

Athens Information Technology



Tech MiniMBA

December 5, 2018 – May 29, 2019



Tech MiniMBA

OVERVIEW

The interdisciplinary educational program Tech MiniMBA has been designed to provide and update knowledge and skills of executives and professionals on

- Corporate and technology management strategy
- Innovation management and entrepreneurship
- Marketing
- Finances and assessment of business efficiency
- Leadership and Human Resource Management

The program comprises 124 hours of instruction and lasts 6 months, starting on December 5, 2018 and ending on May 29, 2019.

WHO SHOULD ATTEND

Tech MiniMBA is based on the highly successful graduate program MBIT (Management of Business, Innovation & Technology) that was designed at AIT and offered for several years, addressing subjects as business management, innovation and technology. Tech MiniMBA offers to participants the necessary tools for technologically and commercially viable strategic entrepreneurial decisions.

In weekly sessions, participants

- Are trained in strategic areas and are guided by a select team of specialized instructors with deep market awareness.
- Design and develop a business plan for their enterprise.
- Actively participate in discussions concerning best practices.
- Learn to pinpoint strategic uses of IT and communications technologies.
- Learn to use techno-economic models.
- Learn to design commercially and technologically viable investments.
- Build their Business Plan under the supervision of AIT Faculty and market experts.





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BENEFITS OF THE PROGRAM

In addition to the scheduled training and the development of the business plan, participants will have the opportunity to

- Become members of the AIT MiniMBA Alumni, where they will have the chance to get in touch and interact with alumni of the program
- Present their business plan to VCs in case it is deemed that it has the potential of successful business exploitation

COURSE CONTENT

Tech Mini MBA comprises 124 hours of instruction structured in five thematic areas as follows:

- Corporate and Technology management strategy
- Innovation management and entrepreneurship
- Marketing
- Finance
- Leadership and Human Resource management

The program is complemented with the development of a business plan which is worked out during the course by groups of 4-5 participants and is presented at its end. The following sections give additional details on the content of the thematic areas.

Strategic Management for IT and Telecom Technologies and Management of Innovation and Entrepreneurship

The main objective of this module is to provide information on approaches to enhancing both external entrepreneurship (new business, start-ups) and intrapreneurship (innovation management within an organization). It defines the basic principles and practices required to start a new business, i.e., a new project to develop a product or service within an established organization or startup. It covers all stages of development, from the early stages of creation up to the management of profit and expansion during the early phase of the life cycle of a new product to the big step of acceptance by the mass market. The purpose and the elements of a business plan are presented along with methods for assessing capital, personnel, technology and marketing needs / promotion. The guiding theme throughout the course modules is that of the life cycle of products, technology and industry. The module also examines examples of successful risk management efforts and failures of start-ups, spin-offs, as well as established businesses.



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Strategic Marketing of products and services

The module introduces methods and principles for promoting new products and services resulting from a technological base with focus on innovative strategies for bringing them to the market. Topics like competitive strategy, pricing, customer service, market international diversification, and introduction of new products are presented and examined. The strategic role of marketing as an integral part of the product development process and its role in the overall strategic planning of the business is discussed and analyzed. Qualitative and quantitative market research techniques, including sampling and data collection, forecasting demand and product research and marketing control are presented.

Finances

The term “Finance” does not just mean a collection of data and facts regarding the financial statements, but a way of thinking about them. Economists have developed a number of simple but widely applicable concepts and principles that are useful for understanding the financial statements ranging from decisions made on a daily level to decisions taken by companies and governments in complex markets. This section aims to understand these concepts and principles as well as their application in a multitude of financial situations. It also gives an introduction to the economic analysis with a focus on companies and their operating environment. Additional topics covered include pricing and exit decisions and determining cost and profit in various markets. Finally the section examines macroeconomic factors and the policies that affect business activity.

Leadership

The success of an enterprise depends not only on the effectiveness of the teams it comprises and how well these work together, but also by the ability of the team leader to lead and manage the group and focus on issues related to human factors. This section provides the necessary information to help develop key competences such as improving self-knowledge, evaluating the effectiveness of others, creation of a group, guidance of a team, motivation, and dispute resolution. It also looks at issues such as recruitment, selection of members of a group, development of an organization and change management. Finally, it provides information on how to evaluate and maintain effective team performance throughout the lifetime of a project, as well as how to identify and resolve key resource issues in order to achieve optimum use of human resources to achieve the required effectiveness of an organization.

COURSE MATERIAL

The course uses the slack platform for document sharing and collaboration of the participants that the teams. All course material is uploaded to the platform and is available in electronic form to all course participants.

