

Course Title	Introduction to Hospitality Operations Management				
Course Code	CHOS-102				
Course Type	Required				
Level	Bachelor				
Year / Semester	2 <sup>nd</sup> Semester				
Lecturer's Name	Mr. Yiannis Kouis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This course aims to help student in becoming familiar with the importance of operations management and the role of the hotel general manager within an organizational and managerial context; and to provide the student the opportunity to incorporate what is studied in a theoretical context in the practice of running a hotel business. Students will become familiar with the complex issues involved in managing and controlling products, labor and revenue in food &amp; beverage operations and the importance of it in the financial success of the operation.</p>				
Learning Outcomes	<ul style="list-style-type: none"> <li>• Assess approaches to the management of hospitality operations in relation to accommodation and food and beverage services in a changing economic and business environment.</li> <li>• Evaluate the role of the general manager and the essential support services in the hospitality industry.</li> <li>• Understand the interactions between the various aspects of operations and other management disciplines in hospitality operations to produce effective productivity and reduce negative impacts of the property (involving accounting, security, maintenance, housekeeping, rooms and F&amp;B);</li> <li>• Apply management tools that contribute to the success of a hospitality operation;</li> <li>• Evaluate information to assist in the daily management process;</li> <li>• Formulate operational quality control objectives and measures and formulate solutions to a variety of operational problems;</li> <li>• Develop people/departmental management, supervisory and training skills.</li> <li>• Apply quality management and effective control systems and tools to food and facilities services;</li> </ul>				

	<ul style="list-style-type: none"> <li>• Evaluate and apply food and beverage menu planning, costing, pricing and controlling techniques;</li> <li>• Discuss the processes involved with purchasing, receiving, storing and issuing products;</li> <li>• Assess the interrelation of effective controlling and service quality;</li> <li>• Evaluate relevant information and take appropriate action.</li> </ul>		
Prerequisites	CHOS-100	Corequisites	NONE
Course Content	<ol style="list-style-type: none"> <li>1. Critical consideration for managerial approaches, roles and boundaries.</li> <li>2. Rooms division and food &amp; beverage practical management scenarios</li> <li>3. Concepts, scope and range of contexts of the provision of accommodation and food and beverage services in the hospitality sector.</li> <li>4. Quality management systems and techniques: service standards, training, purchasing, controls and evaluation.</li> <li>5. Internal and external environmental analysis</li> <li>6. Legislative issues</li> <li>7. Managing employee performance</li> <li>8. Managing customer demand/ capacity</li> <li>9. Determining standards</li> <li>10. Operations budgeting and financial control</li> <li>11. Control systems design / Revenue Labour controls</li> </ol>		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p><b>Required:</b></p> <p>Ninemeier, J., 2010. Planning and control for food and beverage operations. Michigan: AHLA. Hayes, D. and Ninemeier, J.D., 2007. Hotel operations management. New Jersey: Pearson.</p> <p><b>Recommended:</b></p> <p>Kasavana, M. L. and Brooks, R., 2011. Managing front office operations. 8th ed. Michigan: AHLA. Kinton, R., Cesarani, V, and Foskett, D., 2013. The theory of catering. 10th ed. London: Hodder and Stoughton.</p>		



Assessment	50 %	Final Exam
	0 – 40 %	Mid –Term / Tests / Quizzes
	0 – 30 %	Assignments / Projects
	0 – 20 %	Homework
	0 – 10 %	Class Attendance & Participation
Language	ENGLISH	

Course Title	Tourism Planning & Development				
Course Code	CTOU-102				
Course Type	Required				
Level	Bachelor				
Year / Semester	2 <sup>nd</sup> Semester				
Lecturer's Name	Mr. Yiannis Kouis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course aims to help students in order to develop the skills and knowledge necessary to understand and critically analyze tourism public and private policy, planning and processes. The theoretical and applied emphasis is on developed countries, allowing the student to observe and understand examples of best practice and good governance. Students will gain a comprehensive grounding in the theoretical and practical elements of tourism planning & development.				
Learning outcomes	<ul style="list-style-type: none"> <li>• define and explain key concepts and issues concerning tourism planning, tourism public policy and tourism management;</li> <li>• critically evaluate several important tourism planning approaches and models;</li> <li>• identify key stakeholders involved in tourism planning and policy-making,</li> <li>• understand and assess government and industry roles and responsibilities in tourism planning and policy-making; and</li> <li>• critically analyze and evaluate tourism planning and policy issues;</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		
Course Content	The course comprises three main modules or sections. The first module describes and explains the broader context of tourism planning and policy-making. Attention is given to the institutional arrangements for tourism and the role of the state, the extent and nature of tourism growth and development, and the nature of tourism planning and policy-making. The second module critically examines the strategic planning process as a means of public and private sector tourism organizations investigating, understanding and coping with dynamic, complex planning environments. The third module examines tourism planning and policy-making across a variety of topical areas in natural, rural and urban environments				

	<p>Definitions, measurement and significance of tourism, and its relationship to work, leisure, recreation and travel</p> <p>Demand for tourism including motivations for travel &amp; tourist typologies</p> <p>Tourism supply-accommodation, attractions and transport sectors-their structures, ownership and roles</p> <p>The growth and importance of Information &amp; Communications Technology in managing tourism distribution</p> <p>The role of sustainable tourism development &amp; the concept of carrying capacity in managing tourism impacts</p> <p>Stakeholders management in tourism and the role of synergies between the public and the private sectors</p> <p>The structure &amp; content of tourism policy and planning</p>											
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>											
Bibliography	<p><b>Required:</b></p> <p>Phillips, R., Roberts, E. (2014). <i>Tourism, Planning, and Community Development</i>. Routledge, ISBN-10: 0415754909</p> <p><b>Recommended:</b></p> <p>Nunkoo, R., Smith, L. J. (2014). <i>Trust, Tourism Development and Planning (Contemporary Geographies of Leisure, Tourism and Mobility)</i>. Routledge, ISBN-10: 0415826012</p> <p>Weaver, D.; Lawton, L. (2014). <i>Tourism Management (Fifth Edition)</i>.</p> <p>Gunn, C. (2002). <i>Tourism Planning (Fourth Edition)</i>.</p> <p>Hall, C.M.; Lew, A. (2009). <i>Understanding and Managing Tourism Impacts: An Integrated Approach</i>.</p> <p>Goeldner, C.; Ritchie, J.R. (2012). <i>Tourism: Principles, Practices, Philosophies (Twelfth Edition)</i>.</p>											
Assessment	<table border="1"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	
50 %	Final Exam											
0 – 40 %	Mid –Term / Tests / Quizzes											
0 – 30 %	Assignments / Projects											
0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	ENGLISH											

Course Title	Business Mathematics				
Course Code	CMAT-102				
Course Type	Required				
Level	Diploma				
Year / Semester	3 <sup>rd</sup> Semester				
Lecturer's Name	Mr. Avraam Pekris				
ECTS	6	Lectures / week	3 hours per week	Laboratories / week	N/A
Course Aim	<p>This course emphasizes performance of common computations found in the various functional areas of business. Students will use graphs, equations, ratio and proportion, percentage, and measurement systems to solve typical business problems such as the calculation of trade and cash discounts, markups, taxes, employee compensation, simple and compound interest, depreciation, inventory valuation, bonds and stocks, basic financial statement analysis, and business statistics.</p>				
Learning Outcomes	<ul style="list-style-type: none"> <li>• Demonstrate basic knowledge of each of the functional areas of business – accounting, management, marketing, economics, and finance – by emphasizing their importance in an organization and describing their interrelationship in the organization's attempt to achieve its objectives;</li> <li>• Demonstrate basic knowledge and skill in the use of cost and managerial accounting concepts and techniques as management tools for planning, controlling, evaluating performance and making decisions;</li> <li>• Demonstrate basic knowledge and skill in business mathematics and elementary statistics by accurately performing common business computations, statistical data presentation and analysis; and</li> <li>• Demonstrate basic knowledge and skill in intercultural writing and speaking appropriate for business.</li> <li>• Demonstrate a basic understanding of the legal environment and ethical challenges confronting business in general and in the FSM, from both local and global perspectives.</li> </ul>				
Prerequisites	CMAT-100	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. Basic Mathematics.</li> <li>2. Operations with Fractions Equations and Formulas Percent</li> </ol>				

	3. Basic Business Applications 4. Banking Services 5. Payroll Taxes Statistics 6. Mathematics of Merchandising 7. Mathematics of Buying - Mark up 8. Markdown and Inventory Control 9. Mathematics of Finance 10. Simple Interest and Compound Interest 11. Notes and Bank Discount 12. Annuities, Stocks and Bonds 13. Accounting, Financial Statements, Ratios and other Applications																																																			
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																																																			
Bibliography	Clendenen, G., and Salzman, S., (2015, 13th ed.), Business Mathematics, Pearson, ISBN-13: 9780321937032  Barnett, R., Ziegler, M., and Byleen, K., (2015, 13th ed) College Mathematics for Business, Economics, Life Sciences, and Social Sciences, Pearson, ISBN 13: 978-1292057668																																																			
Assessment	<table border="1"> <tr> <td>50 %</td> <td colspan="3">Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td colspan="3">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td colspan="3">Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td colspan="3">Homework</td> </tr> <tr> <td>0 – 10 %</td> <td colspan="3">Class Attendance &amp; Participation</td> </tr> </table> <table border="1"> <thead> <tr> <th colspan="4"><b>Estimated student’s work time distribution in hours:</b></th> </tr> <tr> <th colspan="2">Contact hours</th> <th colspan="2">Student’s private time</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>39</td> <td>Private study</td> <td>39</td> </tr> <tr> <td>Mid-Term Test</td> <td>1</td> <td>Homework / Assignments / Projects</td> <td>42</td> </tr> <tr> <td>Final Exam</td> <td>2</td> <td>Test preparation</td> <td>9</td> </tr> <tr> <td></td> <td></td> <td>Final Exam Preparation</td> <td>18</td> </tr> <tr> <td><b>Total:</b></td> <td><b>42</b></td> <td><b>Total:</b></td> <td><b>108</b></td> </tr> </tbody> </table>				50 %	Final Exam			0 – 40 %	Mid –Term / Tests / Quizzes			0 – 30 %	Assignments / Projects			0 – 20 %	Homework			0 – 10 %	Class Attendance & Participation			<b>Estimated student’s work time distribution in hours:</b>				Contact hours		Student’s private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18	<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>
50 %	Final Exam																																																			
0 – 40 %	Mid –Term / Tests / Quizzes																																																			
0 – 30 %	Assignments / Projects																																																			
0 – 20 %	Homework																																																			
0 – 10 %	Class Attendance & Participation																																																			
<b>Estimated student’s work time distribution in hours:</b>																																																				
Contact hours		Student’s private time																																																		
Lecture	39	Private study	39																																																	
Mid-Term Test	1	Homework / Assignments / Projects	42																																																	
Final Exam	2	Test preparation	9																																																	
		Final Exam Preparation	18																																																	
<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>																																																	
Language	ENGLISH																																																			

