TABLE 1: STRUCTURE OF THE PROGRAM OF STUDY

PROGRAM REQUIREMENTS	ECTS
Compulsory courses	180
Elective courses (α) Courses of specialization (β) General Education courses / Free Electives	 24 36
Undergraduate / Postgraduate Assignment	N/A
Practical training	N/A
Total ECTS	240

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester								
1.	Compulsory	Introduction to the Hospitality & Tourism Industry	TOU-100	3	55	13	39	6
2.	Compulsory	Microeconomics	ECO-104	3	55	13	39	6
3.	Compulsory	English Writing	ENG-200	3	55	13	39	6
4.	Compulsory	Accounting I	ACC-103	3	55	13	39	6
5.	Compulsory	German Language I	GER-100	3	55	13	39	6
B' Semester								
1.	Compulsory	Computer Applications	CSC-100	3	55	13	39	6
2.	Compulsory	Greek Language I	GRE-100	3	55	13	39	6
3.	Compulsory	Geography of Tourism	TOU-106	3	55	13	39	6
4.	Compulsory	History of Cyprus	HST-100	3	55	13	39	6
5.	Compulsory	German Language II	GER-102	3	55	13	39	6

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
C' Semester								
1.	Compulsory	Introduction to Management	MGT-101	3	55	13	39	6
2.	Compulsory	Accounting II	ACC-203	3	55	13	39	6
3.	Compulsory	Greek Language II	GRE-102	3	55	13	39	6
4.	Compulsory	Advance English	ENG-210	3	55	13	39	6
5.	Compulsory	Marketing	MKT-303	3	55	13	39	6
D' Semester								
1.	Compulsory	Front Office Operations	HOSP-200	3	55	13	39	6
2.	Compulsory	Housekeeping & Maintenance Management	HOSP-202	3	55	13	39	6
3.	Compulsory	Restaurant Operations Management	HOSP-205	3	55	13	39	6
4.	Compulsory	Psychology	PSY-100	3	55	13	39	6
5.	Compulsory	Organizational Behaviour	MGT-202	3	55	13	39	6

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
E' Semester								
1.	Compulsory	Food & Beverage Management	HOSP-206	3	55	13	39	6
2.	Compulsory	Business & Society	BUS-504	3	55	13	39	6
3.	Compulsory	Macroeconomics	ECO-205	3	55	13	39	6
4.	Compulsory	Change & Creativity in Organizations	BUS-604	3	55	13	39	6
5.	Compulsory	Management Information Systems	MIS-704	3	55	13	39	6
F' Semester								
1.	Compulsory	Human Resource Management	HRM-305	3	55	13	39	6
2.	Compulsory	Statistics	MTH-204	3	55	13	39	6
3.	Compulsory	Case Studies in International Tourism & Hospitality	TOU-306	3	55	13	39	6
4.	Compulsory	Food & Beverage Cost Control	HOSP-208	3	55	13	39	6
5.	Compulsory	European Integration	BUS-805	3	55	13	39	6

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
G' Semester								
1.	Compulsory	Tourism, Heritage & Society	TOU-324	3	55	13	39	6
2.	Compulsory	Sustainable Tourism	TOU-408	3	55	13	39	6
3.	Compulsory	Hospitality and Tourism Marketing	HOSP-309	3	55	13	39	6
4.	Compulsory	Innovation in Tourism & Hospitality Management	TOU-416	3	55	13	39	6
5.	Compulsory	Meetings, Events & Conference Management	HOSP-304	3	55	13	39	6
H' Semester								
1.	Compulsory	Managing Service Quality in the Hospitality Industry	HOSP-400	3	55	13	39	6
2.	Compulsory	European Community Tourism Law & Policy	TOU-400	3	55	13	39	6
3.	Compulsory	Operations Management	MGT-301	3	55	13	39	6
4.	Compulsory	Research Methodology	BUS-503	3	55	13	39	6
5.	Compulsory	International Business	BUS-602	3	55	13	39	6