PROGRAM

Tech MiniMBA comprises 124 hours of instruction, which span over a six month period, starting December 5, 2018 and ending May 29, 2019. Below is the detailed schedule.

| Tech Mini MBA - Leading Strategic Innovation (Oct 2018-Mar 2019) | | | | | |
|--|------------|--|------------|------------|--|
| Date | Day | Topic | # hours | Instructor | |
| 5-Dec-18 | Wed | Innovation & Entrepreneurship: Intro and Trends | 4 | Yovanof | |
| 12-Dec-18 | Wed | Strategic Management of Technological Innovation; Disruptive Innovations | 4 | Yovanof | |
| 19-Dec-18 | Wed | The Art of Starting: The Lean Startup Methodology | 4 | Yovanof | |
| 9-Jan-19 | Wed | Strategic Foundations - The Classical Approach | 4 | Yovanof | |
| 12-Jan-19 | Sat | Corporate Strategy | 8 | Yovanof | |
| 16-Jan-19 | Wed | Strategy & Business Models - intro, analysis | 4 | Yovanof | |
| 23-Jan-19 | Wed | Choosing Innovation - DCF Methods | 4 | Yovanof | |
| 26-Jan-19 | Sat | Introduction to Finances and Management | 8 | Tzortzis | |
| 30-Jan-19 | Wed | Finances and Management | 4 | Tzortzis | |
| 2-Feb-19 | Sat | Analyzing Business Efficiency | 8 | Tzortzis | |
| 6-Feb-19 | Wed | Analyzing Business Efficiency | 4 | Tzortzis | |
| 13-Feb-19 | Wed | Marketing Disruptive Innovation | 4 | Yovanof | |
| 16-Feb-19 | Sat | STP: Segmentation, Targeting, Positioning | 8 | Yovanof | |
| 20-Feb-19 | Wed | Project Management | 4 | Vithinos | |
| 27-Feb-19 | Wed | Project Management | 4 | Vithinos | |
| 6-Mar-19 | Wed | Startup Tools and Resources, Rapid prototyping | 4 | Yovanof | |
| 13-Mar-19 | Wed | Business Plan Workshop | 4 | Yovanof | |
| 16-Mar-19 | Sat | Marketing Strategy over the PLC | 8 | Yovanof | |
| 20-Mar-19 | Thu | Human Resource Management and Organizational Behavior | 4 | Makedos | |
| 27-Mar-19 | Thu | Human Evaluation Systems, Dev. Of Talents | 4 | Makedos | |
| 3-Apr-19 | Thu | NLP @ work | 4 | Makedos | |
| 10-Apr-19 | Thu | Next Generation Services & Technologies - Sharing & Circular Economy | 4 | Yovanof | |
| 17-Apr-19 | Thu | Digital Media Marketing | 4 | Yovanof | |
| 8-May-19 | Thu | Business Plan & VC Financing | 4 | Yovanof | |
| 15-May-19 | Thu | Marketing Plan | 4 | Yovanof | |
| 22-May-19 | Thu | Technoeconomic Analysis of Networks | 4 | Tomkos | |
| 29-May-19 | Thu | Business Plan Rehearsal | 4 | Yovanof | |
| | | | 124 | | |

Τετάρτη: 17:45-19:15, 19:30-21:00

Σάββατο: 10:00-11:30, 11:45-13:15, 14:00-15:30, 15:45-17:15

INSTRUCTORS



Gregory Yovanof

Over twenty-year R&D and Business Development experience in the areas of: Design of communication systems, and Production of Multimedia ASIC chips. Areas of expertise: Broadband wireless communications; Design of multimedia systems; Applications of information theory; Commercialization of technological innovations. Technical management in the area of multimedia chip development and manufacturing; involved in all stages of a product life cycle – product definition, algorithm development and hardware design, foundry relationships, wafer testing, system integration and customer support. Business Development experience with hi-tech companies from the greater Pacific Rim region. Exposed to the structured environment of a big corporation as well as the creative chaos of a startup. Member of an executive team that succeeded in raising VC funds to launch a company in Silicon Valley. Associate Dean at AIT, Head of the Broadband Wireless and Sensor Networks R&D group at AIT, and the Academic Director of a M.Sc. program in Management of Innovation.



Ioannis Tomkos

Dr. Ioannis Tomkos (B.Sc., M.Sc., Ph.D.), is with the Athens Information Technology Center (AIT), since Sep 2002. He was elected “Adjunct Professor” at the College of Optical Sciences of University of Arizona (2013) and “Adjunct Faculty Research Fellow” at the Department of Electrical and Computer Engineering at University of Cyprus (2014). In the past, he was an Adjunct Faculty member at the Information Networking Institute of Carnegie-Mellon University, USA (2002 - 2010), senior scientist (1999 - 2002) at Corning Inc. USA and research fellow (1995 - 1999) at University of Athens, Greece. At AIT he founded and serves as the Head of the “High Speed Networks and Optical Communication (NOC)” Research Group that was/is involved in many EU funded research projects (including 6 currently active) as well as in national and industry projects, within which Dr. Tomkos is representing AIT as Principal Investigator and has a consortium-wide leading role (i.e. Project Leader of the EU ICT STREP project ASTRON, Project Leader of the EU ICT STREP project FOX-C, Project Leader of the EU ICT STREP project DICONET, Project Leader of the EU ICT STREP project