Course Title	ACCOUNTING II				
Course Code	CACC-102				
Course Type	Required				
Level	Bachelor				
Year / Semester	2 <sup>nd</sup> Semester				
Lecturer's Name	Mrs. Nectaria Hadjiyianni				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course focuses on the preparation, use and interpretation of relative accounting information coming from the financial and operating statements of a business. The purpose is to guide students in the understanding and making sense of the fundamental ways that business activities partially arise from and relate to financial and managerial decisions.				
Learning outcomes	<ul style="list-style-type: none"> <li>• To expand on the principles developed in the Introductory Accounting I, by preparing accounts for partnerships and companies.</li> <li>• To foster the ability to quantify, to judge relevance and to write clear and concise explanations.</li> <li>• To prepare a set of final accounts for sole traders, partnerships, companies.</li> <li>• To develop an ability to assess the financial position of an organization from drawn final accounts.</li> <li>• To prepare everyday accounts of an organization and explain them to a person without accounting knowledge.</li> <li>• To apply accounting principles to the solution of relevant problems.</li> <li>• To make elementary decisions which are based on accounting information and support these with rational argument.</li> <li>• To prepare and interpret objectively final accounts and Balance Sheets.</li> </ul>				
Prerequisites	CACC-100	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. Incomplete Records</li> <li>2. Non Trading organizations-Income and Expenditure Account</li> <li>3. Manufacturing account</li> <li>4. Capital and Revenue Expenditure</li> <li>5. Ratio Analysis</li> <li>6. Stock Valuation</li> </ol>				



	<p>7. Companies, an Introduction              8. Partnerships, an introduction              9. Cost Accounting. Cost units. Cost centers. Cost classification              10. Costing for Materials, Labor, Overheads              11. Break-Even Analysis              12. Cash Budgets              13. Standard cost and Variance Analysis</p>											
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>											
Bibliography	<p><b>Required:</b>              Wood,F. (2012, 12<sup>th</sup> ed.). <u>Business Accounting</u>, Volume 1, Prentice Hall, ISBN-13: 9780273759188</p> <p><b>Recommended:</b>              Horngren C., Harison W., <u>Accounting</u>, 10<sup>th</sup> edition, Prentice Hall, 2015.              Jerry J. Weygandt, Paperback Volume 1 of Accounting Principles Chapters 1-12, 10/E, Wiley, John &amp; Sons, 2011              John J. Wild, Ken W. Shaw, Barbara Chiappetta, Fundamental Accounting Principles, Volume 1: Chapter 1-12 with Working Papers, 20/E, McGraw-Hill, 2010              Robert Libby, Patricia Libby, Fred Phillips, Stacey Whitecotton, Principles of Accounting Ch 1-17, 1/E, McGraw-Hill, 2009</p>											
Assessment	<table border="1"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	
50 %	Final Exam											
0 – 40 %	Mid –Term / Tests / Quizzes											
0 – 30 %	Assignments / Projects											
0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	ENGLISH											

Course Title	Front Office Management				
Course Code	CHOS-200				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 <sup>th</sup> Semester				
Lecturer's Name	Mr. George Markatos				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This is a semester length course designed to introduce students to all facets of front desk/front office lodging management. The student will have the opportunity to study interlinked front office operations for a variety of hospitality settings. Students will learn how lodging operations rely on connectivity and interdependence as provided by the front desk/front office. Management skills for each front desk/front office position will be covered enabling the student to experience all lodging systems management. Examination of shift management, staffing, scheduling, reservations, concierge, uniformed staff, cashier, key clerk, audit, housekeeping, maintenance, security and food/beverage operations and systems are managed from the front desk/front office, will provide students with a systems perspective.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand how the front office operates</li> <li>• Become able to serve the customers successfully and meet the customers' needs and desires</li> <li>• Develop their productivity</li> <li>• Become able to achieve customer satisfaction and meet the goals of the company</li> <li>• Learn lodging front office/front desk task and supervisory skills enabling them to seek employment within the lodging industry in a supervisory or staff capacity.</li> <li>• Be able to participate in discussions about the challenges facing lodging owners and managers enabling them to participate in future management decision making.</li> <li>• Be able to identify the interdependent components of front desk coordinating and managing efforts enabling them to effectively manage the guest experience from pre check in to check out utilizing a PMS system.</li> <li>• Be able to identify benefits and problems arising from different front desk/front office management systems</li> </ul>				

	<p>enabling them to take preventive measures as future employees or owners within the lodging industry.</p> <ul style="list-style-type: none"> <li>• Be able to engage in lodging and front desk/front office specific research.</li> </ul>		
Prerequisites	NONE	Corequisites	NONE
Course Content	<p>Front office operations</p> <ul style="list-style-type: none"> <li>• Front office systems</li> <li>• Front office equipments</li> <li>• The guest cycle</li> </ul> <p>The night audit</p> <ul style="list-style-type: none"> <li>• Functions of the night audit</li> <li>• The night audit process</li> </ul> <p>Telephone and communication procedure Information procedure Visitors' tab ledger (Main-Courante) Room reservations procedure Customer relations Keys procedure Corresponding procedure Messaging procedure Hotel legislation and regulations Luggage Arrivals and departures procedure Basic marketing concepts – sales Front office cashiering</p>		
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>		
Bibliography	<p><b>Required:</b></p> <p>Woods, R., Ninemeier, J.D., Hayes, D. K., Austin, M. A. (2013). Professional Front Office Management. ISBN-10: 1292026987</p> <p><b>Recommended:</b></p> <p>Bardi, James A. Hotel Front Office Management. 5th ed. Hoboken, NJ: Wiley, 2010.</p>		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Housekeeping & Maintenance Management				
Course Code	CHOS-202				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 <sup>th</sup> Semester				
Lecturer's Name	Mr. George Markatos				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>The course is designed to provide students with a basic understanding of housekeeping management in the hospitality industry, important technical information and the tools to systematically achieve the standards expected by today's guests in lodging establishments. Professional and qualitative housekeeping and cleanliness are the most powerful factors that can lead to customer satisfaction. Therefore, the Housekeeping Service course provides knowledge and skills for achieving the best standards and goals of the organization.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Describe the role of housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office, and the engineering and maintenance division.</li> <li>• Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards, and productivity standards are used to plan and organize the housekeeping department.</li> <li>• Apply techniques to develop human resource skills in recruiting, training, scheduling, and motivating. Techniques addressed included identifying sources of labour from non-traditional labour markets, implementing internal and external recruiting methods, implementing the four-step training method, developing a staffing guide, adopting alternative scheduling methods, and motivating the staff.</li> <li>• Manage inventories of recycled and non-recycled items. Techniques addressed include establishing pars for different types of inventories, taking physical inventory, and implementing effective inventory control procedures.</li> <li>• Control expenses in housekeeping by using the operating budget as a control tool, tracking expenses on the basis of a budgeted cost-per-occupied-room, and implementing efficient purchasing practices.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Understand the safety and security needs of hospitality operations,</li> <li>• Develop procedures to ensure efficient and cost-effective use of labour and supplies in relation to guestroom cleaning.</li> <li>• Develop procedures for public area and other types of cleaning.</li> <li>• Develop selection criteria for ceiling surfaces, wall coverings, furniture, and fixtures as well as cleaning procedures and general care guidelines.</li> <li>• Develop selection criteria for beds, linens, and uniforms.</li> </ul>		
Prerequisites	NONE	Corequisites	NONE
Course Content	<p>The Role of Housekeeping in Hospitality Operations          Environmental and Energy Management          Planning and Organizing the Housekeeping Department          Housekeeping Human Resources Issues          Managing Inventories - Controlling Expenses          Safety and Security          Managing an On-Premise laundry          Guestroom Cleaning          Public Area and Other Types of Cleaning          Ceiling, Walls, Furniture, and Fixtures          Beds, Linens, and Uniforms - Carpets and Floors          Tubs, Toilets and Vanities</p>		
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>		
Bibliography	<p><b>Required:</b>          Casado, M. (2012, 2<sup>nd</sup> ed.). Housekeeping Management, John Wiley &amp; Sons; ISBN-10: 1118071794</p> <p><b>Recommended:</b>          Raghubalan, G., and Smritee Raghubalan. Hotel Housekeeping: Operations and Management. 2nd ed. New Delhi: Oxford UP, 2009.</p>		
Assessment		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	Restaurant Operations Management				
Course Code	CHOS-210				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 <sup>th</sup> semester				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course explores topics such as, the manager's role in the restaurant operations, control systems as diagnostic indicators, the role of the managerial leadership, staff selection and development, effective approaches to a successful client relationship.				
Learning outcomes	<p>By the end of the course, students are expected to:</p> <ul style="list-style-type: none"> <li>• Gain knowledge about the principles of menu writing, basic food costing, the management of food purchasing and production, distribution and service systems.</li> <li>• Gain the skills needed to master every challenge and succeed in this highly competitive and rewarding industry</li> <li>• Be able to make the decisions necessary to build a thriving business</li> </ul>				
Prerequisites	NONE		Corequisites	NONE	
Course Content	<p>The food service industry            Restaurant business            Organization of food and beverage operations            Fundamentals of restaurant management            Menu management and marketing            Developing employees            Organizational profitability            Manager's role            Establishing control system            Production and service            Financial management</p>				
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.				

Bibliography	<p><b>Required:</b></p> <p>Walker, J. R. (2014). The Restaurant: From Concept to Operation, 7th edition. Wiley, ISBN-10: 1118629620</p> <p><b>Recommended:</b></p> <p>Ninemeier, Jack D. Management of Food and Beverage Operations. 5th ed. Lansing, MI: American Hotel &amp; Lodging Education Institute, 2010.</p> <p>Walker, J. &amp; Lundberg, D. (2011). The restaurant: From concept to operation (6th Ed.). John Wiley &amp; Sons.</p>		
Assessment		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	Business Communication				
Course Code	CENG-220				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 <sup>th</sup> Semester				
Lecturer's Name	Mrs. Panayiota Vassiliou				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The course aims to develop students' oral and written communication skills while at the same time enlarge their knowledge of the business world. The emphasis will be on improving both organizational and language skills needed for students to perform more efficiently in the world of international business. The units will focus on business topics such as Marketing, Advertising, Negotiating, Team Building, Meetings, Brand Management, Presentation, Economics Issues, etc.				
Learning outcomes	Through the use of authentic material, all four language skills will be developed and the language encountered will be most relevant to the business world. It will give scope to practice the language and communication skills. It will develop interpersonal skills as the majority of activities will encourage interaction and communication.				
Prerequisites	Sophomore Standing	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. Provision of a variety of realistic writing tasks e.g. writing letters, memos, advertisements, articles, reports.</li> <li>2. Vocabulary enrichment tasks include matching words from the text to their definitions of synonyms, finding word partnerships, and word-building.</li> <li>3. Listening material consisting of recorded interviews with business people.</li> <li>4. Reading authentic texts taken from prominent business publications and the media.</li> <li>5. Speaking which will include activities such as discussion, problem-solving, role-play using a variety of business skills.</li> </ol>				



Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	Jones, L. & R. Alexander (2011) New International Business English Student's Book: Communication		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Marketing for Hospitality				
Course Code	CHOS-209				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 <sup>rd</sup> Semester				
Lecturer's Name	Mr. Mario Stavraki				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This course builds upon the basic principles of marketing and aims to develop student's ability to analyze the distinctive marketing needs of services. It relies upon practical, real world case studies on a variety of diverse areas of marketing to give students a broader knowledge of key issues and the business environment to which decision making skills can be applied. It provides practical information about organizing and establishing a sales force in the hospitality industry. It also tackles the issue of professional sales: managing and training a sales team, sales negotiations, motivation and control techniques as well as the sales department structure. The course will give students an overview of the marketing function in the hospitality industry.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Explore the building of customer loyalty expectations and how these are utilized as marketing drivers.</li> <li>• Develop an understanding of relationship management and its importance to the sales and marketing strategy of the business.</li> <li>• Illustrate how purchasing decisions can be supported through sales practices.</li> <li>• Research and explore the various principles, concepts and systems utilized in the marketing and sales within the hospitality industry.</li> <li>• Identify the elements of brand management and how these impact customer service and guest expectations.</li> <li>• Define marketing mix theory and strategies and how these relate to marketing and sales objectives.</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. Introduction: Marketing for Hospitality and Tourism</li> <li>2. Service Characteristics of Hospitality and Tourism Marketing</li> <li>3. The Role of Marketing in Strategic Planning</li> </ol>				

	<ol style="list-style-type: none"> <li>4. The Marketing Environment</li> <li>5. Managing Customer Information to Gain Customers Insights</li> <li>6. Consumer Markets and Consumer Buying Behavior</li> <li>7. Organizational Buyer Behavior of Group Market</li> <li>8. Customer Driven Marketing Strategy: Creating Value for Target Customers</li> <li>9. Designing and Managing Products and Brands: Building Customer Value</li> <li>10. Internal Marketing</li> <li>11. Pricing: Understanding and Capturing Customer Value</li> <li>12. Marketing Channels: Delivering Customer Value</li> <li>13. Engaging Customers and Communicating Customer Value</li> <li>14. Public Relations and Sales Promotion</li> <li>15. Professional Sales</li> <li>16. Direct, Online, Social Media and Mobile</li> <li>17. Destination Marketing</li> <li>18. Next Year's Marketing Plan</li> </ol>										
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.										
Bibliography	<p><b>Required:</b></p> <p>Kotler, P., Bowen, T., Makens, J., Baloglu, S. (2017, 7<sup>th</sup> ed.). <u>Marketing for Hospitality and Tourism</u>, Pearson Higher Education.</p> <p><b>Recommended:</b></p> <p>Gary Armstrong, Philip Kotler, Marketing, 11/E, Prentice Hall, 2013</p> <p>Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, Marketing: Real People, Real Choices, 7/E, Prentice Hall, 2012</p> <p>Blythe, J. (2012, 5th ed.). Essentials of Marketing, Pearson Higher Education.</p> <p>ISBN-13: 9780273757689</p> <p>Readings from Business Journals: Harvard Business Review. Marketing Today, Business Week</p>										
Assessment	<table border="1"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation
50 %	Final Exam										
0 – 40 %	Mid –Term / Tests / Quizzes										
0 – 30 %	Assignments / Projects										
0 – 20 %	Homework										
0 – 10 %	Class Attendance & Participation										
Language	ENGLISH										

Course Title	Meetings, Conferences & Incentives				
Course Code	CHOS-300				
Course Type	Required				
Level	Bachelor				
Year / Semester	6 <sup>th</sup> Semester				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	A systematic approach in managing meetings and conferences, understanding the needs of the industry and the related parameters involved, like food and beverages, rooms and services. Students will be able to meet the challenges associated with managing and servicing conventions and other group business. Also, students will have an overview of planning disciplines as applied to the specifics of conventions, conference incentives, and expositions management will be presented and discussed during within this course.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Gain a basic understanding of the convention service industry</li> <li>• Analyze the industry's growth and development,</li> <li>• Reviewing its organization and relationship with the hotel's food and beverage operations</li> <li>• Acknowledge industry opportunities and future trends.</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<p>Introduction to meetings, conferences and incentives            Definition and scope of the meetings market            Associations and the meetings they hold            Corporations and the meetings they hold            Miscellaneous markets            Planning and managing meetings: The planner's perspective            Marketing: Preparing to sell the service            Organizing to sell and service            Communication with the customer            Servicing the group            Catered functions and special events            Meeting technology            Ancillary conference and convention activities</p>				
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.				

Bibliography	<p><b>Required:</b></p> <p>Bowdin, G., Allen, J., O'Toole, W. Harris, R. &amp; McDonnel, I. (2010). Events management. Butterworth-Heinemann.</p> <p><b>Recommended:</b></p> <p>Astroff, Milton T. Convention Sales and Service. 8th ed. [S.I.]: Amer. Hotel &amp; Lodging, 2011.</p>			
Assessment		50 %	Final Exam	
		0 – 40 %	Mid –Term / Tests / Quizzes	
		0 – 30 %	Assignments / Projects	
		0 – 20 %	Homework	
		0 – 10 %	Class Attendance & Participation	
Language	ENGLISH			

Course Title	Special Interest Tourism				
Course Code	CTOU-300				
Course Type	Elective				
Level	Bachelor				
Year / Semester	1 <sup>st</sup> Semester and After				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The course provides a comprehensive examination of the different types of tourism study. Tourism is motivated by an interest variety of different type of tourism behaviour in arts, events, cultural festivals, regions, sports, heritage attractions, historic sites, education, sex cruises and the customs the wine and cuisine of the destination being visited. It is a fast-growing and lucrative sector of the global tourism industry, which helps to eliminate the cultural clashes among different countries destinations and the traveller. The more wide spread the human activity becomes the more likely it is the foster internal diversity.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Form a working definition of special interest tourism and understand the relationship between the different types of tourism;</li> <li>• Describe the evolution of contemporary tourism patterns;</li> <li>• Understand the meaning of entrepreneurship and small business;</li> <li>• Be able to understand and discuss the different special types of tourism;</li> <li>• Express a personal philosophy of special interest tourism emphasizing the meaning and role of them in his or her life; and</li> <li>• Be able to understand and evaluate the different infrastructures each SIT;</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		
Course Content	Special Interest Tourism: Definition of the Concept; Influences on the Development of the SIT; Practice, Provision, Impacts: SIT as a more sustainable form; Impacts of Tourism; Making tourism sustainable; Managing Visitors Impacts. Entrepreneurship and Small Business: Understanding Entrepreneurship; Opportunities; Regional Tourism Heritage Tourism				

	Educational Tourism Indigenous Tourism Environmental Tourism Wine and Food Tourism Sex Tourism Senior Tourism		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<b>Required:</b> Douglas, N., Derrett, R., Douglas, N. (2011). Special Interest Tourism. Wiley, ISBN: 0471421715		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Hospitality Facilities Planning & Development				
Course Code	CHOS-308				
Course Type	Required				
Level	Bachelor				
Year / Semester	6 <sup>th</sup> Semester				
Lecturer's Name	Mr. Yiannis Kouis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course will expose students to the nature of hospitality facilities and the issues involves in managing maintenance needs, the primary facility systems, the important aspects of building itself and its grounds and parking areas, and the basics of lodging and food service design and renovation.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Become aware of the above elements, and be able to provide to guests and employees a more comfortable and safe environment.</li> <li>• Gain the necessary knowledge, skills and dedication so as to successfully manage the various hospitality facilities.</li> <li>• Become better prepared to deal with facilities-related questions and problems as they arise within their jobs.</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<p>The role, cost and management of hospitality facilities  Hospitality facilities management tools, techniques and trends  Hospitality facilities – An overview  Environmental and sustainability management  Safety and security systems  Water and wastewater systems  Electrical systems  Heating, ventilating and air conditioning systems  Lighting systems  Laundry systems  Telecommunications systems  Food service equipment  The building and exterior facilities  Lodging planning and design  Food service planning and design  Renovation and capital projects</p>				



Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<b>Required:</b> Katsigris C., Thomas, C. (2009,3 <sup>rd</sup> ed.). Design and Equipment for Restaurants and Foodservice: a Management View. Wiley, ISBN 0471762482		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Business Ethics				
Course Code	CSOC-200				
Course Type	Required				
Level	Bachelor				
Year / Semester	8 <sup>th</sup> Semester				
Lecturer's Name	Dr. Achilleas Karayiannis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The main aims of the course are to enable, students understand the basic issues in and to promote specific cause of business ethics thought presentation of and discussion on theory and case studies.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand how ethics can be incorporated into key business decisions</li> <li>• Learn to identify common ethical issues in business</li> <li>• Identify, analyze, and understand how businesspeople make ethical decisions and handle ethical issues</li> <li>• Learn about specific measures companies can take to build effective ethics programs</li> <li>• Understand major global ethics issues taking place in international business</li> <li>• Become familiar with how firms evaluate social responsibility activities.</li> <li>• Learn the importance of fostering sustainability efforts and integrating a “green” mission into corporate strategy.</li> </ul>				
Prerequisites	Sophomore Standing	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. The nature of Business Ethics</li> <li>2. Ethical theory</li> <li>3. Multinational Corporations and Ethical Relativism</li> <li>4. Responsibility and Business</li> <li>5. Downsizing and Layoffs: Employee Job Security</li> <li>6. Working Conditions and Employee Rights</li> <li>7. Discrimination</li> <li>8. Women in the Workplace</li> <li>9. Ethics in Marketing and Advertising</li> <li>10. Green Issues in Business</li> <li>11. Consumer Safety and Product Liability</li> </ol>				

	12. Ethics and International Business 13. Ethical Behavior 14. Business and the Environment 15. The Moral Dimensions of Information Technology		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<b>Required:</b> Boatright John R., <b><u>Ethics and Conduct of Business</u></b> , 5 <sup>th</sup> /e, Prentice Hall, 2007  <b>Recommended:</b> Kootntz B.H., Wehrich, H.S. <u>Management: A Global Perspective</u> , McGraw-Hill, 1994. Adams D., <u>Business Ethics for the 21<sup>st</sup> Century</u> , Mayfield, 1998 Chryssides, G. and Kaller J., <u>Essential of Business Ethics</u> , Mc Graw-Hill 2004		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Research Methods				
Course Code	CRES-300				
Course Type	Required				
Level	Bachelor				
Year / Semester	8 <sup>th</sup> Semester				
Lecturer's Name	Dr. Michalis Anastasiou				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course will introduce students to the research methods. Students will learn quantitative, qualitative and mixed research methods. Thus, students will learn research philosophies and research designs. Also, students will learn how to collect, analyze and report findings from research.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Learn the importance and the “how to” of research.</li> <li>• Become familiar with the research philosophies and approaches</li> <li>• Learn to appreciate the importance of information gathering and literature reviewing.</li> <li>• Gain the needed skills to critically analyze existing literature</li> <li>• Discover the different methods of researching and analyzing their data.</li> <li>• Develop analytical skills</li> <li>• Be able to draw conclusions and recommendation</li> </ul>				
Prerequisites	Junior Standing	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> <li>1. Introduction to the what, why and who of research</li> <li>2. Approaches and dimensions to leisure and tourism research</li> <li>3. Starting out</li> <li>4. The range of research methods</li> <li>5. Reviewing the literature</li> <li>6. Secondary data</li> <li>7. Observation</li> <li>8. Qualitative methods</li> <li>9. Questionnaire surveys</li> <li>10. Research and practice</li> <li>11. Sampling</li> <li>12. Survey analysis</li> </ol>				

