



**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**

ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

**ΣΧΟΛΗ
ΔΙΟΙΚΗΣΗΣ
ΕΠΙΧΕΙΡΗΣΕΩΝ**
SCHOOL OF
BUSINESS

School of Business

Presentation to the
External Evaluation Committee



Athens, November 2015

An introduction to AUEB' s School of Business (SDE)



SCHOOL OF BUSINESS (SDE/ΣΔΕ)

- **S**ustaining principles
- **D**eveloping global leaders
- **E**mpowering business and society

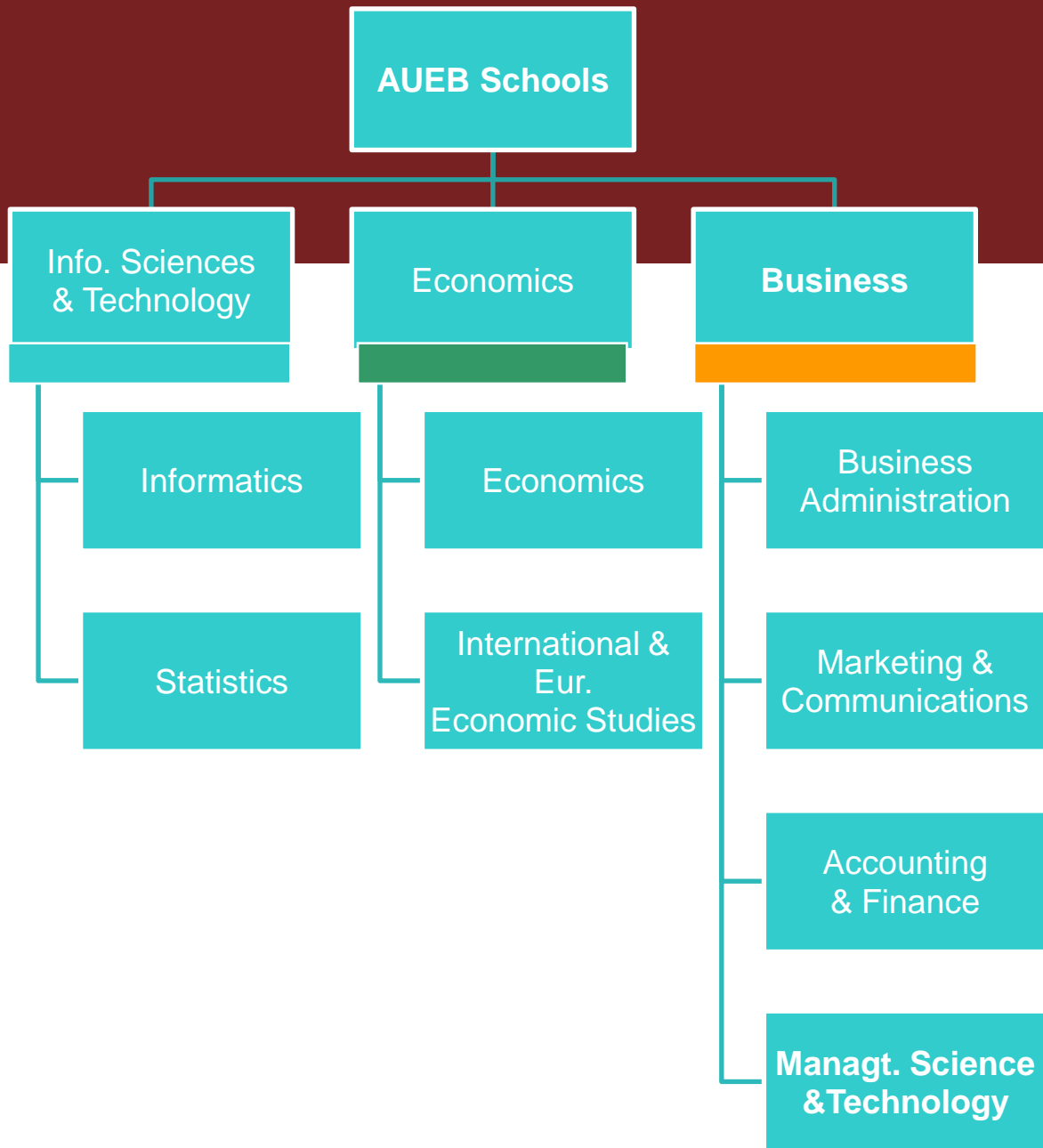
- **Σ**τηρίζουμε πανανθρώπινες αξίες
- **Δ**ημιουργούμε ηγέτες με διεθνή εμβέλεια
- **Ε**νδυναμώνουμε τις επιχειρήσεις και την κοινωνία



Committed to excellence in research, teaching, and outreach, and following international standards, AUEB's School of Business' mission is to advance and disseminate knowledge for global impact. Operating at the interfaces of management, technology, innovation, and entrepreneurship, through state-of-the-art research, and strategic global partnerships, the school aims at making a major contribution to the development of principle-based leaders that will create and generate value to individuals, organizations and the regional, national and international community.



