

## COURSE OUTLINE

SCHOOL	Economics, Business and International Studies		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate Studies (M.B.A. – Tourism Management)		
COURSE CODE	ΔTE524	SEMESTER	2 <sup>nd</sup>
COURSE TITLE	Feasibility Studies		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	5	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	<a href="https://eclass.unipi.gr/courses/ODE485/">https://eclass.unipi.gr/courses/ODE485/</a>		

### (2) LEARNING OUTCOMES

#### Learning outcomes

*The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Success in business can be greatly enhanced with an understanding of key entrepreneurial characteristics and competencies solutions.

The course aims students to be able to identify and solve problems in all sectors of the economy (primary, secondary and tertiary sectors). Key concepts associated with the preparation of a standard feasibility study, are defined. Also, provides students with the knowledge of succeeding in an entrepreneurial opportunity

The course takes students through the internationally accepted terminology of the various studies, the practices to be followed in regional, sub-sectoral and sectoral studies. Also, is presented the methodology of preparing preliminary and feasibility studies. Furthermore, students could evaluate feasibility studies prepared by others

On successful completion of the course students will be able to:

- Choose among alternatives
- Identify investment opportunities
- Prepare and evaluate pre-investment studies/ feasibility studies/business plans
- Present pre-investment studies/ feasibility studies/business plans

#### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>..... Production of</i>
<i>new research ideas Others...</i>	<i>.....</i>

Search for, analysis and synthesis of data and information, with the use of the necessary technology  
 Adapting to new situations  
 Decision-making  
 Working independently  
 Teamwork  
 Working in an interdisciplinary environment  
 Formulation of alternatives  
 Project planning and management

### (3) SYLLABUS

- Definitions
- Business Plans
- Aspects and categories of pre-investment studies
- Outlines of general opportunity studies
- Outline of a pre-investment study
- Types of decisions to be taken during different pre-investment stages
- The importance of alternatives in decision-making.
- The sources of information for feasibility studies.
- Instructions for writing/presenting feasibility studies
- Market surveys
- Feasibility studies
- Case studies

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;"><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	<p style="text-align: center;">Face-to-face</p>	
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p style="text-align: center;">Use of Audio Visual Materials Use of Online Learning Platform</p>	
<p style="text-align: center;"><b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of nondirected study according to the principles of the ECTS</i></p>	<i>Activity</i>	<i>Semester workload</i>
	<p><i>Lectures</i></p> <ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Questioning</li> <li>• Discussion and Debate</li> <li>• Brainstorming</li> </ul> <p><i>Exercises &amp; Problems</i> <i>Case studies</i></p>	30
	<p><i>Written assignment</i></p>	20
	<p><i>Unguided Study</i></p>	5
	<p><i>Study of Instructional material</i></p>	55
	<p><i>Exams</i></p>	2
<p><b>Course total</b></p>	112	

<p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, openended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Language of evaluation: Greek</p> <p>I. <i>Final exam (1 exam): 70%</i></p> <ul style="list-style-type: none"> <li>• multiple choice questions</li> <li>• short-answer questions</li> </ul> <p>II. <i>Essay: 30%</i></p>
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**(5) ATTACHED BIBLIOGRAPHY**

<p><i>- Suggested bibliography:</i></p> <ul style="list-style-type: none"> <li>• Methodology, Techniques and Theory for Economic and Technical Studies, S. Karvounis, Piraeus, Varvarigos Publications, 2016 (in Greek)</li> <li>• How to prepare a feasibility study: A step-by-step guide including 3 model studies, Robert E Stevens, Prentice-Hall, 1982</li> <li>• Manual for the Preparation of Industrial Feasibility Studies, Behrens W. &amp; Hawranek P.M., UNIDO, 1991</li> <li>• Project Evaluation. English, J. M. New York: Macmillan Publishing Co., Inc., 1984.</li> <li>• <i>Preliminary Feasibility for Public Research and Development Projects, Donghun Yoon, Emerald Publishing Limited, 2021</i></li> </ul> <p><i>- Related academic journals:</i></p> <ul style="list-style-type: none"> <li>• Journal of Business &amp; Economics Research (JBER)</li> <li>• Journal of Management</li> <li>• Journal of Small Business Management</li> </ul>
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