13. Preparing a research report		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.	
Bibliography	Saunders, Mark, Philip Lewis, and Adrian Thornhill. (2012, 6 <sup>th</sup> ed). <u>Research Methods for Business Students</u> .. New York: Prentice Hall  Zikmund G.W., and Babin B.J., Exploring Marketing Research, , 9th/e, Thomson South-Western, 2007	
Assessment	50 %	Final Exam
	0 – 40 %	Mid –Term / Tests / Quizzes
	0 – 30 %	Assignments / Projects
	0 – 20 %	Homework
	0 – 10 %	Class Attendance & Participation
Language	ENGLISH	

Course title	Advanced English Writing				
Course code	CENG-200				
Course type	Required				
Level	Bachelor				
Year / Semester of study	2 <sup>nd</sup> Semester				
Lecturer's name	Mrs. Elena Pardali				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	The main aim of this course is to help students develop an appreciation in literature and practice writing critical and argumentative essays on various topics. It also aims at training students to become comparatively proficient in academic writing; that is the use of references, quotations, footnotes, bibliography etc.				
Learning outcomes	On completion of the course students should be able to improve those aspects mentioned in the previous course by wider reading and use of higher-level material. Students will be introduced to English Literature by the in-depth study of specific set texts and will develop critical skills through practical exercise and literary analysis. By the end of the course, the students should be clearly capable of conversing fluently and flexibly within the limits set by the course as well as improving proficiency and fluency in the written word.				
Prerequisites	CENG-100	Corequisites	NONE		
Course content	Extensive reading, i.e. reading comprehension passages, short stories and articles from newspaper and magazines, which is used to help students build up a more advanced level vocabulary and improve their communicative skills. The students will be required to read Scott Fitzgerald's novel, " The Great Gatsby" or/and any other novel recommended by the lecturer in the original integral text and form a personal appreciation regarding style, plot, imagery, different narration techniques and the characters involved. Also				

	articles from high standard business newspapers and magazines will be selected for discussion and judgment on matters of appropriacy and adequacy.																																																			
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																																																			
Bibliography	Walker, B. (2012) English Vocabulary for Academic Success: Practicing Academic English Words and Grammar. USA: University of Oregon  McCarthy, M. and F. O'Dell , <u>Academic Vocabulary in Use</u> . Cambridge: Cambridge University Press  (2016, 2 <sup>nd</sup> ed. ISBN: 9781107591660)																																																			
Assessment policy	<table border="1"> <tr> <td>50 %</td> <td colspan="3">Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td colspan="3">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td colspan="3">Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td colspan="3">Homework</td> </tr> <tr> <td>0 – 10 %</td> <td colspan="3">Class Attendance &amp; Participation</td> </tr> </table> <table border="1"> <thead> <tr> <th colspan="4"><b>Estimated student's work time distribution in hours:</b></th> </tr> <tr> <th colspan="2">Contact hours</th> <th colspan="2">Student's private time</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>39</td> <td>Private study</td> <td>39</td> </tr> <tr> <td>Mid-Term Test</td> <td>1</td> <td>Homework / Assignments / Projects</td> <td>42</td> </tr> <tr> <td>Final Exam</td> <td>2</td> <td>Test preparation</td> <td>9</td> </tr> <tr> <td></td> <td></td> <td>Final Exam Preparation</td> <td>18</td> </tr> <tr> <td><b>Total:</b></td> <td><b>42</b></td> <td><b>Total:</b></td> <td><b>108</b></td> </tr> </tbody> </table>				50 %	Final Exam			0 – 40 %	Mid –Term / Tests / Quizzes			0 – 30 %	Assignments / Projects			0 – 20 %	Homework			0 – 10 %	Class Attendance & Participation			<b>Estimated student's work time distribution in hours:</b>				Contact hours		Student's private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18	<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>
50 %	Final Exam																																																			
0 – 40 %	Mid –Term / Tests / Quizzes																																																			
0 – 30 %	Assignments / Projects																																																			
0 – 20 %	Homework																																																			
0 – 10 %	Class Attendance & Participation																																																			
<b>Estimated student's work time distribution in hours:</b>																																																				
Contact hours		Student's private time																																																		
Lecture	39	Private study	39																																																	
Mid-Term Test	1	Homework / Assignments / Projects	42																																																	
Final Exam	2	Test preparation	9																																																	
		Final Exam Preparation	18																																																	
<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>																																																	

Language

ENGLISH



Course title	Principles of Microeconomics				
Course code	CECO-100				
Course type	Required				
Level	Bachelor				
Year / Semester of study	2 <sup>nd</sup> Semester				
Lecturer's name	Dr. Ioannis Violaris/ Dr. Constantinos Charalambous				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The aim of this course is to demonstrate the ways that businesses use economics as a basis for their everyday decision making in different industrial domains and across national and international borders. Students will become aware of how to solve economic problems in different contexts by breaking it down to its smaller constituent parts.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• To give an overview of the modern market economy and understand how it works as a system.</li> <li>• To provide a basic knowledge of the Microeconomic environment in which consumers and businesses operate.</li> <li>• To understand the issues of, scarcity, supply and demand analysis, resource allocation, and the rationale of government intervention.</li> <li>• To evaluate and analyze the interactions between consumers and producers</li> <li>• To understand the significance of uncertainty for making economic choice</li> </ul>				

Prerequisites	NONE	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Introduction; (a) Economic Problem-Scarcity and choice, (b) Economic Systems</li> <li>2. Overview of the market economy; (a) Demand and supply and market equilibrium; (b) Demand and Utility and elasticity of demand; (c) Income and Cross elasticity of supply.</li> <li>3. Government intervention and market failure; (a) Price controls, (b) Tax Policy – Taxes and elasticity, (c) Subsidies.</li> <li>4. Consumer Theory; (a) The Marginal utility Theory, (b) The Law of Diminishing Marginal Utility.</li> <li>5. Business Organization and Behavior – Revenues, costs and profits.</li> <li>6. Developing the Theory of Supply – Costs and Production</li> <li>7. Perfect Competition and Pure Monopoly.</li> <li>8. Market Structure and Imperfect Competition.\</li> <li>9. Analysis of Factor Markets: Labor – Capital – Land</li> <li>10. Coping with risk in Economic Life- Welfare Economics</li> <li>11. Taxes and Government spending.</li> <li>12. Industrial Policy and Competition Policy. Privatization and regulation.</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p><b>Required:</b></p> <p>Hubbard, G. &amp; O'Brien, A. (2015, 5<sup>th</sup> ed.), <u>Microeconomics</u>, Prentice Hall. ISBN-13: 9780133826685</p> <p><b>Recommended:</b></p> <p>Robin Bade, Michael Parkin, <u>Foundations of Macroeconomics</u>, Prentice Hall. (2014, 7<sup>th</sup> ed. ISBN: 9780133460629)</p>		

	Karl E. Case, Ray C. Fair, Sharon C. Oster (12 <sup>th</sup> ed <u>Principles of Macroeconomics</u> , Prentice Hall.  (2018, 12 <sup>th</sup> ed. ISBN: 13:9780134435039)			
Assessment policy		50 %	Final Exam	
		0 – 40 %	Mid –Term / Tests / Quizzes	
		0 – 30 %	Assignments / Projects	
		0 – 20 %	Homework	
		0 – 10 %	Class Attendance & Participation	
Language	ENGLISH			

Course title	Accounting I				
Course code	CACC-100				
Course type	Required				
Level	Bachelor				
Year / Sememster of study	2 <sup>nd</sup> Semester				
Lecturer's name	Mr. Marios Athanasiou				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The aim of this course is to explore accounting as an indispensable part of business activities from different industrial domains and as a basis, upon which important decisions are planned, analyzed and implemented. Students will become familiar with a number of fundamental entities in accounting such as managers, investors and creditors.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• To deliver students the basic principles underlying the recording of business transactions and the ability to prepare accounts for sole traders, according to the International Accounting Standards.</li> <li>• To encourage innumeracy and literacy.</li> <li>• To develop an ability to assess the financial position of an organisation drawn from final accounts.</li> <li>• To prepare accounts in a clear, metrological manner and to understand the accounts that a person is likely to meet in everyday life.</li> <li>• To prepare everyday accounts of an organisation and explain them to a person without accounting knowledge.</li> <li>• To apply accounting principles to the solution of relevant problems.</li> </ul>				

Prerequisites	NONE	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Basic accounting equation. Define Non Current Assets, Current Assets, Non Current Liabilities, Current Liabilities, Capital/Net Worth/Equity.</li> <li>2. Accounts &amp; Transactions. Explain who the Double entry system works for Assets, liabilities and capital</li> <li>3. Double entry. Revenues and expenses, Drawings</li> <li>4. Inventory Account, Purchases, Purchases Returns and sale of goods/returns, carriage nwards. Double entry system.</li> <li>5. Balancing the accounts</li> <li>6. The ledger and its possible sub-divisions. The distinction between</li> <li>7. Personal, real and nominal accounts</li> <li>8. The journal proper. Books of original entry</li> <li>9. Trade and Cash discounts (Discount Allowed – Discount Received) and Cashbook</li> <li>10. Introduction to Final accounts. Income Statement, Statement of Financial Position.</li> <li>11. The extraction of the Trial Balance</li> <li>12. Bank Reconciliation statement</li> <li>13. Types of errors and their effect upon the Trail Balance and on Net Profit , Correction of errors</li> <li>14. Adjustments to final accounts. Accruals, prepayments depreciation, Vertical presentation of final accounts. Control Accounts.</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Wood,F. (2012, 12<sup>th</sup> ed.). <u>Business Accounting</u>, Volume 1, Prentice Hall, ISBN-13: 9780273759188</p> <p>Horngren C., Harison W., <u>Accounting</u>, 10<sup>th</sup> edition, Prentice Hall, 2015.</p> <p>Jerry J. Weygandt, Paperback Volume 1 of Accounting Principles Chapters 1-12, 10/E, Wiley, John &amp; Sons, 2011</p> <p>John J. Wild, Ken W. Shaw, Barbara Chiappetta, Fundamental Accounting Principles, Volume 1: Chapter 1-12 with Working Papers, 20/E, McGraw-Hill, 2010</p> <p>Robert Libby, Patricia Libby, Fred Phillips, Stacey Whitecotton, Principles of Accounting Ch 1-17, 1/E, McGraw-Hill, 2009</p>		

Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Tests and / or Mid-Term	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
Total:	42	Total:	108	
Language of instruction	ENGLISH			

Course title	Marketing Principles				
Course code	CMKT-100				
Course type	Required				
Level	Bachelor				
Year / Semester of study	2 <sup>nd</sup> Semester				
Lecturer's name	Dr. Michalis Christofi				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course examines the fundamental concepts in marketing. The course focuses on tools and methods used to examine marketing environments, understand consumer and organizational buying behavior, segment markets and position products, develop new products, manage existing products and promote price and place products.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• To assist students to learn the fundamental functions of marketing and to examine in some depth the various factors making up the company's marketing environment.</li> <li>• Students should get a broad picture of the Marketing implications to business in issues like promotion, product life cycle, customer buying decision process as well as the major stages in marketing research process.</li> <li>• To analyze and evaluate markets, market segments and market opportunities.</li> <li>• To develop tactical level marketing plans</li> <li>• To understand the importance of customer relationship management</li> <li>• To appreciate the importance of quality, customer focus and innovation in order to maintain competitive advantage.</li> </ul>				