- AUEB is the **third oldest University** in Greece; the **oldest University** in the fields of Economics and Business (est. 1920)
- SDE established 2013
- **4 Academic Departments**, each offering a 4-year undergraduate program with various specializations
- **22 Full-time and Part-time Graduate (Master's) Programs**
- **12.150 students**: 10.500 undergraduates, 1.600 Masters and 150 Doctoral students
- **100 Resident Faculty**
- **46.000 Alumni Worldwide**, many in leading positions in industry, academia and government





SDE

Undergraduate

- 4 departments
- 4 year programs
- Top students
- Top placements

Graduate

- 22 Masters programs
- Full time/Part time
- 4 are international
- 1-2 years of study
- Top students
- Top placements

Doctoral

- 1 year of courses
- 3 years of research
- Publications count
- Top placements

Continuing education programs

SDE at a glance



- 89 Faculty
- 21 Administrative staff (Secretariats)
- 6 Educational laboratory staff
- 10 Special teaching staff
- 10.490 undergraduate students (2014-2015)
- 1.619 postgraduate students (2014-2015)
- 149 doctoral students
- 17 Research labs
- >46.000 Alumni (25.000 Dept. of B/A, 1952-1983)

SDE numbers by Department



	BUSINESS ADMINISTRATION	MARKETING & COMMUNICATION	ACCOUNTING & FINANCE	MANAGEMENT SCIENCE & TECHNOLOGY	TOTALS
Undergraduate Students (active)	6,380	1,209	1,800	1,101	10.490
Graduates	40,000	2,251	2,544	1,478	46.273
Faculty Members	27	20	20	22	89
Administrative Staff (Secretariats)	9	4	4	4	21

A culture of excellence and related indicators



- Teaching and student development
 - Research and academic impact
 - Societal engagement and impact

Teaching and Student Development



- Curriculum innovation in content (multidisciplinary, research-led) and delivery (digital student services and engaging teaching methods), leading to high levels of student satisfaction
- Mobilization of student skills and talent (student conference, internship, summer schools and digital entrepreneurship competitions)
- Distinguished postgraduate courses
- Student development and support (career days, career mentoring, active alumni associations)
- Successful placement of graduates in academic and industrial contexts
- Undergraduate degrees in high demand

Undergraduate degrees in high demand (1)



RANKING OF SDE DEPARTMENTS

RANK	DEPARTMENT	Univ. Entry Exam Points 2015	Univ. Entry Exam Points 2014	Univ. Entry Exam Points 2013
1	AF (ΛΟΧΡΗ)	17.257	17.775	16.838
2	MST (ΔΕΤ)	17.213	17.518	16.632
3	BA (ΟΔΕ)	16.409	16.699	15.830
4	MC (ΜΕ)	14.933	14.956	14.708

Undergraduate degrees in high demand (2)



DEPARTMENT	RANK		
	within SDE (out of 4)	within AUEB (out of 8)	Vs other related departments of Greek Universities (out of 31)
AF (ΛΟΧΡΗ)	1	1	1
MST (ΔΕΤ)	2	2	2
BA (ΟΔΕ)	3	3	5
MC (ΜΕ)	4	6	13

Undergraduate degrees in high demand (3)



RANKING OF AUEB 8 DEPARTMENTS

Rank	Department	School	UEE Points 2015	UEE Points 2014	UEE Points 2013
1	AF (ΛΟΧΡΗ)	SDE	17.257	17.775	16.838
2	MST (ΔΕΤ)	SDE	17.213	17.518	16.632
3	BA (ΟΔΕ)	SDE	16.409	16.699	15.830
4	ECO (ΟΙΚΟΝ)	ECON	16.370	16.320	15.570
5	INFO (ΠΛΗΡ)	ITS	15.576	15.820	14.926
6	MC (ΜΕ)	SDE	14.933	14.956	14.708
7	IEES (ΔΕΟΣ)	SDE	14.787	14.578	13.878
8	STAT (ΣΤΑΤ)	ITS	13.488	13.277	12.788

Key Teaching evaluation indicators



- Average **teacher evaluation**:
 - 4 – 4,1 out of 5
- Average **course evaluation**:
 - 4 out of 5

[Source: ΜΟΔΙΠ]
- **Degree-level satisfaction** responses of graduates :
 - very satisfied with studies at AUER: **87%**
 - curriculum meets job market needs: **89%**
 - Confident about the overall level of acquired knowledge and skills: **91%**

Student Mobility: ERASMUS by Dept.