TABLE 3: TEACHING PERSONNEL, COURSES AND TEACHING PERIODS IN THE PROGRAM OF STUDY

A/A	Name and Surname	Discipline / Specialization	Teaching courses in the program of study under evaluation		
			Code	Course title	Periods/ week
1.	Aris Mousoulides	Doctor of professional studies (Dprof) in Hotel and Tourism Management Master of Science (MSc) in Hotel Administration SHA Diploma in Hotel Management	HOSP 200 HOSP 202 TOU 306 TOU 300 TOU 324 TOU 408 HOSP304 TOU 406 TOU 405	Front Office Operations Housekeeping and Maintenance Management Case Studies in International Tourism & Hospitality Special Interest Tourism Tourism, Heritage and Society Sustainable Tourism Meetings, Events and Conference Management Destination Management and Marketing Tourism Planning and Policy	3 3 3 3 3 3 3 3 3
2.	Leonidas Efthymiou	PhD Management MSc Management BA Hospitality Management Diploma in Hotel and Catering Management	HOSP 205 HOSP 206 HOSP 208 TOU 416 HOSP 302 HOSP 360 BUS 802	Restaurant Operations Management Food & Beverage Management Food & Beverage Cost Control Innovation in Tourism & Hosp. Management Facilities Layout and Design Casino Management Business Policy & Corporate Strategy	3 3 3 3 3 3 3
3.	Christakis Sourouklis	PhD Management Postgraduate Diploma in Research Training Masters in Human Resource Management including the qualifications of the Chartered Institute of Personnel and Development (CIPD) Postgraduate Diploma in Human Resource Management BA Hospitality Management	TOU 100 HOSP400 HRM 305 HRM 402 BUS 404 BUS 602 HOSP114 HOSP214 HOSP314 BUS503	Introduction to the Hospitality & Tourism industry Managing service quality in the Hosp. Industry Human Resources Management Employee Relations Business Strategy International Business Summer Practicum I Summer Practicum II Summer Practicum III Research Medodology	3 3 3 3 3 3 0 0 0 3
4.	Konstantinos Kakoudakis	PhD Business and Management M.A. Strategic Consumer Marketing	MKT 303 MKT 405	Marketing Advertising and Promotion	3 3

		M.A. Strategic Hospitality Management Diploma of Higher Education in Tourism Management	MKT 412 MKT 501 MKT 601 MKT 703 BUS 604 BUS 502 BUS 504 HOSP309	International Marketing Strategy Marketing Intelligence Social Marketing Consumer Behaviour Change and Creativity in Organizations Entrepreneurship: New Venture Development Business and Society Hospitality and Tourism Marketing	3 3 3 3 3 3 3 3
5.	Christodoulos Kakouris	PhD in Business Administration Master in Business Administration (MBA) BSc in Electronic Engineering	MGT 101 ECO 104 ECO 205 ECO 605 MGT 301 MGT 202 BUS 201	Introduction to Management Microeconomics Macroeconomics Development Economics and Policy Operation Management Organizational Behaviour Business Environment	3 3 3 3 3 3 3
6.	Andreas D. Shiamarou	PhD Internet Computers BEng (Hons) in Electronic and Communication Engineering DTech Diploma in Electrical Engineering	CSC 302 MIS 704 CSC 100	Introduction to E-Business Management Information system Computer Applications	3 3 3
7.	Georgia Ypermachou	ACCA - Association of Chartered Certified Accountants BA Accounting and Finance Degree in Economics	FIN 403 FIN 304 ACC 103 ACC 203	Financial Systems & Auditing Financial Reporting Accounting I Accounting II	3 3 3 3
8.	Andreas Karyos	PhD Cypriot History MA 20th Century European History BA History and Archaeology	GRE 100 GRE 102 HIST 705 HIST 100 BUS 805	Greek Language I Greek Language II European History History of Cyprus European Integration	3 3 3 3 3
9.	Roxana Michaelides	PhD Educational Leadership for teaching and Learning. MA International Hospitality Management BA International Hospitality Management Diploma in German Language.	GER 100 GER 102 TOU 106 TOU 320 TOU 318	German Language I German Language II Geography of tourism Recreational Tourism Contemporary Issues in the tourism & hosp industry	3 3 3 3 3
10.	Kyriakos Paridis	PhD Mathematical Sciences.	MTH 102	Maths	3

		MSc Applied Numerical Computing BSc Mathematics.			
11.	Pavlos Evangelides	PhD Applied Mathematics and Statistics	MTH 204	Statistics	3
12.	Georgia M. Michaelidou	LLB (Hons) LLM (International Business Law)	LAW 803 LAW 804 TOU 400	International Law in Contemporary Society Human Rights and the International Order European Community Tourism Law and Policy	3 3 3
13.	Eri Nomikou	MSc Natural Language Processing BA Applied Languages and Translation	BUS 300 ENG 200 ENG 210	Business Communications English Writing Advance English	3 3 3
14.	Vaso Theofanous	PhD candidate Clinical Psychology MA School Psychology BA Psychology	PSY 100 SCO 100 SOC 505	Psychology Sociology Understanding Social Change	3 3 3

TABLE 4: TEACHING PERSONNEL, QUALIFICATIONS, AND TOTAL TEACHING PERIODS

A/A	Name and Surname	Qualifications	Rank*	FT/PT**	Program of Study	Periods / week	Total periods /week
1.	Aris Mousoulides	Doctor of professional studies (Dprof) in Hotel and Tourism Management Master of Science (MSc) in Hotel Administration SHA Diploma in Hotel Management	P	FT	Hospitality and Tourism Management	12	12
2.	Leonidas Efthymiou	PhD Management MSc Management BA Hospitality Management Diploma in Hotel and Catering Management	Assoc. P	PT	Hospitality and Tourism Management	6	6
3.	Christakis Sourouklis	PhD Management Postgraduate Diploma in Research Training Masters in Human Resource Management including the qualifications of the Chartered Institute of Personnel and Development (CIPD) Postgraduate Diploma in Human Resource Management BA Hospitality Management	Assoc. P	PT	Hospitality and Tourism Management	6	6
4.	Konstantinos Kakoudakis	PhD Business and Management M.A. Strategic Consumer Marketing M.A. Strategic Hospitality Management Diploma of Higher Education in Tourism Management	Assis. P	FT	Hospitality and Tourism Management	12	12
5.	Christodoulos Kakouris	PhD in Business Administration Master in Business Administration (MBA) BSc in Electronic Engineering	Assis. P	FT	Hospitality and Tourism Management	12	12