	<ul style="list-style-type: none"> <li>To enhance student with problem-solving skills in marketing by offering a set of analytical tools (i.e., frameworks, concepts, models, and techniques).</li> </ul>		
Prerequisites	NONE	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>Marketing in a changing world: Creating Customer value and Satisfaction</li> <li>Marketing: Introduction, Importance of a market. Marketing Vs Selling, Marketing definitions.</li> <li>Company and Marketing Strategy.</li> <li>The Marketing Environment.</li> <li>Managing Marketing Information.</li> <li>Consumer and Business Buyer Behavior.</li> <li>Market Segmentation, Market Targeting, Market Positioning.</li> <li>Product, Services and Branding Strategies</li> <li>New Product Development and Life Cycle Strategies</li> <li>Pricing Products and Pricing Strategies.</li> <li>Marketing Channels- Retailing and Wholesaling</li> <li>Advertising, Sales Promotion and Public Relations.</li> <li>Personal Selling and Direct Marketing.</li> <li>Creating Competitive Advantage</li> <li>Marketing in the Digital Age</li> <li>The Global Marketplace</li> <li>Marketing Ethics and Social Responsibility.</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		



Bibliography

**Required:**

Kotler, P., Armstrong G., Principles of Marketing, Pearson Higher Education. (2016, 17<sup>th</sup> ed. ISBN: 9780133795028)

**Recommended:**

Gary Armstrong, Philip Kotler , Marketing, Prentice Hall (2017, 9<sup>th</sup> ed. ISBN: 9780134292663)

Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, Marketing: Real People, Real Choices, Prentice Hall (2017, 9<sup>th</sup> ed. ISBN: 9780134292663)

Blythe, J. (2012, 5th ed.). Essentials of Marketing, Pearson Higher Education.

ISBN-13: 9780273757689

Readings from Business Journals: Harvard Business Review. Marketing Today, Business Week

Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
Total:	42	Total:	108	
Language of instruction	ENGLISH			

Course title	Organizational Behavior				
Course code	CBUS-220				
Course type	Required				
Level	Bachelor				
Year / Semester of study	4th Semester				
Lecturer's name	Dr. Anthony Koyzis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The aim of this course is to provide the student with the concepts and importance of Organizational Behavior, elements of human behavior in Organizations, motivation of human behavior, personality and human behavior, attitudes of human behavior, groups and human behavior, leadership and human behavior, communications and human behavior, and decision making and human behavior.</p> <p>This course focuses on the role of the everyday behavior of employees and teams in shaping the effectiveness of businesses especially in their interaction with customers. There is an analysis of important concepts and theories which relate to aspects such as the motivation and personality of employees and the cultural and societal norms which are important in specific contexts.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• To evaluate the concepts and theories relating to the management of people, including personality, perception, communication, motivation and group dynamics.</li> <li>• To identify the roles and responsibility of managers and leaders to achieve an organization's goals and objectives through the coordinated efforts of its people.</li> </ul>				

	<ul style="list-style-type: none"> <li>• To acknowledge the individual needs, expectations and attitudes and apply the theory in practical problem solving situations.</li> <li>• To identify the characteristics of Organizational Culture and how to sustain it</li> <li>• To explore how group behavior and team processes can impact upon organizational success.</li> </ul>		
Prerequisites	Sophomore standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Basic concepts of systematic scientific study. Management Functions, Management Roles, Management Skills, Effective vs. Successful Managerial Activities.</li> <li>2. Work-Force Diversity (Minorities and Women).</li> <li>3. Employee Turnover, Absenteeism, Productivity, Job Satisfaction.</li> <li>4. Learning, Perception, the Perceiver, the target, the Situation, Decision Making model.</li> <li>5. Values, attitudes.</li> <li>6. Motivational Theories – Hierarchy of Needs Theory, Theory X and Y, ERG Theory, McClelland’s Theory of Needs, Cognitive Evaluation Theory, Task Characteristics Theory, Expectancy Theory.</li> <li>7. Management by Objectives, Behavior Modification, Participative Management, Performance-Based Compensation.</li> <li>8. Reasons for joining Groups, Stages of Group Development, Explaining Work, Group Behavior, Group Structure, Group Processes, Group Tasks.</li> <li>9. Communication, Process, Sources of Distortion, Direction of Communication, Formal vs. Informal Networks, Barriers to Effective Communication, Psychology at Work.</li> <li>10. Conflict Process, Traditional vs. Human Relations View, Cognition and Personalization, Negotiation, Bargaining Strategies.</li> </ol>		

	<p>11. Characteristics of Organizational Culture, Creating and Sustaining Culture.</p> <p>12. Workforce diversity</p> <p>13. Career Management</p>																																		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																																		
Bibliography	<p>Robbins, S. and Judge, T. (2017 17<sup>th</sup> ed.) <b><u>Organizational Behavior</u></b>, Pearson Higher Education. ISBN-13: 9781292057040</p> <p><b>Hersey, Blanchard &amp; Johnson.</b> (2013, Intl Edition, 10<sup>th</sup> ed.) Management of Organizational Behavior, Pearson Higher Education. ISBN-13: 9780133080476</p> <p>George, J. and Jones, G. (2012, Global Edition 6<sup>th</sup> ed.) <b><u>Understanding and Managing Organizational Behavior</u></b>. Pearson Higher Education. ISBN:9780273753865</p> <p>Huczynski, A. and Buchanan, D. (2013, 8<sup>th</sup> ed.) <b><u>Organizational Behaviour</u></b>. Pearson Higher Education. ISBN-13: 9780273774815</p>																																		
Assessment policy	<table border="1" data-bbox="526 1161 1427 1413"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table> <p><b>Estimated student’s work time distribution in hours:</b></p> <table border="1" data-bbox="526 1472 1427 1856"> <thead> <tr> <th colspan="2">Contact hours</th> <th colspan="2">Student’s private time</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>39</td> <td>Private study</td> <td>39</td> </tr> <tr> <td>Mid-Term Test</td> <td>1</td> <td>Homework / Assignments / Projects</td> <td>42</td> </tr> <tr> <td>Final Exam</td> <td>2</td> <td>Test preparation</td> <td>9</td> </tr> <tr> <td></td> <td></td> <td>Final Exam Preparation</td> <td>18</td> </tr> <tr> <td>Total:</td> <td>42</td> <td>Total:</td> <td>108</td> </tr> </tbody> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	Contact hours		Student’s private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18	Total:	42	Total:	108
50 %	Final Exam																																		
0 – 40 %	Mid –Term / Tests / Quizzes																																		
0 – 30 %	Assignments / Projects																																		
0 – 20 %	Homework																																		
0 – 10 %	Class Attendance & Participation																																		
Contact hours		Student’s private time																																	
Lecture	39	Private study	39																																
Mid-Term Test	1	Homework / Assignments / Projects	42																																
Final Exam	2	Test preparation	9																																
		Final Exam Preparation	18																																
Total:	42	Total:	108																																
Language	ENGLISH																																		

Course title	Marketing Management				
Course code	CMKT-202				
Course type	Required				
Level	Bachelors				
Year / Sememster of study	4 <sup>th</sup> Semester				
Lecturer's name	Dr. Michalis Christophi				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations. Specifically, the aim of the course is to acquaint students with setting marketing objectives and formulating strategies. The students will learn the principles of marketing planning, identification of company market opportunities, target markets selection and they also will be able to solve the problems related to strategic and tactical issues of the marketing mix.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Identify and understand the importance of marketing management in an organization</li> <li>• Integrate learning from other business and marketing courses to solve contemporary marketing problems. "To put it all together".</li> <li>• Use marketing concepts to make business decisions</li> </ul>				

	<ul style="list-style-type: none"> <li>• Improve familiarity with current challenges and issues in marketing</li> <li>• Critically evaluate current marketing articles with respect to main ideas, evidence, conclusions, credibility, importance, and points of view.</li> <li>• Develop a critical “Marketing Mind” by evaluating and analyzing real life situations from case studies.</li> <li>• Make decisions on segmentation, targeting and positioning based on previous analyses and marketing research studies.</li> <li>• Set budgets for company marketing strategy and tactics</li> </ul>		
Prerequisites	CMKT100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Defining Marketing for the 21<sup>st</sup> Century</li> <li>2. Developing Marketing Strategies and Plans</li> <li>3. Capturing Marketing Insights</li> <li>4. Creating Customer Value, Satisfaction and Loyalty</li> <li>5. Analyzing Consumer and Business Markets</li> <li>6. Identifying Market Segments and Targets</li> <li>7. Creating Brand Equity and Crafting Brand Positioning</li> <li>8. Dealing with the Competition</li> <li>9. Setting Product Strategy and Developing Pricing Strategies</li> <li>10. Designing and Managing Services</li> <li>11. Managing Value Networks and Channels</li> <li>12. Managing Retailing, Wholesaling and Logistics</li> <li>13. Managing Integrated Marketing Communications</li> </ol>		

	<p>14. Creating Successful Long-Term Growth</p> <p>15. Managing a Holistic Marketing Organization</p>
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.
Bibliography	<p>Kotler P., and Keller K. (2015, 15<sup>th</sup> ed.) <u>Marketing Management</u>, Prentice Hall, ISBN-13: 9780133856460</p> <p>Kotler P., and Keller K. (2012, Global Edition, 14th ed.) Marketing Management, Pearson Higher Education. ISBN-13: 9780273755029</p> <p>Doyle, P and Stern, P. (2006, 4<sup>th</sup> ed.). <u>Marketing Management and Strategy</u>, Pearson Higher Education. ISBN-13: 9780273693987</p> <p>Boyd, Walker, Larreche, <u>Marketing Management: A Strategic Approach with aGlobal Orientation</u>, McGraw-Hill, 2005</p> <p>Readings from Business Journals: Harvard Business Review, Marketing Today etc.</p>



Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
Total:	42	Total:	108	
Language of instruction	ENGLISH			