ACCORDANCE, Technical Manager of the EU ICT STREP project SOFI, Technical Manager of the EU IST STREP project TRIUMPH, Chairman of the EU COST 291 project, WP leader and Steering Board member in many other projects). His current research interests cover photonic devices, telecommunication systems and networks, provisioning of services in next generation cloud networks, data-center networking to support cloud services, as well as technoeconomic aspects of photonic products, broadband networks and services. Dr. Tomkos in particular, applies his knowledge on networking, advanced digital communications techniques, high-speed electronics and photonics in the application field of optical communication systems and networks. He is also acting as consultant for policy makers and ICT company executives.



Vasilis Tzortzis

Vasilis Tzortzis is a graduate of the Athens University of Economics and Business and has been trained in Great Britain at Leicester University, Durham University Business School and Heriot-Watt University in Business Analysis & Operational Research, Management and Business Administration. He has assumed administrative roles and responsibilities in the Financial Management of many Greek and multinational companies (Corporate Planner, Budget Controller, Senior Financial Analyst, Credit Manager, Country Treasurer, Group Credit Director, etc.). With 20 years of experience as a certified expert in financial management, financial and strategic planning and human resources management, he offers as a Visiting Professor specialized seminars and management simulation games in postgraduate programs of University Institutions and Professional Associations in Greece and the European Union. Through Eutrain, in collaboration with the Hellenic Business Administration Association, he is the Chief Scientific Coordinator of Professional Postgraduate Programs of Financial Management, Human Resource Management and Professional Credit Management. He has developed a large number of Business Plans, Business Reorganization Programs and Special Human Resource Management Programs in Greek and International Businesses. He has collaborated with a large number of advisory bodies and educational institutions in the preparation and submission of European programs and participates in international working groups in programs for the redesign of administrative procedures, support of human resources processes and professional negotiations. Since 2003, he has been certified as Executive Coach and Mentor and offers through Eutrain special individual and team programs to develop, support and guide financial executives and leaders.



Ioannis Vythinos

Giannis Vithynos has extensive experience in managing complex, high-level IT and Telecommunication Systems in Greece and the Balkans. As part of Nokia Networks SA, and using international teams with both in-house and subcontracting resources, he has handled projects such as the implementation of 2G, 2.5G and 3G mobile networks, the direct connection of telecommunication systems between Greece and Albania, the support of the mobile telecommunication infrastructure of the Athens 2004 Olympic Games, the installations and upgrades of the network functions for IT systems support (network management, workflow management, feed systems etc.-financing). Moreover, he has experience in project management of European research programs. He has (PM 2005) the PMP® Certification from the Project Management Institute (PMI®), the world's largest professional project management organization. He also has (June 2006) an Advanced Project Management (CAA) certification as a member of the Nokia Networks Global Project Management Team. Over the past 18 months, he has delivered more than 400 hours of Project Management training at both introductory and advanced levels. Since October 2006, he is the founder and Managing Director of Critical Path Consulting & Training Ltd, which focuses exclusively on project and project management services, including training, consulting and outsourcing. Yannis has a degree in Electrical Engineering from the National Technical University of Athens in 1991 and has graduated from the University of Essex (1992) in Telecommunication & Information Systems.



CHRISTOS MAKEDOS

Christos Makedos has many years of experience in Development and Human Resource Management, particularly in Leadership / Managing, Entrepreneurship and Change Management. He is the Scientific Adviser of the International Investors in People model (sevelopment of Human Capital) in Greece and is a certified consultant for the European Business Excellence Model EFQM. He is also an International Master Trainer on Quality, Productivity and Communication. He teaches Organizational Behavior in the Master's Degree Program at EEDE and the CMI (Chartered Management Institute) in England. He has worked as a reporter with companies such as Eurobank EFG, Piraeus Bank, Grecotel, Aldemar, Iberostar, Navy General Staff, Chipita International, 3E Almi Tankers, Leroy Merlin and others. He studied Ceramic Engineering in Staffordshire University, England, and holds



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an MBA from Keele University, also in England. He has been a Managing Director of quality production and quality assurance in major Greek companies.

REGISTRATION

To register for the program please contact

Chrysanthi Efstathiou, cefs@ait.gr, 210 668 2702

Sofoklis Efremidis, sefr@ait.gr, 210 668 2754

Tech MiniMBA may be subsidized by the LAEK 0.24% program.

COST

The cost of the Tech MiniMBA is 1500 euros. For registrations until September 24th the cost is 1100 euros. For students and unemployed individuals the cost is 1000 euros.