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Abstract

The book is primarily aimed at students of Greek polytechnics and polytechnic schools, and more broadly at anyone interested in the functioning, organization, activity, management, development, and performance (economic, innovative, developmental, etc.) of businesses. The study of business as a living organism is particularly important, given that it is the basic organizational unit of an economy's productive system and an important area of professional employment and initiative for graduates of various disciplines from institutions of higher education. The introductory chapter develops the overall theme of the book and highlights the semantic relationship between the topics examined. It also explains why these topics are at the core of the knowledge base of the modern engineer. In other words, the usefulness of this book for engineers and its synthetic, albeit necessarily abstract, dimension are highlighted and documented. Chapter 2 defines the frame of reference, focusing on the structure and dynamics of the domestic production/business system. In other words, it describes the basic characteristics of existing businesses in the country as well as new businesses, the sectors that dominate it, and specific qualitative characteristics,

while also analyzing the entrepreneurship policies that have been implemented in Greece. Chapter 3 examines the different views of the enterprise, from the neoclassical approach of the enterprise as a production function to the evolutionary approach of the enterprise as a set of resources and capabilities. This is followed by an understanding of the functioning and behavior of organizations and business as economic entities (Chapter 4) and modern management (Chapter 5). Next, the business environment (Chapter 6), business functions (production, research and development, marketing/sales, human resource management) (Chapter 7), and the fundamentals of the financial function of the business and how it assesses its performance based on its financial statements (Chapter 8) are analyzed. This is followed by a particularly extensive chapter on innovation management and development (Chapter 9). The book places particular emphasis on knowledge, management, and development of innovation, as this function is now a recognized field of activity, management, and strategy for modern businesses in order to survive, grow, and compete successfully in the international marketplace. In addition, engineers are called upon to p