	BA	MC	AF	MST	TOTALS
ERASMUS Incoming Students	461	204	55	200	920
ERASMUS Outgoing Students	492	185	125	250	1.052

- The **strongest-per-capita Erasmus exchange program in Greece:**
 - Collaboration with 188 Universities
 - 80 undergraduate courses offered in English
 - about 25% of AUER students participate
 - 250 incoming exchange students annually



- Many graduates pursue **postgraduate studies in distinguished schools**: Harvard, Cambridge, Columbia, LBS, LSE, MIT, Erasmus University Rotterdam, Paris Dauphine, St Gallen, Aston Business School, Oxford, Manchester Business School, UCL, Lancaster, NYU Stern, Imperial, Warwick, Cranfield, ESADE, Duke, University of Bath, Edinburgh, Carnegie Mellon,...
- **Employment** mostly in areas related to their study
- **Several employed abroad** (UK, Germany, The Netherlands, Italy, USA, Switzerland, Luxemburg, Norway, Denmark, UAE, Malaysia, ...)
- Several self-employed (e.g., accounting etc.)

Masters Programs at SDE



	F/T	P/T	Inter-Univ.	TOTALS
AUEB	16	16	4	36
SDE	10	10	2	22

Graduate Students by Program (2014-2015) 1/2



Masters Program	F/T	P/T	TOTALS
MSc in Accounting & Finance	174	118	292
MBA International	41	109	150
MBA	52	105	157
Athens MBA	-	109	109
Executive MBA	-	63	63
MSc in Services Management	71	107	178
MSc in Human Resource Management	82	63	145
MSc in Marketing & Communications	76	129	205

Graduate Students by Program (2014-2015) 2/2



Masters Program	F/T	P/T	TOTALS
MSc in Mktg & Comm./ Specialization in Intl Mktg (PRIMA)	60	-	60
MSc in Management Science & Technology	32	-	32
MSc in Business Analytics	16	55	71
MSc in Intl Shipping, Finance & Management	25	20	45
MA in Heritage Management	40	-	40
MSc in Public Policy & Management	-	72	72
TOTALS	669	950	1.619

Masters Graduates by Program (until 2015) 1/2



Masters Program	F/T	P/T	TOTALS
MSc in Accounting & Finance	432	447	879
MBA International	794	825	1.619
MBA	804	323	1.127
Athens MBA	-	546	546
Executive MBA	-	669	669
MSc in Services Management	490	397	887
MSc in Human Resource Management	429	289	718
MSc in Marketing & Communications	481	542	1.023

Masters Graduates by Program (until 2015) 2/2



Masters Program	F/T	P/T	TOTALS
MSc in Mktg & Comm./ Specialization in Intl Mktg (PRIMA)	104	-	104
MSc in Management Science & Technology	-	-	-
MSc in Business Analytics	-	-	-
MSc in Intl Shipping, Finance & Management	-	-	-
MA in Heritage Management	46	-	46
MSc in Public Policy & Management	-	151	151
TOTALS	3.580	4.189	7.769

SDE Master Programs' Distinctions & Rankings (1/5)



QS List (3.550 B-Schools evaluated/ 800 ranked):

- Field: Accounting & Finance:
 - 101-150 in the world
 - 35th in Europe
- Field: Business Administration:
 - 151-200 in the world
 - 58th in Europe



SDE Master Programs' Distinctions & Rankings (2/5)



- The International MBA Program is AMBA Accredited for 13 years
- The Executive MBA Program is under evaluation for AMBA accreditation currently
- The HRM Masters is “Recognised for Excellence” by EFQM (2nd level)
- SDE is a member of AACSB International
- SDE has a special Accreditation Committee which plans and coordinates accreditation processes and procedures for the entire School and individual programs



- **Highly recognized innovation in teaching:**
 - the “2010 Most Innovative Business School in Southern Europe” Award by British magazine “European CEO”
 - MBA international wins the **AMBA MBA Innovation Award**, harnessing e-skills within MBA teaching

SDE Master Programs' Distinctions & Rankings (4/5)



Eduniversal Rankings



- SDE as an Institution: Top Business School/ 4 Palmes
- 47th among the 241 best B-Schools in Europe
- 123rd among the 1.000 best B-schools worldwide
- **Voted Top Business School in Greece**, consecutively for the past 3 years by EDUNIVERSAL

