



**M.Sc. in
Business
Operations
Management**



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



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
in “Agritourism, Wine Tourism
and Regional Development”



M.Sc. in Operations
Management with specialization
in “Tourism Business Cultural
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.



Students accepted into the program



The M.Sc. “Business Operations Management” can accept:

- graduates with a degree from the first cycle of Higher Education Institutions of the country or similar institutions abroad in subjects related to those of the departments that organize and operate this M.Sc.,
- graduates of other specialties who wish to be professionally active in businesses and organizations related to tourism, particularly alternative tourism, can be accepted into the M.Sc. in Business Operations Management.

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:
 - ✓ University of West Attica webmail account
 - ✓ 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.



Thank you!

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M.Sc. in Business Operations Management



(+30) 2105385210, 5211, 5212



del@uniwa.gr



<https://delmsc1.uniwa.gr/>