Course title	Business Statistics				
Course code	CMAT-200				
Course type	Required				
Level	Bachelor				
Year / Semester of study	4 <sup>th</sup> Semester				
Lecturer's name	Mrs. Georgia Mouzoura				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course aims to make students aware of the various statistical concepts and techniques that could be of use to aid decision making in organizations in different industries. Emphasis is given on issues such as the role of statistical computer packages, the different data collection methods and the choice of sample sizes for different surveys.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Give an overview of various types of sampling and the importance of randomization.</li> <li>• Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphics.</li> <li>• Understand the concept of probability and its applications in a business context.</li> <li>• Understand discrete and continuous random variables be able to use their distributions to compute probabilities and understand the concept of sampling distributions.</li> <li>• Understand how to estimate population parameters using point and interval estimates.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Use hypothesis testing as a tool for statistical decision making in a business context.</li> <li>• Use hypothesis testing to compare two populations within the business context.</li> <li>• Understand and be able to test the hypothesis of <i>Independent</i> of two categorical variables.</li> <li>• Understand and apply simple &amp; multiple linear regression analysis in a business context.</li> <li>• Understand and apply Analysis of Variance in a business context.</li> </ul>		
Prerequisites	CMAT-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Introduction; population and samples, descriptive and inferential statistics.</li> <li>2. The role of computer packages in statistics.</li> <li>3. Data Collection; sources of data for research, types of data</li> <li>4. Designing the questionnaire instrument</li> <li>5. Choosing the sample size for the survey, types of Samples, drawing the sample,</li> <li>6. Data Collection: collecting the data, data preparation: editing, coding and transcribing</li> <li>7. Presentation; ordered array, stem and leaf display frequency distribution, histogram, frequency polygon and cumulative frequency polygon (ogive).</li> <li>8. Exploratory data analysis; measures of location, mean, median, mode, quartiles, percentiles</li> <li>9. Measures of dispersion, variance, standard deviation, skew ness, coefficient of skew ness, exploratory data analysis techniques.</li> <li>10. Probability; permutations, Venn diagrams, basic probability rules, Baye's theorem.</li> </ol>		

	<p>11. Probability distributions and the binomial distribution</p> <p>12. The poison distribution and the normal distribution</p>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p><b>Required:</b></p> <p>Donnelly, R., (2nd ed., 2015). <u>Business Statistics</u>, Pearson, ISBN-13: 9780133865004</p> <p><b>Recommended:</b></p> <p>David Anderson, Dennis Sweeney and Thomas Williams <u>Statistics for Business and Economics</u>, West Publishing (2013, 12<sup>th</sup> ed. ISBN: 9781133274537) South-Western College Pub.</p>		
Assessment policy	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	

		<b>Estimated student's work time distribution in hours:</b>			
		<b>Contact hours</b>		<b>Student's private time</b>	
	Lecture	39	Private study	39	
	Mid-Term Test	1	Homework / Assignments / Projects	42	
	Final Exam	2	Test preparation	9	
			Final Exam Preparation	18	
	<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>	
<b>Language</b>	<b>ENGLISH</b>				

Course title	Introduction to Multimedia				
Course code	CCOM-220				
Course type	Required				
Level	Bachelor				
Year / Semester of study	4 <sup>th</sup> Semester				
Lecturer's name	Dr. Stavros Shiaeles				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The course introduces the student to the basic concepts of multimedia and investigates on how multimedia is changing our world. The students have the opportunity to learn and use the cutting edge technology of Multimedia hardware and software through the final project.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand the characteristics of different media; understand the representations of different multimedia data; understand different data formats; be able to take into considerations in multimedia system designs;</li> <li>• Understand the characteristics of human's visual system; understand the characteristics of human's audio system; be able to take into considerations in multimedia techniques design and implementation;</li> <li>• Understand different compression principles; understand different compression techniques; understand different multimedia compression standards; be able to design and develop multimedia systems according to the requirements of multimedia applications.</li> <li>• Program multimedia data and be able to design and implement media applications;</li> </ul>				
Prerequisites	CCOM-100	Corequisites	NONE		

Course content	<ol style="list-style-type: none"> <li>1. Intro to Multimedia (Categories, Evolution, Applications)</li> <li>2. Multimedia and the Internet</li> <li>3. Multimedia Graphics (creation, manipulation, Adobe Photoshop)</li> <li>4. Animation (uses, types, methods and tools, Adobe Flash)</li> <li>5. Video (frame rate and editing, Adobe Premier)</li> <li>6. Sound (Wavelab)</li> <li>7. Text and Typography</li> <li>8. Designing a Multimedia Application</li> </ol>		
Lecturing methodology	<p>The course is delivered through a mixture of lectures, lab presentations, lab tutorials and practical exercises, assignments and project(s). Additional media and student/lecturer supplements are used.</p>		
Bibliography	<p><b>Required:</b></p> <p>Wong Y-L., <u>Digital Media Primer</u>, Pearson, (2015, 3<sup>rd</sup> ed. ISBN: 9780134054285)</p> <p><b>Recommended:</b></p> <p>Gerantabee F., (2012, 1<sup>st</sup> ed.), <u>Adobe Flash Professional CS6 Digital Classroom</u>, Wiley, ISBN-13: 978-1118124086</p> <p>Jago M., <u>Adobe Premiere Pro CC Classroom in a Book</u>, Adobe Press, (2017, ISBN: 9780134665313)</p> <p>Team, A.C., (2012, 1<sup>st</sup> ed.), <u>Adobe Photoshop CS6 Classroom in a Book</u>, Adobe Press, ISBN-13: 978-0321827333</p> <p>Owsinski B., (2010, 1<sup>st</sup> ed.), <u>Mixing and Mastering with IK Multimedia T-RackS: The Official Guide</u>. Cengage Learning, ISBN-13: 978-1435457591</p>		
Assessment policy	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	

		0 – 30 %	Assignments / Projects	
		0 – 20 %	Homework	
		0 – 10 %	Class Attendance & Participation	
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
			Final Exam Preparation	18
	Total:	42	Total:	108
Language	ENGLISH			



Course title	Consumer Behavior				
Course code	CMKT-240				
Course type	Required				
Level	Bachelor				
Year / Semester of study	4 <sup>th</sup> Semester				
Lecturer's name	Dr. Michalis Christofi / Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	The basic objective of the course is to familiarize students with the key concepts of consumer behavior. Particular emphasis will be placed on the practical application of these concepts to marketing practice as well as on consumer behavior research.				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand the influence of the behavior of the consumers on the organization</li> <li>• Utilize a range of tools and techniques to analyze and evaluate consumer behavior</li> <li>• Outline and analyze the communication process between the organization and the consumers</li> <li>• Identify the influence of personality, values and lifestyle, culture and social class on the way consumers behave.</li> <li>• Understand the importance of customer relationship management</li> </ul>				
Prerequisites	CMKT-100	Corequisites	NONE		

Course content	<ol style="list-style-type: none"> <li>1. Consumer Decision Processes.</li> <li>2. Segmentation and Demographic Analysis.</li> <li>3. Need Recognition and Research.</li> <li>4. Pre-Purchase Evaluation.</li> <li>5. Purchase Processes &amp; consumption.</li> <li>6. Consumer Resources, knowledge &amp; Info Processing.</li> <li>7. Attitudes &amp; Behavior - Motivation and self-concept.</li> <li>8. Personality, Values &amp; Lifestyle.</li> <li>9. Learning.</li> <li>10. Cultural &amp; Ethnic Influences.</li> <li>11. Social Class and Status.</li> <li>12. Personal Influences.</li> <li>13. Family &amp; Household Influences.</li> <li>14. Situational Influences.</li> <li>15. Retailing &amp; Consumerism.</li> <li>16. Diffusion of Innovation.</li> </ol>
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.
Bibliography	<p><b>Required:</b></p> <p>Solomon, M , <u>Consumer Behavior</u>, Pearson Higher Education. (2016, 12<sup>th</sup> ed. ISBN: 9780134129938)</p> <p><b>Recommended:</b></p> <p>Hansen, H., Schiffman, L. &amp; Kanuk, L. (2012, 2<sup>nd</sup>, ed.) <u>Consumer Behaviour: A European Outlook</u>, Financial Times Press. ISBN-13: 9780273736950</p>

Engel, Blackwell and Miniard, Consumer Behavior, 10<sup>th</sup> edition, Thomson Learning, 2006

M. Solomon, Consumer Behavior, 10<sup>th</sup> /Ed, 2013

Assessment policy

50 %	Final Exam
0 – 40 %	Mid –Term / Tests / Quizzes
0 – 30 %	Assignments / Projects
0 – 20 %	Homework
0 – 10 %	Class Attendance & Participation

**Estimated student's work time distribution in hours:**

Contact hours		Student's private time	
Lecture	39	Private study	39
Mid-Term Test	1	Homework / Assignments / Projects	42
Final Exam	2	Test preparation	9
		Final Exam Preparation	18
Total:	42	Total:	108

Language

ENGLISH

Course title	Finance for Managers				
Course code	CFIN-250				
Course type	Required				
Level	Bachelor				
Year / Sememster of study	6 <sup>th</sup> Semester				
Lecturer's name	Mr. Michalis Pekris				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course is designed to provide future managers with a level of practical understanding that is genuinely useful in the workplace by covering a range of key financial areas including: how to interpret financial statements; how firms are funded; understanding costs and pricing decisions and the principles of working capital management. Furthermore the course will provide an overview of corporate financing it covers topics on long term external financing of the firm and examines the concept of financial planning and financial performance analysis.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand the basic principles with regard to collecting economic data and interpret, analyze and evaluate financial statements</li> <li>• Discuss the different types of business and the various sources of finance available to them</li> <li>• Understand the role of finance in the decision making process</li> <li>• Understand and evaluate the role of costs, cost classification and cost behavior in the financial decision making process</li> <li>• Understand the use of costs in pricing decisions and the external factors affecting price</li> </ul>				

	<ul style="list-style-type: none"> <li>Describe the need for and apply the principles of working capital control</li> </ul>		
Prerequisites	Sophomore standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>Introduction and overview- the time value of money concept and interest</li> <li>Present and future value and internal rate of return and net present value and return risk</li> <li>Internal rate of return and opportunity cost of capital</li> <li>Investment decisions by using NPV, IRR and evaluation of mutually exclusive projects</li> <li>Cash flows and accounting profit and risk and return – interrelationships</li> <li>The role of cost of capital and in investment decisions</li> <li>Capital structure of the firm and types and issuing procedure of securities</li> <li>Financing a company by issuing stock</li> <li>Procedures for choosing between debt and equity financing</li> <li>How leverage affects returns and the importance of a debt policy</li> <li>Contents of the short term financing capital and working capital management</li> <li>Use of liquidity, profitability, leverage and market value ratios in evaluating performance</li> <li>Accounting earnings and impact of inflation in book returns</li> <li>Portfolio analysis – Risk and Return</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		

Bibliography

**Required:**

Dyson, J. Accounting for Non-Accounting Students, London: Pearson Higher Education.

