

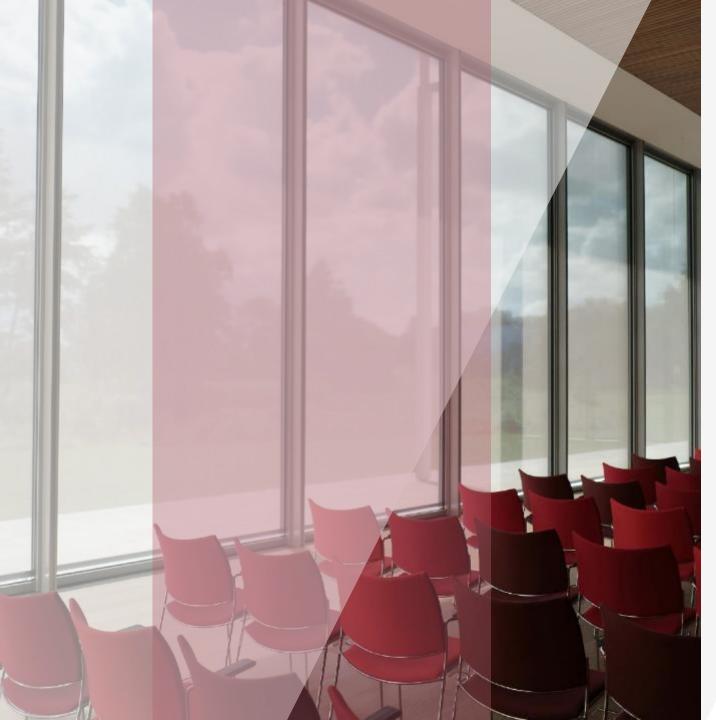






Interinstitutional Graduate Program

Business Operations Management



Program's profile

The interinstitutional graduate program "Business Operations Management" is co-organized by:

- the Department of Tourism Management, University of West Attica,
- The Department of Department of Wine, Vine & Beverage Sciences, University of West Attica and,
- The School of Production Engineering & Management, Technical University of Crete

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Program's postgraduate degrees

Two specializations are offered:

Agritourism, Wine Tourism and Local Development

Operational Operations of Cultural, Educational and Tourism Activities

The Program, awards the following Master's Degrees:





M.Sc. in Operations

Management with specialization Management with specialization in "Agrotourism, Wine Tourism in "Tourism Business Cultural and Regional Development" and Educational Operations"



Program's purpose and goals





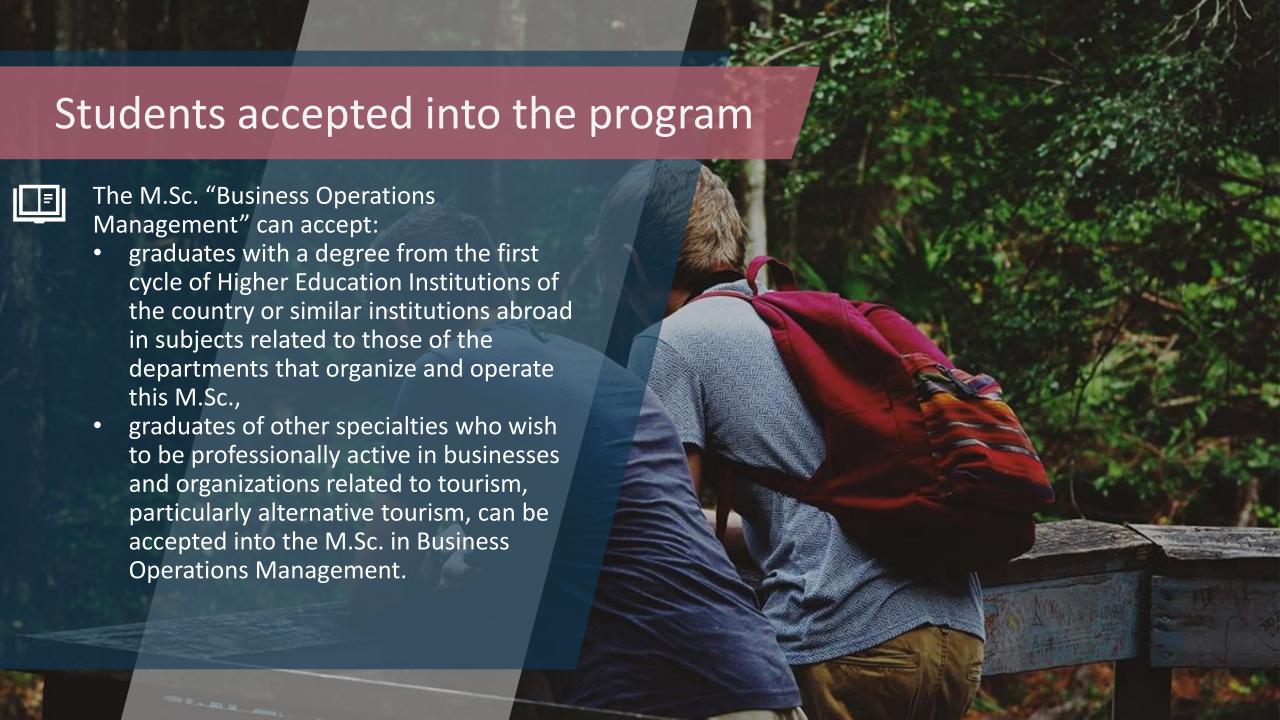
M.Sc. in Operations Management aims to provide specialized training in scientific methods for the systematic and optimal management of the resources and operations of businesses and organizations, particularly those active in agritourism and wine tourism, as well as those specializing in the organization of cultural and educational activities related to tourism.