6.	Andreas D. Shiamarou	PhD Internet Computers BEng (Hons) in Electronic and Communication Engineering DTech Diploma in Electrical Engineering	Assoc. P	FT	Hospitality and Tourism Management	12	12
7.	Georgia Ypermachou	ACCA - Association of Chartered Certified Accountants BA Accounting and Finance Degree in Economics	L	PT	Hospitality and Tourism Management	6	6
8.	Andreas Karyos	PhD Cypriot History MA 20th Century European History BA History and Archaeology	Assoc. P	PT	Hospitality and Tourism Management	6	6
9.	Roxana Michaelides	PhD Educational Leadership for teaching and Learning. MA International Hospitality Management BA International Hospitality Management Diploma in German Language.	Assis. P	PT	Hospitality and Tourism Management	6	6
10.	Kyriakos Paridis	PhD Mathematical Sciences. MSc Applied Numerical Computing BSc Mathematics.	Assis. P	PT	Hospitality and Tourism Management	6	6
11.	Pavlos Evangelides	PhD Applied Mathematics and Statistics	**L**	PT	Hospitality and Tourism Management	6	6
12.	Georgia M. Michaelidou	LLB (Hons) LLM (International Business Law)	**L**	PT	Hospitality and Tourism Management	6	6
13.	Eri Nomikou	MSc Natural Language Processing BA Applied Languages and Translation	**L**	FT	Hospitality and Tourism Management	12	12
14.	Vaso Theofanous	PhD candidate Clinical Psychology MA School Psychology BA Psychology	**L**	PT	Hospitality and Tourism Management	6	6

* Rank: Professor (P), Associate Professor (Assoc. P), Assistant Professor (Assis. P), Lecturer (L), Special Teaching Personnel (STP), Visiting Professor (Vis. P), Special Scientist (SS), Lab Assistant (LA)
** Full Time (FT), Part Time (PT)

F. ANNEXES
ANNEX 1 – LIST OF COMPULSORY COURSES AND ELECTIVE COURSES

Teaching Hours and Credit Load for Required and Elective Courses:
Each Course is 3 Teaching Hours per Week per Semester (13 Weeks) = 3 Credits (6 ECTS Credits)

Requirement and Elective Courses	Credits
Hospitality Requirements	48
Tourism Requirements	48
Business Requirements	48
Language Requirements	12
Computers Requirements	12
Mathematics	12
English Requirements	12
General Electives	48
Total ECTS Credits to Graduate	240 ECTS

*In regards of summer practicum it is compulsory for all students of hospitality and tourism to complete the minimum of 500 hours of practicum, during the summer holidays.

Academic Path – Hospitality and Tourism Management (4 years, 240 ECTS)
Note: All Required courses are indicated with R. Elective courses are indicated with E.

COURSE CODE	COURSE TITLE	
	MAJOR REQUIREMENT	
TOU-100	INTRODUCTION TO THE HOSPITALITY & TOURISM INDUSTRY	**R**
ECO-104	MICROECONOMICS	**R**
ENG-200	ENGLISH WRITING	**R**
ACC-103	ACCOUNTING I	**R**
GER-100	GERMAN LANGUAGE I	**R**
CSC-100	COMPUTER APPLICATIONS	**R**
MGT-101	INTRODUCTION TO MANAGEMENT	**R**
ENG-210	ADVANCE ENGLISH	**R**
ACC-203	ACCOUNTING II	**R**
GER-102	GERMAN LANGUAGE II	**R**
HOSP-200	FRONT OFFICE OPERATIONS	**R**
HOSP-202	HOUSEKEEPING AND MAINTENANCE MANAGEMENT	**R**
MGT-202	ORGANIZATIONAL BEHAVIOR	**R**
HOSP-206	FOOD & BEVERAGE MANAGEMENT	**R**
HOSP-208	FOOD & BEVERAGE COST CONTROL	**R**
TOU-306	CASE STUDIES IN INTERNATIONAL TOURISM & HOSPITALITY	**R**
HOSP-205	RESTAURANT OPERATIONS MANAGEMENT	**R**
MTH-204	STATISTICS	**R**
TOU-324	TOURISM, HERITAGE AND SOCIETY	**R**
HRM-305	HUMAN RESOURCE MANAGEMENT	**R**