(2017, 9<sup>th</sup> ed. ISBN: 9781292128979)

**Recommended:**

Gitman, L. & Zutter, C. (2015, 14<sup>th</sup> ed.). Principles of Managerial Finance, London: Pearson Higher Education. ISBN-13: 9781292018201

Black, G. & Al Kilani, M. (2013). Accounting and Finance for Business, London: Pearson Higher Education. ISBN-13: 9780273773948

Black, G., McLaney, E. & Atrill, P. (2008, 2<sup>nd</sup> ed.). Introduction to Accounting and Finance. London: Pearson Higher Education

Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
Total:	42	Total:	108	
Language of instruction	ENGLISH			

Course title	Management Information Systems				
Course code	CCOM-200				
Course type	Required				
Level	Bachelor				
Year / emester of study	6 <sup>th</sup> Semester				
Lecturer's name	Dr. Stavros Shiaeles				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course is to get an understanding of how information systems are used in business setting. The topics covered will include the fundamental of information systems, strategic use of information systems, decision support and expert system. This course will describe also information systems planning, design and implementation.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• develop an integrative knowledge of the information technologies (IT) applied for management in organizations;</li> <li>• understand how technologies are applied to almost all aspects of organizational operations and processes;</li> <li>• understand how modern IT is shaping the operations of modern business environment;</li> <li>• understand the role of project management;</li> <li>• communicate effectively on MIS issues.</li> </ul>				
Prerequisistes	CCOM-100	Corequisites	NONE		



Course content	<ol style="list-style-type: none"> <li>1. The challenge of information system: Key information systems? Contemporary approaches to information systems. Key system applications in the organization.</li> <li>2. The strategic role of information systems: Information as a strategic resource. How information system can be used for competitive advantage. Implication for managers and organizations.</li> <li>3. Information systems and organizations: The relationship between organizations and information systems. Salient features of organization system affect organizations?</li> <li>4. Information, management and decision making: What managers do? Introduction to decision making. Individual models of decision-making. Organizational models of decision-making.</li> <li>5. Computers and information processing: What is a computer system? The CPU and primary storage. The evolution of computer hardware. Mainframes, minicomputers, microcomputers. Secondary storage. Input/Output devices. Information technology trends.</li> <li>6. Information systems software: What is software? Systems software. Application software. New software tools and approaches. How to choose software and programming languages.</li> </ol>
Lecturing methodology	<p>The course is delivered through a mixture of lectures, lab presentations, lab tutorials and practical exercises, assignments and project(s). Additional media and student/lecturer supplements are used.</p>
Bibliography	<p><b>Required:</b></p> <p>Laudon K.C., and Laudon J.P., <u>Management Information Systems</u>, Prentice Hall,</p> <p>(2015, 14<sup>th</sup> ed. ISBN: 9780133898163)</p> <p><b>Recommended:</b></p> <p>Rainer K.R., and Watson H.J., (2013, 2<sup>nd</sup> ed.), <u>Management Information Systems</u>, Wiley, ISBN-13: 978-1118443590</p> <p>Sousa K.J., and Oz E., (2014, 7<sup>th</sup> ed.), <u>Management Information Systems</u>, Cengage Learning, ISBN-13:</p>

978-1285186139 O'Brien J., and Marakas G., (2010, 10<sup>th</sup> ed.), Management Information Systems, McGraw-Hill/Irwin, ISBN-13: 978-0073376813

Assessment policy	50 %	Final Exam
	0 – 40 %	Mid –Term / Tests / Quizzes
	0 – 30 %	Assignments / Projects
	0 – 20 %	Homework
	0 – 10 %	Class Attendance & Participation

<b>Estimated student's work time distribution in hours:</b>			
Contact hours		Student's private time	
Lecture	39	Private study	39
Mid-Term Test	1	Homework / Assignments / Projects	42
Final Exam	2	Test preparation	9
		Final Exam Preparation	18
<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>

Language: ENGLISH

Course title	Business Law				
Course code	CLAW-200				
Course type	Required				
Level	Bachelor				
Year / Sememster of study	5 <sup>th</sup> Semester				
Lecturer's name	Mrs. Elena Aroti				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course provides the students with a basic understanding of the legal system of different countries and its consequent effect and involvement as an essential tool for managers in any business environment. The role of the government, the relationships between different private businesses and the protection of customers is explored in depth.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand the legal science and aspects of the legal process and all the main features pertaining to contract law in business</li> <li>• Identify the essential elements of the legal system and the main sources of law</li> <li>• Recognize and apply appropriate legal rules relating to the law of obligations</li> <li>• Understand the legal aspects on issues like product safety, liability in business and the main rules applicable to partnerships and companies</li> <li>• Examine the key legal concepts arising from the employment relationship</li> </ul>				

	<ul style="list-style-type: none"> <li>• Identify and compare the main business organizational structures in terms of legal personality, status, formation, termination and administrative and legal requirements</li> <li>• Analyze the concept of corporate governance and ethical issues in the context of companies and their management</li> </ul>		
Prerequisites	Sophomore standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Introduction to Legal Process</li> <li>2. Contract Law</li> <li>3. Types and Terms of Business Contract</li> <li>4. Business Property</li> <li>5. Supply and Sale of Goods</li> <li>6. Partnership Law</li> <li>7. Company Law</li> <li>8. Tort Law</li> <li>9. Credit</li> <li>10. Consumer Protection</li> <li>11. Employing Labor</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p><b>Required:</b></p> <p>Adams, A. ((2016, 9<sup>th</sup> ed.), <u>Law for Business Students</u>, Pearson Higher Education. ISBN: 9781292088938)</p> <p><b>Recommended:</b></p>		

McIntyre, E. (2015, 5<sup>th</sup>, ed.). Essentials of Business Law, Pearson Higher Education. ISBN-13: 9781292082707

Adams, A. (2014, 8<sup>th</sup> ed.). Law for Business Students, Pearson Higher Education

ISBN-13: 9781292004013

August, R., Mayer, D.& Bixby, M. (2013, 6<sup>th</sup>, Intl Edition). International Business Law, Pearson Higher Education. ISBN-13: 9780273768616

Keenan D., and Riches S. Business Law, 7<sup>th</sup> ed., Pearson 2005, London, UK.

Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	<b>Contact hours</b>		<b>Student's private time</b>	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
<b>Total:</b>	<b>42</b>	<b>Total:</b>	<b>108</b>	

Language of instruction: ENGLISH

Course title	International Marketing				
Course code	CMKT-410				
Course type	Elective				
Level	Bachelor				
Year / Semester of study	6 <sup>th</sup> Semester and after				
Lecturer's name	Dr. Michalis Christophi				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The aim of the course is to give an understanding of the complex environment and strategies in international marketing. This course involves the study of the issues involved in identifying, and developing, relationships with international markets. The course analyzes the marketing that occurs across national boundaries. Never before in the history of this country has international marketing been so critically important.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand and appreciate the importance of marketing in a globalized world</li> <li>• Acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues</li> <li>• Understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)</li> <li>• Analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products in foreign countries</li> <li>• Build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and</li> </ul>				

	economic forces that affect the business performance of international marketing		
Prerequisites	CMKT-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. International Marketing in a global economy.</li> <li>2. Methods, tools and techniques used for identifying, analyzing and selecting international market opportunities.</li> <li>3. International Business Environment and International Marketing Research</li> <li>4. Examine different methods of entry into international market place.</li> <li>5. Analyzing foreign market potential and opportunities.</li> <li>6. International Product Adaptation</li> <li>7. Formulation of coherent international product strategy.</li> <li>8. Foreign Direct Investment</li> <li>9. The International Advertising and Promotion Effort - Global Advertising and World Brand.</li> <li>10. Logistics and the International Distribution System</li> <li>11. Pricing for International Markets Factors Influencing International Pricing</li> <li>12. International Marketing Planning and Control.</li> <li>13. The Future Trends</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		

Bibliography	<p><b>Required:</b></p> <p>Keegan, W. &amp; Green, M. , <u>Global Marketing</u>, Prentice Hall. (2016, 9<sup>th</sup> ed. ISBN: 9780134129945)</p> <p><b>Recommended:</b></p> <p>Malhotra, (2015 1<sup>st</sup> ed.), <u>Essentials of Marketing Research: A Hands-On Orientation</u>, Prentice Hall, ISBN-13: 9780137066735</p> <p>Terpstra, Sarathy, <u>International Marketing</u>, Dryden, 2006</p> <p>Cateora, Graham, Ghauri, <u>International Marketing</u>, European Edition, McGrawHill</p> <p>Readings from Business Journals; Harvard Business Review</p>
--------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assessment policy	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">50 %</td> <td>Final Exam</td> </tr> <tr> <td style="text-align: center;">0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="text-align: center;">0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td style="text-align: center;">0 – 20 %</td> <td>Homework</td> </tr> <tr> <td style="text-align: center;">0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation
50 %	Final Exam										
0 – 40 %	Mid –Term / Tests / Quizzes										
0 – 30 %	Assignments / Projects										
0 – 20 %	Homework										
0 – 10 %	Class Attendance & Participation										



		Estimated student's work time distribution in hours:			
		Contact hours		Student's private time	
	Lecture	39	Private study	39	
	Mid-Term Test	1	Homework / Assignments / Projects	42	
	Final Exam	2	Test preparation	9	
			Final Exam Preparation	18	
	Total:	42	Total:	108	
Language	ENGLISH				

Course title	Leadership in Organizations				
Course code	CMGT-320				
Course type	Elective				
Level	Bachelor				
Year / Semester of study	5 <sup>th</sup> Semester and after				
Lecturer's name	Dr. Anthony Koyzis / Dr. Susan McGowan - Koyzis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The course introduces students to the leadership and management process and approaches leadership as a process involving an interaction between the leader, the followers and the situation. The course explains how leadership, creativity and innovation are connected with change and how managers translate this into organizational success. It also focuses of the leadership skills and the development of such skills.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Evaluate the fundamental differences between leadership and management</li> <li>• Analyze the process of creativity and the role of leadership in its formulation and delivery</li> <li>• Evaluate the strengths and weaknesses of a range of leadership theories</li> <li>• Explain and evaluate barriers to change and identify ways to overcome such barriers</li> <li>• Explain the role of leadership in an ever-changing business environment</li> </ul>				

Prerequisites	CMGT-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. Leadership as a process.</li> <li>2. Contingency theory.</li> <li>3. Assessing leadership and measuring effects.</li> <li>4. Leader power and influence.</li> <li>5. Ethics, value and attitudes.</li> <li>6. Leadership behavior.</li> <li>7. Effective Leadership</li> <li>8. Human Relations</li> <li>9. Effective Delegation</li> <li>10. Follower groups, motivation, satisfaction and performance.</li> <li>11. Situational leadership and leadership in the future.</li> <li>12. Managing Performance</li> </ol> <ol style="list-style-type: none"> <li>1. Leadership skills</li> </ol>		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p><b>Required:</b></p> <p>Yukl, G. (2013, 8<sup>th</sup> ed.) <u>Leadership in Organizations</u>, Pearson Higher Education. ISBN-13: 9780273765660</p> <p><b>Recommended:</b></p> <p>Radcliffe, S. (2012, 2<sup>nd</sup> ed.) <u>Leadership Plain and Simple</u>, Financial Times Press, ISBN-13: 9780273772415</p> <p>Bell, A. &amp; Smith D. (2010 2<sup>nd</sup>, ed.) <u>Developing leadership Abilities</u>, Prentice Hall, ISBN-13: 9780137152780</p>		

Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	<b>Estimated student's work time distribution in hours:</b>			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
			Final Exam Preparation	18
	Total:	42	Total:	108
	Language	ENGLISH		

Course title	Principles of Macroeconomics				
Course code	CECO-102				
Course type	Required				
Level	Bachelor				
Year / Semester of study	3 <sup>rd</sup> Semester				
Lecturer's name	Dr. Ioannis Violaris/ Dr. Constantinos Charalambous				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	Particular attention is given to the description, analysis and application of economic forces within the context of contemporary businesses and their relationships with the society and other main stakeholders in the external environment. Emphasis is given on the application and effect of economic principles on the ways that businesses operate in the long-term.				
Learning outcomes	<ul style="list-style-type: none"> <li>• To analyze and provide a basic knowledge of the Macroeconomic environment in which consumers, firms and government operate.</li> <li>• To provide the students with an understanding of the various notions and concepts of macroeconomics.</li> <li>• To evaluate aggregate economic activity</li> <li>• To analyze the composition of national income</li> <li>• To understand the significance of the use of money for economic activity and inflation</li> <li>• To distinguish between the closed and the open economy</li> <li>• To understand the significance of international trade for the level of national income</li> </ul>				
Prerequisites	NONE	Corequisites	NONE		