The provision of high-quality education in the scientific fields of the program will:

 significantly contribute to the successful professional careers of its graduates, giving them the necessary knowledge and skills required for employment as business executives in agencies and organizations that operate mainly in special forms of tourism,

 provide them with the knowledge they need to continue their studies in doctoral programs in higher education.





Program's structure



1st semester:

- 4 courses for both specializations
- 14 hours per week
- 30 ECTS



2nd semester:

- 3 courses for both specializations
- 2 extra courses for each of the specializations
- 16 hours per week
- 30 ECTS



3rd semester:

- 2 courses for both specializations
- 3 extra courses for each of the specializations
- 16 hours per week
- 30 ECTS

Analytical program of study

1st semester

- Services Quality Management
- Marketing Management and Communication
- Quantitative Methods and Decision Making
- Special Topics in Law

2nd semester

- Operations Management and Human Resources
- Electronic Business and Digital Marketing Applied Accounting and Revenue Management

Agrotourism, Wine Tourism and Regional Development

- Wine Tasting Enogastronomy
- Eco Innovation and Sustainable Tourism Development

Tourism Business Cultural and Educational Operations

- Entertainment and Culture
- Educational and Cultural Tourism Development

3rd semester

- Financial Management Operations
- Fraud Risk Management

Agrotourism, Wine Tourism and Regional Development

- Eco Agro Tourism
- Wine Tourism
- Viticulture Enology

Tourism Business Cultural and Educational Operations

- Educational Tourism Activities Management
- Special Cultural Interest Destinations Management
- New Technology and Cultural Heritage Management

Teaching and learning methods



All modules are taught in-class

Courses can be taught remotely using MS-Teams in certain cases

Modern teaching methods including ICTs' integration are used.



Asynchronous "E-Class" platform is used in all modules

Students are required to carry out independent research projects in certain modules of the program



Students are provided:



- ✓ Online Microsoft 365 applications
- ✓ VPN access
- ✓ WiFi
- ✓ Access to the University of West Attica libraries
- ✓ Access to the University of West Attica services



Program's establishment and operation

In summary, there are several reasons to support the establishment and operation of the M.Sc. in Business Operation Management, including:

- advancing both theoretical and practical expertise in business operations management at the highest standards,
- fostering scientific excellence and innovative research,
- training scientists prepared to undertake doctoral studies in related scientific fields,
- cultivating executives with a robust foundation in business operations management, capable of tackling the challenges of the contemporary economic landscape,
- strengthening students' skills to either establish their own businesses or secure management roles in top-tier companies and organizations within the private or public sectors,
- building leadership qualities, proficiency in modern technologies, and the competence to manage real-world situations in their future careers.