MKT-303	MARKETING	**R**
TOU-408	SUSTAINABLE TOURISM	**R**
TOU-416	INNOVATION IN TOURISM & HOSPITALITY MANAGEMENT	**R**
ECO-205	MACROECONOMICS	**R**
MIS-704	MANAGEMENT INFORMATION SYSTEM	**R**
MGT-301	OPERATIONS MANAGEMENT	**R**
HOSP-400	MANAGING SERVICE QUALITY IN THE HOSPITALITY INDUSTRY	**R**
TOU-400	EUROPEAN COMMUNITY TOURISM LAW AND POLICY	**R**
HOSP-309	HOSPITALITY AND TOURISM MARKETING	**R**
BUS-503	RESEARCH METHODOLOGY	**R**
HOSP-114	SUMMER PRACTICUM I (Non-Credit)	**R**
HOSP-214	SUMMER PRACTICUM II (Non-Credit)	**R**
HOSP-314	SUMMER PRACTICUM III (Non-Credit)	**R**

BUSINESS ELECTIVES (MINIMUM 3 COURSES)		
CSC-302	INTRODUCTION TO E-BUSINESS	**E**
FIN-304	FINANCIAL REPORTING	**E**
FIN-403	FINANCIAL SYSTEMS AND AUDITING	**E**
BUS-404	BUSINESS STRATEGY	**E**
MKT-405	ADVERTISING AND PROMOTION	**E**
MKT-501	MARKETING INTELLIGENCE	**E**
BUS-504	BUSINESS AND SOCIETY	**E**
SOC-505	UNDERSTANDING SOCIAL CHANGE	**E**
MKT-601	SOCIAL MARKETING	**E**
BUS-602	INTERNATIONAL BUSINESS	**E**
ECO-605	DEVELOPMENT ECONOMICS AND POLICY	**E**
MKT-412	INTERNATIONAL MARKETING STRATEGY	**E**
MKT-703	CONSUMER BEHAVIOUR	**E**
BUS-502	ENTERPRENEURSHIP: NEW VENTURE DEVELOPMENT	**E**
BUS-201	BUSINESS ENVIRONMENT	**E**
BUS-300	BUSINESS COMMUNICATIONS	**E**
HRM-402	EMPLOYEE RELATION	**E**
BUS-802	BUSINESS POLICY AND CORPORATE STRATEGY	**E**

GENERAL EDUCATION ELECTIVES (MINIMUM 3 COURSES)		
BUS-604	CHANGE AND CREATIVITY IN ORGANISATIONS	**E**
HST-705	EUROPEAN HISTORY	**E**
HST-100	HISTORY OF CYPRUS	**E**
LAW-803	INTERNATIONAL LAW IN CONTEMPORARY SOCIETY	**E**
LAW-804	HUMAN RIGHTS AND THE INTERNATIONAL ORDER	**E**
BUS-805	EUROPEAN INTEGRATION	**E**
SCO-100	SOCIOLOGY	**E**
PSY-100	PSYCHOLOGY	**E**
GRE-100	GREEK LANGUAGE I	**E**
GRE-102	GREEK LANGUAGE II	**E**
MTH-102	MATHS	**E**

HOSPITALITY AND TOURISM ELECTIVES (MINIMUM 4 COURSES)		
HOSP-302	FACILITIES LAYOUT AND DESIGN	**E**
HOSP-304	MEETINGS, EVENTS AND CONFERENCE MANAGEMENT	**E**
HOSP-360	CASINO MANAGEMENT	**E**
TOU-106	GEOGRAPHY OF TOURISM	**E**
TOU-320	RECREATIONAL TOURISM	**E**
TOU-318	CONTEMPORARY ISSUES IN THE TOURISM & HOSPITALITY INDUSTRY	**E**
TOU-300	SPECIAL INTEREST TOURISM	**E**
TOU-405	TOURISM PLANNING AND POLICY	**E**
TOU-406	DESTINATION MANAGEMENT AND MARKETING	**E**

ANNEX 2 – COURSE DESCRIPTION

Course Title	Introduction to the Hospitality and Tourism Industry				
Course Code	TOU-100				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1/Semester A				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	Students are introduced in the opportunities, careers, responsibilities and trends of the hospitality and tourism industry. The course exposes students to the evolution of the sector and its relation with the travel and tourism industry. Students are, also, able to learn the different elements and types of establishments that make up the hospitality industry. The profile of the work and the activities done in each department of a hotel are also reviewed. Students will gain knowledge of the basic managerial functions and how they relate to the hospitality industry				
Learning Outcomes	On successful completion of this course, students will be able to: • understand the concept of hospitality and tourism • identify and explain the origins and evolution of tourism • consider the hotel as a business; • recognize the importance of hotels; • examine the different hotel guest support services; • measure labor and productivity • evaluate the nature of independent groups and international hotels; • become familiar with the growth and development of the hotel industry • understand organization and structure of hotel operations become familiar with the rooms division understand the food service industry and the management food service operations • learn the functional areas in hospitality operations.				
Prerequisites	None	Required	None		
Course Content	1. The world of hospitality 2. Travel and Tourism industry 3. Career opportunities 4. The growth and development of the hotel industry 5. The organization and structure of hotel operations 6. The rooms division 7. The food service industry 8. The organization and structure of the food service industry 9. Management and operation of food services 10. Functional areas in hospitality operations: Engineering and maintenance division, Marketing and sales division, Accounting division and Human resources division				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities:				

	• Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Tourism: Principles, Practices, Philosophies Paperback Author(s) J. R. Brent Ritchie and Charles R. Goeldner Publisher Wiley india Pvt. Ltd Publ. Year 2016 Edition 12th ISBN-10 8126563710 ISBN-13 978-8126563715
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	ENGLISH WRITING				
Course Code	ENG - 200				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1 / Semester A				
Teacher's Name	Eri Nomikou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course brings to the learning process a freshness and vitality that further stimulates the learner's active assimilation of material, and encourages the learner to develop self-expression through either formal or colloquial English.				
Learning Outcomes	On successful completion of this course, students will be able to: • Read complex passages with confidence and text awareness; • Speak with oral proficiency • Listen to develop aural skills and comprehension techniques; • Write correctly in appropriate register and with fluency.				
Prerequisites	None	Required	None		
Course Content	CONTENT <u>Unit 1</u> <u>Relationships</u> Grammar: Present Simple Past Simple Stative verbs Present Perfect Simple Past Perfect Simple Vocabulary: Topic vocabulary Topic phrasal verbs Word formation Confusable verbs Word patterns Writing: Informal transactional letters <u>Unit 2</u> <u>Traveling</u> Grammar: Present Continuous Past Continuous Present Perfect Continuous Past Perfect Continuous *So, Such, too, enough* used to, would, be/get used to Vocabulary: Topic vocabulary Word formation Topic phrasal verbs Collocations				

	Writing:	Story
	<u>Unit 3</u> <u>Technology</u>	
	Grammar:	The future Articles Present in time clauses
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Confusable words
	Writing:	Article
	<u>Unit 4</u> <u>Money</u>	
	Grammar:	Conditionals I: zero, first, second *unless, in case, as long as, provided (that)* Countable/Uncountable nouns Quantifiers
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Confusable words
	Writing:	Discursive composition
	<u>Unit 5</u> <u>Leisure</u>	
	Grammar:	Modals I: ability, permission, advice/criticism, obligation Comparatives and Superlatives Questions
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Word patterns
	Writing:	Formal transactional letters
	<u>Unit 6</u> <u>Nature</u>	
	Grammar:	The passive - *ing* form or Infinitive *prefer, would rather, had better*
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Word patterns
	Writing:	Article

	Revision Unit 1	Revision of Units 1-6
	Unit 7 Sport	
	Grammar:	Modals II: degrees of certainty Prepositions of place Indirect Questions
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Collocations *go/play/do*
	Writing:	Formal transactional letters
	Unit 8 Communication	
	Grammar:	Reported Speech Reported Questions Reporting Verbs *although, even though, in spite of, despite, however*
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation *get*
	Writing:	Report
	Unit 9 Work	
	Grammar:	Relative Clauses The Causative
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation *have/take/make/do*
	Writing:	Letter of application
	Unit 10 Health	
	Grammar:	Conditionals II: third, mixed, inverted Direct / Indirect objects Infinitives of purpose
	Vocabulary:	Topic vocabulary Topic phrasal verbs Word formation Word patterns
	Writing:	Story
	Unit 11	

	Learning Grammar: Unreal past Past wishes Participles Vocabulary: Topic vocabulary Topic phrasal verbs Word formation Collocations Writing: Informal transactional letter Unit 12 The Law Grammar: Inversions Question Tags Impersonal Passive Vocabulary: Topic vocabulary Topic phrasal verbs Word formation Word patterns Writing: Discursive composition Revision Unit 2 Revision of Units 7-12
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title New GCSE English Writing Skills Study Guide Author(s) CGP Books Publisher Coordination Group Publications Ltd Publ. Year 2017 ISBN-10 1847628907 ISBN-13 978-1847628909
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	COMPUTER APPLICATIONS				
Course Code	CSC 100				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1 / Semester B				
Teacher's Name	Andreas G. Shiamarou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to computer applications, focusing on microcomputer technology emphasizing file management, utilizing various				

<table>
<tr><td></td><td colspan="3">operating system commands, statistical tools such as excel, database software such as Access, presentation software such as PowerPoint. The course aims to introduce students to the digital world by considering fundamental computer hardware and the most popular microcomputer applications. Students will be able to explain systems and application software.</td></tr>
<tr><td>Learning Outcomes</td><td colspan="3">On successful completion of this course, students will be able to:
Introduce and practice file management, data storage and security principles.
Consider basic operating system features (using the Windows environment).
Give students hands-on experience on popular application software packages, which may include word processing, electronic spreadsheets, database management, presentation graphics, statistical applications and other.
Become proficient in the use of the windows environment.
Create word processing documents and understand word processing fundamentals.
Use an electronic spreadsheet to solve relevant problems. Prepare graphs to present important facts.
Create simple databases and apply queries to search for a range of data.
Use presentations graphics software to prepare attractive presentations.</td></tr>
<tr><td>Prerequisites</td><td>None</td><td>Required</td><td>None</td></tr>
<tr><td>Course Content</td><td colspan="3">Brief introduction to computers
Operating systems
Word processing
Electronic spreadsheet
Database Management.
Presentation Graphics.
Essentials of Windows
1. The Desktop
2. The Common User Interface
Moving and Sizing a Window
Pull-Down Menus
Dialog Boxes
The Mouse
The Mouse Versus the Keyboard
3. The Help Command
4. Files and Folders
5. My Computer
6. Windows Explorer
Expanding and Collapsing a Drive or Folder
7. The Basics of File Management
Moving and Copying a File
Deleting a File
Renaming a File
Backup
Write-Protection</td></tr>
</table>