Course content	<ol style="list-style-type: none"> <li>1. Introduction to National Income; (a) the circular flow, Injections vs. withdrawals. (b) National Accounting and methods of measuring National Income.</li> <li>2. Aggregate Demand, Fiscal Policy and Foreign Trade.</li> <li>3. Money and Modern Banking.</li> <li>4. Central Banking and the Monetary System.</li> <li>5. Aggregate Supply, the Price Level and the Speed of Adjustment.</li> <li>6. Unemployment and Inflation.</li> <li>7. Open Economy Macroeconomics.</li> <li>8. Economic Growth.</li> <li>9. The Business Cycle.</li> <li>10. International Trade and Commercial Policy</li> <li>11. The International Monetary System and International Finance.</li> <li>12. European Integration and the European economy.</li> <li>13. Problems of Developing Countries.</li> </ol>
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.
Bibliography	<p><b>Required:</b></p> <p>Hubbard, G. &amp; O'Brien, A. (2015, 5<sup>th</sup> ed.), <u>Macroeconomics</u>, Prentice Hall. ISBN-13: 9780133826692</p> <p><b>Recommended:</b></p> <p>Robin Bade, Michael Parkin, Foundations of Macroeconomics, 6/E, Prentice Hall, 2013</p> <p>Karl E. Case, Ray C. Fair, Sharon C. Oster, Principles of Macroeconomics, 12/E, Prentice Hall, 2018</p>

	Roger LeRoy Miller, Economics Today: The Macro View, 16/E, Prentice Hall, 2012		
Assessment policy		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course title	Introduction to Business				
Course code	CBUS-100				
Course type	Required				
Level	Bachelor				
Year / Semester of study	1 <sup>st</sup> Semester				
Lecturer's name	Dr. Erasmia Leonidou / Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course aims to provide a solid foundation of the practical knowledge of important developments in business and the associated challenges of recent events in national and international economies. The course will illustrate the interrelated nature of business activities and the pressures and tensions that shape the process of decision making in business.</p>				
Learning outcomes	<p>With the completion of this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic practices apply not only in business upswings, but also during economically challenging times as well.</li> <li>2. Gain factual knowledge of the external influences arising from: <ol style="list-style-type: none"> <li>a. changing technologies</li> <li>b. political forces and government regulation</li> <li>c. environmental movements</li> <li>d. consumerism</li> <li>e. economic conditions</li> <li>f. competition</li> </ol> </li> <li>3. Begin developing professional skills and competencies whether the students will be working for a large corporation or starting their own business.</li> <li>4. Become aware of debt and equity financing, risk, and capital-growth maximization.</li> </ol>				
Prerequisites	NONE		Corequisites	NONE	



Course content	<ol style="list-style-type: none"> <li>1. The Business Environment and the Global Context of Business</li> <li>2. Business Ethics and Social Responsibility</li> <li>3. Entrepreneurship, New Ventures, and Business Ownership</li> <li>4. Business Management and Organizing the Business</li> <li>5. Operations Management and Quality</li> <li>6. Employee Behavior, Motivation, Leadership, and Decision Making</li> <li>7. Human Resource Management and Labor Relations</li> <li>8. Marketing Processes, Consumer Behavior, Pricing, Distributing, and Promoting Products</li> <li>9. Information Technology for Business</li> <li>10. The Role of Accountants and Accounting Information</li> <li>11. Money and Banking</li> <li>12. Managing Finances</li> </ol>			
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.			
Bibliography	<p><b>Required:</b></p> <p>Ebert, R., &amp; Griffin, R. , <u>Business Essentials</u>, Prentice Hall. (2016, 11<sup>th</sup> ed. ISBN: 9780134129969)</p> <p><b>Recommended:</b></p> <p>Courtland L. Bovee, John V. Thill , <u>Business in Action</u>, Prentice Hall (2016, 8<sup>th</sup> ed. ISBN: 9780134129952)</p> <p>Brian K. Williams, Stacey C. Sawyer, Susan Berston, <u>Business: A Practical Introduction</u>, Prentice Hall, 2013</p>			
Assessment policy		50 %	Final Exam	

		0 – 40 %	Mid –Term / Tests / Quizzes	
		0 – 30 %	Assignments / Projects	
		0 – 20 %	Homework	
		0 – 10 %	Class Attendance & Participation	
Language	ENGLISH			

Course title	Crisis Management				
Course code	CMGT-330				
Course type	Elective				
Level	Bachelor				
Year / Semester of study	5 <sup>th</sup> Semester and after				
Lecturer's name	Dr. Anthony Koyzis / Mr. Chris Mavris				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course on crisis management offers students the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed. Students will be able to identify potential risks or situations that may precipitate a crisis or emergency and learn approaches on how to respond to such incidents. The importance of communication and making instant and effective decisions is also covered, as are a variety of emergency response scenarios; from planning evacuation from a local elementary school affected by an earthquake to a major hospital suffering a massive power outage to the threat of a rogue employee.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Understand Crisis Management</li> <li>• Describe how to establish a crisis management team.</li> <li>• Become familiar with the role of the crisis manager.</li> <li>• Acknowledge putting crisis management into action.</li> <li>• Describe the psychology of crisis management decisions.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Develop emergency response scenarios.</li> <li>• Describe common crisis management plan weaknesses.</li> <li>• Develop contingency plans.</li> <li>• Implement damage control.</li> <li>• Create a crisis management checklist, and</li> <li>• Demonstrate mastery of lesson content at levels of 70% or higher.</li> </ul>		
Prerequisites	Junior Standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> <li>1. What Is Crisis Management</li> <li>2. Identifying a Crisis</li> <li>3. Crisis Management Basics</li> <li>4. Crisis Stages</li> <li>5. Establishing a Crisis Management Team</li> <li>6. The Role of the Crisis Manager</li> <li>7. Putting Crisis Management Into Action</li> <li>8. Psychology Of Crisis Management Decisions</li> <li>9. Emergency Response Scenarios</li> <li>10. Common Crisis Management Plan Weaknesses</li> <li>11. Contingency Plans</li> <li>12. Damage Control</li> </ol>		

Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																															
Bibliography	<p><b>Required:</b></p> <p>Coombs, W. T. (3<sup>rd</sup> ed., 2011). <u>Ongoing Crisis Communication: Planning, Managing, and Responding</u>. Sage</p> <p>(2014, 4<sup>th</sup> ed. ISBN: 9781452261362)</p>																															
Assessment policy	50 %	Final Exam																														
	0 – 40 %	Mid –Term / Tests / Quizzes																														
	0 – 30 %	Assignments / Projects																														
	0 – 20 %	Homework																														
	0 – 10 %	Class Attendance & Participation																														
	<table border="1"> <thead> <tr> <th colspan="4">Estimated student's work time distribution in hours:</th> </tr> <tr> <th colspan="2">Contact hours</th> <th colspan="2">Student's private time</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>39</td> <td>Private study</td> <td>39</td> </tr> <tr> <td>Mid-Term Test</td> <td>1</td> <td>Homework / Assignments / Projects</td> <td>42</td> </tr> <tr> <td>Final Exam</td> <td>2</td> <td>Test preparation</td> <td>9</td> </tr> <tr> <td></td> <td></td> <td>Final Exam Preparation</td> <td>18</td> </tr> <tr> <td>Total:</td> <td>42</td> <td>Total:</td> <td>108</td> </tr> </tbody> </table>				Estimated student's work time distribution in hours:				Contact hours		Student's private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18	Total:	42	Total:	108
Estimated student's work time distribution in hours:																																
Contact hours		Student's private time																														
Lecture	39	Private study	39																													
Mid-Term Test	1	Homework / Assignments / Projects	42																													
Final Exam	2	Test preparation	9																													
		Final Exam Preparation	18																													
Total:	42	Total:	108																													
Language	ENGLISH																															

2 <sup>nd</sup> Course Title	Issues in Culinary Arts				
Course Code	CHOS-108				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 <sup>rd</sup> semester				
Lecturer's Name	Mr. George Markatos				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>The course exposes the students to the history and the development of national and international cuisines and the tasting profiles around the world. Through the course, students will gain an understanding of the revolution, development and progress of the profession. Emphasis is given to the structure and history of each group food, in order students to be ready to understand the different methods of cooking. Also, the module aims to familiarise students with key priorities in culinary practice such as hygiene, sanitation and food safety principles and tools, as well as the role of nutrition in the development of F&amp;B concepts and operations.</p>				
Learning outcomes	<ul style="list-style-type: none"> <li>• Become familiar with the history and the development of national and international cuisines</li> <li>• Gain knowledge of the different tasting profiles around the world</li> <li>• Understand the basic culinary theory site of the subject and recognize the dangers of working in a professional kitchen environment: including team work, organizational skills, human relation skills, decision making, work habits, work speed, sanitary habits, and personal appearance.</li> <li>• Be able to identify the different types of food items</li> <li>• Be able to identify all the cooking methods and basic food qualities and standards</li> <li>• Demonstrate an understanding of the purpose and implementation of cleaning and operating equipment.</li> <li>• Understand the importance of good nutrition and recommended dietary allowances;</li> <li>• Describe nutrition concerns as they relate to menu planning, purchasing and recipe development.</li> </ul>				
Prerequisites	CHOS-100	Corequisites	NONE		
Course Content	Historical review of the national and international cuisine's development				

	<p>Tasting Profiles, Food Culture and eating habits Introduction to cooking, Cooking- nutrition and healthy eating. The working environment, Kitchen personnel, hierarchy (kitchen brigade), personnel duties, organization, staff scheduling Food hygiene and kitchen hygiene regulations, HACCP Importance of Personal Skills to Work, Personal, and Family Life Positive Attitude, Self-confidence, Honesty and Integrity, Self-discipline, Interpersonal Skills that Nutrition principles and their relevance for F&amp;B practice Food safety, sanitation and hygiene Hazard Analysis Critical Control Points (HACCP) Handling kitchen equipment Handling different kinds of food items Qualifications, duties and responsibilities, Personal hygiene, basic knowledge for kitchen accidents. Energy sources - use, function and safety, Fire protection, kitchen accidents</p>		
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>		
Bibliography	<p><b>Required:</b></p> <p>Gillespie, C. European Gastronomy into the 21st Century. 2009.</p> <p>Ninemeier, J. D. (2012).Management of Food and Beverage Operations with Answer Sheet (AHLEI; 5th Edition). Educational Institute, ISBN-10: 0133086151</p> <p><b>Recommended:</b></p> <p>Labensky, S. R., Martel, P. A., Hause, A. M. (2010). On Cooking: A Textbook of Culinary Fundamentals (5th Edition). Pearson, ISBN-10: 013715576X</p> <p>Foskett, D., Campbell, J., and Ceserani, V. Practical Cookery: Foundation Student Book Level 1. Hodder Education, 2009.</p>		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		