



DEPARTMENT OF MANAGERIAL SCIENCE AND TECHNOLOGY

Postgraduate Studies

2022

<https://mst.uowm.gr>

UNIVERSITY OF WESTERN MACEDONIA



M.Sc. in e-Business and
Digital Marketing
Π.Μ.Σ. στο Ηλεκτρονικό Επιχειρείν
και Ψηφιακό Μάρκετινγκ



POSTGRADUATE STUDIES 2022-2023

MSc in “Human Resource Management, Communication and Leadership in Organizations/ Business”, in accordance to the provisions of the 4485/2017 Law, which awards a Postgraduate Specialization Diploma in “Human Resource Management, Communication and Leadership”. The postgraduate program has operated for the first time in the academic year 2020-2021 and operates this year for the second year for the academic year 2021 -2022. The purpose of the master’s degree is training in the organization of Management and Management of Communication, as well as in the training of effective Leaders in the management and management of human resources in Businesses and Organizations while its goal is specialized scientific training and research. Within the time frames of the semesters, postgraduate students are offered seminars that will enhance their knowledge. In particular, “Seminar in communication” and “Seminar in Labor Relations”. During summer, there is also a Summer School. The Director and Scientifically Responsible for the program is Dr. Sotiria Triantari, Professor and Head of the Department of Managerial Science and Technology. You can find more information on the website of MST: <https://blogs.uowm.gr/hrmcl/>

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MSc in “Electronic Business and Digital Marketing” according to the provisions of the Law 4485/2017, which operated in the academic year 2021-2022 and accepts applications for the 2nd year. The purpose of the master’s degree is training in the organization, creation and management of modern businesses operating in e-business, the integration of e-business techniques in traditional businesses, as well as the use of modern digital marketing techniques employed by companies and organizations in the private and public sector. The aim of the MSc program is the specialized and applied scientific education and research in modern issues and practices of e-business and digital marketing. The Director and Scientifically Responsible for the program is Dr. Ioannis Antoniadis, Associate Professor of the Department of Managerial Science and Technology. You can find more information on the website of MST: <https://ebdm.uowm.gr/>