	Microsoft Word **Section: 1** 1.The basics of Word Processing The Insertion Point Word Wrap Toggle Switches Insertion Versus Overtype Deleting Text 2. Introduction to Microsoft Word 3. The File Menu 4. Troubleshooting 5. The Spell Check (AutoCorrect and AutoText) 6. Thesaurus 7. Grammar Check 8. Save Command (Backup Options) **Section: 2** 1. Select-Then-Do 2. Moving and Copying Text 3. Undo and Redo Commands 4. Find, Replace, and Go to Commands 5. Scrolling 6. View Menu 7. Typography Typeface Type Size Format Font Command 8. Page Setup Command Page Breaks 9. Paragraph Formatting Alignment Indents Tabs Hyphenation Line Spacing 10. Format Paragraph Command (Borders and Shading) 11. Column Formatting **Section: 3** 1. A compound Document Microsoft Clip Gallery Insert Symbol Command Microsoft WordArt 2. The Drawing Tool Bar 3. Microsoft Word and the Internet Copyright Protection Footnotes and Endnotes Wizards and Templates **Section: 4** 1. Bullets and Lists 2. Creating an Outline 3. Tables 4. Styles 5. The Outline View

	AutoFormat Command 6. Working in Long Documents Page Numbers Headers and Footers Sections Table of Contents Creating an Index The Go to Command ***Microsoft Excel*** **Section: 1** 1. Introduction to Spreadsheets Row and Column Headings Formulas and Constants 2. Introduction to Microsoft excel Toolbars 3. The File Menu 4. Modifying the worksheet 5. The Page Setup Command **Section: 2** 1. Cell Ranges 2. Copy Command 3. Move Operation 4. Formatting Column Widths Row Heights 5. Format Cells Command Numeric Formats Alignment Fonts Borders, Patterns, and Shading 6. Microsoft Excel and the Internet **Section: 3** 1. Analysis of a Car Loan The PMT function The Goal Seek Command 2. Home Mortgages Relative Versus Absolute Addresses 3. The Power of Excel The Fill Handle Pointing Functions 4. Statistical Functions 5. Arithmetic Expression Versus Functions 6. AutoFill 7. IF Function 8. V LOOKUP Function 9. Working with Large Spreadsheets Freezing Panes Grouping and Outlines Scenario Manager **Section: 4** 1. Chart Types

	Pie Charts Column and Bar Charts 2. Creating a Chart The Chart Wizard Enhancing a Chart 3. Multiple Data Series Rows Versus Columns 4. Object Linking and Embedding 5. Additional Chart Types Line Chart Combination Chart 5. Use and Abuse of Charts Improper Labels Adding Dissimilar Quantities ***Microsoft Access*** **Section: 1** 1. Introduction to Microsoft Access The Database Window Tables 2. Maintaining a Database Find and Replace Commands Data Validation 3. Forms, Queries, and Reports 4. Filters and Sorting 5. A Relational Database **Section: 2** 1. Building a Database Include the Necessary Data Store Data in its Smallest Parts Avoid Calculated Fields 2. Creating a Table Primary Key Views Properties 3. Forms Controls Properties The Form Wizard Modifying a Form 4. A more Sophisticated Form **Section: 3** 1. Reports (Anatomy of a Report, The Report Wizard, Applying Knowledge) 2. Introduction to Queries (Query Window, Selection Criteria) 3. Grouping Records 4. Crosstab Queries 5. Action Queries ***Microsoft PowerPoint*** 1. A PowerPoint Presentation 2. Introduction to Power Point (Six Different Views, The File Menu) 3. Creating a Presentation (Side Layouts)

