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Abstract

The book is primarily aimed at students of Greek polytechnics and polytechnic schools, and more broadly to anyone interested in the operation, organization, activity, management, development, and performance (economic, innovative, developmental, etc.) of a business. 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 is an important place of professional employment and initiative for graduates of various specialties 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. The second chapter defines the reference framework, 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) and business functions (production, research and development, marketing/sales, human resource management) (chapter 7), and the fundamentals of business finance and how to evaluate performance based on 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 to survive, grow, and compete successfully in the international arena. In addition, engineers are called upon to play a leading role in the desi

