needs
4. Service development
5. Distribution of services and distribution channels
6. Marketing of services
7. Productive service systems
8. Design of service processes
9. Balancing demand and productive capacity
10. Sources of competitive advantage
11. Lean and agile approaches
12. Case studies
13. Special topics

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face,Distance learning	
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none">• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)• Support of lectures using presentation software• Use of audiovisualmaterial• Use of webapplications <p>Communication with students: face to face at office hours, email, eclass platform</p>	
TEACHING METHODS		
	Activity	Workload
	Lectures (direct)	52
	Writing paper/ papers	32
	Independent Study	39
	Advisory support	0.5
	Exams	2
	Course Total	125.5 h

	(Approximately 25 hours of workload per credit unit125.5)	
STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may include: <ul style="list-style-type: none"> Multiplechoice questionnaires Open-endedquestions Problemsolving Oral examination Evaluation criteria: correctness, completeness, clarity Compulsory written essay during the semester (weighting factor 30%) Evaluation criteria: correctness, completeness, clarity <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>	

5. ATTACHEDBIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Lovelock, C. &Wirtz, J. (2018). *Μάρκετινγκ Υπηρεσιών*.Θεσσαλονίκη: Δίσιγμα.
- Slack, N., Chambers, S. & Johnston, R. (2010). *Διοίκηση παραγωγής προϊόντων και υπηρεσιών*.Αθήνα: Κλειδάριθμος.
- Κουλουριώτης, Δ. & Ξανθόπουλος, Α. (2017). *Διοίκηση Παραγωγής και Επιχειρησιακών Λειτουργιών: Σχεδιασμός, Προγραμματισμός και Έλεγχος σε Συστήματα Παραγωγής και Υπηρεσιών*.Θεσσαλονίκη: Τζιόλα.

Related academic Journals:

- Journal of Service Research

- Journal of Services Marketing
- The ServiceIndustries Journal

Instructor's Notes