SDE Master Programs' Distinctions & Rankings (5/5)



Eduniversal Rankings for Individual SDE Master Programs

Program	Rank	Field	
MA in Heritage Management	8		Top 50 in the World
MBA International	12	Intl Mgt	Top 200 W. Europe
MSc in HR Management	13		Top 200 W. Europe
MSc in Services Management	15	General Mgt	Top 200 W. Europe
MSc in Public Policy & Management	17		Top 200 W. Europe
MBA	20		Top 200 W. Europe
MSc in Marketing & Comm.	22	Marketing	Top 200 W. Europe
MSc in Marketing & Comm.	30	E-business	Top 100 W. Europe
Executive MBA	33		Top 200 W. Europe

SDE Doctoral (PhD) Candidates & Students (2015)



DEPARTMENT	#
Business Administration	29
Marketing & Communication	29
Accounting & Finance	31
Management Science & Technology	60
Total	149



- **PhDs awarded:**
 - **International academic appointments:** University of Bath, Southampton University, Aston University, University of Manchester, Leeds University, University of Essex, University of East Anglia, University of Stirling, Liverpool John Moores University (**UK**); Stevens Institute of Technology (**USA**), Utrecht University (**The Netherlands**), EADA Business School (**Spain**), Copenhagen Business School (**Denmark**)
 - **Academic appointments in Greece:** AUEB (DMST, Bus. Administration), Univ. of Athens, Univ. of Macedonia, Univ. of Aegean, Ionian University, Univ. of Piraeus
 - Appointments in Bank of Greece, private business (consultancy), public sector (“ASEP”), entrepreneurs

Research and academic impact





- High level academic research
(publications, R&D projects, vibrant PhD program)
- International networking and recognition
(incoming visiting faculty, R&D partnerships, Editorships, international conferences, international academic associations, citations, awards)

Research & International networking



- Publications: **Journal papers**
- Incoming **visiting faculty**
- Faculty Members in **international conference program committees**
- Members in **international journal editorial boards**
- Reviewers in international journals
- Leadership in international academic associations
- Citations
- Awards

Societal engagement and impact

Societal engagement and impact



ΟΠΑ
ΑΥΕΒ

- Bridging academia with industry, government and civic society

Engagement with societal, cultural and industrial institutions (1/3)



- Chairs and board members of organizations of high public interest and government appointments
e.g., General Secretariat of Information Systems (ΓΓΠΣ); Accounting Standardization and Control Committee (ΕΛΤΕ); Hellenic Republic Asset Development Fund (ΤΑΙΠΕΔ); New Economy Development Fund (ΤΑΝΕΟ); Information Society SA;
- High impact consultancies, in industry and government:
e.g., Olympic games, Athens International Airport
- Extensive continuing education programs for executives:
 - offering unique exposure to senior and board level executives on leadership, organizational change and strategy topics
 - in all major business areas
 - SDE builds digital learning infrastructures to facilitate e-learning

Engagement with societal, cultural and industrial institutions (2/3)



- Sustained collaboration and engagement with professional and industrial associations:
e.g., Hellenic Federation of Enterprises (ΣΕΒ), Hellenic Management Association (ΕΕΔΕ), Federation of Hellenic ICT Enterprises (ΣΕΠΕ), Greek eCommerce Association (GRECA), Hellenic Sales Institute, RFID in Europe, Hellenic Mobile Cluster,...
- Multiple initiatives to promote business innovation and youth entrepreneurship:
 - Annual *e-volution awards* and *ennovation* competitions
 - New specialization in iMBA: Innovation and entrepreneurship
 - Support to startup incubators
 - Mentorship seminars and roadshows
 - Business IT Excellence Awards
- Surveys and case studies
 - of interest to business
 - used to enhance student learning

Engagement with societal, cultural and industrial institutions (3/3)



- Links with industry and the job market:
 - Internship programs,
 - Leveraging innovation and entrepreneurship capacity of Greek youth through innovation competitions (e.g., YES, innovation junior competition)
 - spin-offs established by School's alumni
- Regular guest speakers from industry for undergraduate & postgraduate degrees
- Board memberships in international and national academic and research institutions
- Regular presence in media and professional publication outlets
- Active involvement in civic society: e.g., links with NGOs (e.g., TEDx, KEMEA, Equal Society)

School's Committees

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- SDE **Site** Committee
- SDE **Alumni** Committee
- **Faculty Promotion & Development Standards** Committee
- **Accreditations** Committee
- **Global Networking** Committee (**GNC**)

Each Department has its own committees which facilitate its operation.



Thank you!