	4. Templates 5. Creating a Slide Show (Delivering the Presentation)
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** **Lectures and Workshops: 39 hours** **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Essential Office 365 Author(s) Kevin Wilson Publisher Elluminet Press Publ. Year 2017 Edition 2nd ISBN-10 1911174371 ISBN-13 978-1911174370
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	GREEK LANGUAGE I				
Course Code	GRE-100				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 1 / Semester B				
Teacher's Name	Andreas Karyos				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer beginners in Greek Language a basic introduction to the language. Tenses are studied but emphasis is given on vocabulary, oral and reading comprehension.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be familiar with the Greek alphabet and be able to read simple Greek texts; • Build up their knowledge of Greek to Elementary stage; • Construct correct Greek sentences orally and in writing; Communicate in Greek using the everyday language				
Prerequisites	None	Required	None		
Course Content	Introduction to the alphabet. Pronunciation. The Definite and Indefinite Articles *ο, η, το, ένας, μία, ένα*. Neuter Nouns in the Singular and Plural. Masculine and Feminine Nouns in the Singular. The Accusative Case of Masculine, Feminine and Neuter Nouns. Masculine and Feminine Nouns in the Plural. The Singular and Plural Possessive of Masculine, Feminine and Neuter Nouns. Adjectives ending in *-ος, -η, -ο* and *-ος, -α, -ο*. Adjectives in the Plural. Comparative and Superlative. Demonstrative Pronouns *αυτός, αυτή αυτό* (this). Interrogative Pronouns, "*ποιος, ποια, ποιο;*" (who, which?). Possessive Pronouns, *μου, σου του* (my, your, his) etc. The Accusative Case of the Personal Pronoun, *εγώ-με* (I – me). The Preposition *στο(ν), στη(ν), στο,* (in the, at the, to the…) etc. Adverbs of Place and Distance. Adverbs of Frequency. Adverbs of Time. The Auxiliary Verb "*έχω*" *(*to have*)*. The Auxiliary Verb "*είμαι*" (to be). Auxiliary Verbs "like" and "dislike" in singular. Auxiliary Verb "*μπορώ*," *(*can*)* and "*θέλω*," *(*to want*)*. The First Conjugation of the Verbs e.g. "*βλέπω,*" *(*to see*).* The Second Conjugation of the Verbs e.g. "*απαντώ, ρωτώ*" (to answer, to ask*)*. The Fourth Conjugation. of the Verbs e.g. " *έρχομαι*," *(*to come*).*				

	The Third Conjugation of the Verbs e.g. "*ευχαριστώ*" *(*to thank*).* The Infinitive. The Gerund. The Past Continuous Tense. The Past Simple Tense. The Past Simple Tense of Irregular Verbs. Time expressions used when using the Past Simple Tense. The Future Continuous Tense. The Future Simple Tense. Regular and Irregular Verbs in the Future. Questions in the Future Tense. Time expressions to create the Simple Future Tense. Salutations. Introducing People. Marital Status. Jobs and Places. Addresses. Countries and Towns of the World. Adjectives revealing nationalities. Languages. Family Tree. How old are you? Description of a person. Portrait. The colours. Professions. The climate and the weather. Days of the week. Seasons and months. Telling the time. Numbers. Telephone Numbers. Visit to the supermarket. How much does it cost? Eating in a restaurant. Breakfast, Lunch, Dinner. Giving directions. The Classroom. Types of homes and interior spaces. Looking for an apartment in the centre. How to make a reservation for hotel accommodation.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Learning Greek: Greek for English Speakers (Book 1 – Preliminary) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2017 Edition 3rd ISBN 978-960-457-066-9 Title Learning Greek: Greek for English Speakers (Book 2 – Intermediate) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2007

	ISBN 978-960-457-067-6 Title Learning Greek: Greek for English Speakers (Book 3 – Advanced) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2007 ISBN 978-960-457-068-3
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	GREEK LANGUAGE II				
Course Code	GRE-102				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 3 / Semester C				
Teacher's Name	Andreas Karyos				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer beginners in Modern Greek a broader introduction to the language. Grammar is studied but emphasis is given on vocabulary, oral and reading comprehension and above all communication.				
Learning Outcomes	On successful completion of this course, students will be able to: • build up their knowledge of Greek to Higher Elementary stage; • construct complex Greek sentences correctly; • speak clearly and communicate in the everyday language				
Prerequisites	GRE100 Greek Language I	Required	None		
Course Content	The Definite and Indefinite Articles ο, η, το, ένας, μία, ένα. In the Nominative, Accusative and Genitive (Possessive) Case in the singular and plural. Masculine, Feminine and Neuter Nouns in the Singular and Plural. The Accusative and Genitive (Possessive) Case of Masculine, Feminine and Neuter Nouns in the singular and plural. Adjectives ending in -ος, -η, -ο and -ος, -α, -ο, in the Accusative and Genitive (Possessive) Case in the singular and plural. Comparative and Superlative. The Auxiliary Verbs "έχω" (to have), "είμαι" (to be), "like" and "dislike," "μπορώ," (can) and "θέλω," (to want) in the singular and plural, present and past. The Infinitive. The Gerund. The Subjunctive. The Imperative. The First, Second, Third and Fourth Conjugation of the Verbs in the Past Continuous, the Past Simple, the Future Continuous, the Future Simple Tense, the Present Perfect, the Past Perfect Irregular Verbs in the above tenses. Intransitive and passive verbs. Conditionals **CONTENT** Practice and expansion on the functions of GRE-100 Describing: The climate and the weather. The family. (Family Tree. Portrait. Professions). The house (rooms, furniture). Shopping. Fruit (Visit to the supermarket). Clothing (Visit to the shops) Describing past events: What I did in the morning. An excursion. A trip abroad. Describing countries: Greece. Cyprus. Native countries. Countries and Towns of the World. Languages. Nationalities Preparing for a journey:				

	Travelling around town (taxi, hotel, making reservations, asking and giving directions) Eating in a restaurant (Breakfast, Lunch, Dinner).
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Learning Greek: Greek for English Speakers (Book 1 – Preliminary) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2017 Edition 3rd ISBN 978-960-457-066-9 Title Learning Greek: Greek for English Speakers (Book 2 – Intermediate) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2007 ISBN 978-960-457-067-6 Title Learning Greek: Greek for English Speakers (Book 3 – Advanced) Author(s) Kesopoulos, Aristidis Publisher Malliaris Publications Publ. Year 2007 ISBN 978-960-457-068-3
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	ADVANCE ENGLISH				
Course Code	ENG-210				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester C				
Teacher's Name	Eri Nomikou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides material and exercises to develop the advanced language skills and competence required in everyday life. It helps students develop their vocabulary and practice the reading, writing, listening and speaking skills needed to efficiently communicate.				
Learning Outcomes	On successful completion of this course, students will be able to: • speak the English language fluently; • communicate excellently; • have the ability to make a good use of the English Grammar; • read and write complex passages; and • be able to read and analyze a reader				
Prerequisites	None	Required	None		
Course Content	**<u>Unit 1</u>** **<u>Something to shout about!</u>** Language Focus: Celebrations Career success Collocations Words often confused Leaders Expressing satisfaction Idioms Fixed phrases with *on* Phrasal verbs Communication: Reading and responding to news English in Use: Gerund/Infinitive Word formation Word building Error correction Writing: Formal and informal letters <u>Unit 2</u> <u>Escape Artists</u> Language Focus: Past times and hobbies Leisure activities Adjectives Collocations Idioms Fixed phrases with *at* Phrasal verbs Communication: Making and responding to				

		suggestions Interrupting
	English in Use:	The Present Stative verbs
	Writing:	Reviews
	Unit 3 **People Power**	
	Language Focus:	Family Media Characteristics Words often confused Idioms Fixed phrases with *of* Phrasal verbs (clear, come) Communication: Apologising
	English in Use:	The Past *used to* and *would* Register transfer Error correction
	Writing:	Articles
	Unit 4 **Growing Concerns**	
	Language Focus:	Crime and the law Punishment Clarity Social issues People in the legal profession Phrasal verbs Idioms Fixed expressions with *against* Communication: Problems and solutions
	English in Use:	The Passive The Causative Register transfer Word formation
	Writing:	Reports and proposals
	Unit 5 Our Changing World	
	Language Focus:	Science and technology Computers Phrasal verbs Idioms Fixed phrases with *in* Communication: Sharing opinion
	English in Use:	The Future Error correction

		Register transfer
	Writing:	Book entries
	Unit 6 **A Job Well Done**	
	Language Focus:	Jobs Work and workplaces Collocations Idioms Fixed phrases with *on* Phrasal verbs Communication: Polite and requests
	English in Use:	Conditionals and wishes Structure and coherence Word formation
	Writing:	Business option/letters of application
	Unit 7 **Fit for Life**	
	Language Focus:	Health problems Treatments Medicine Collocations Idioms Fixed phrases with *under* Phrasal verbs Communication: Making appointments
	English in Use:	Inversion Modal verbs Register transfer Structure
	Writing:	Combined transactional letters
	Unit 8 **Live and Learn**	
	Language Focus:	School, college, university Study methods Subjects Learning Collocations Idioms Fixed phrases with *by* Phrasal verbs Communication: Describing similarities and differences
	English in Use:	Relatives Word formation Structure and coherence
	Writing:	Information sheet

	Unit 9 **The Image Business** Language Focus: Image Looks Collocations Idioms Fixed phrases with *down* Phrasal verbs Communication: Expressing surprise Calling 999 English in Use: Indirect speech and reporting verbs Word formation Register transfer Writing: Competition entries **Unit 10** **Shop Around** Language Focus: Shopping Money Advertising Collocations Idioms Fixed phrases with *carry* Phrasal verbs Communication: Placing/confirming an order; making /answering a complaint
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Upstream - Advanced Author(s) Virginia Evans, Jenny Dooley and Lynda Edwards Publisher Express Publishing Publ. Year 2016 ISBN 978-1-4715-2970-2
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FRONT OFFICE OPERATIONS				
Course Code	HOSP-200				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2/Semester D				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course will expose students to front office operations. Students will gain an understanding of a systematic approach to front office procedures in order to be able to deal with the flow of business through a hotel, beginning with the reservation process and ending with checkout and settlement. The course also examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations, and to personnel management.				
Learning Outcomes	On successful completion of this course, students will be able to: • understand the importance of a front office and its staff to the operation of a hotel; • recognize the importance of reserving, servicing and obtaining payment for accommodation; • evaluate the techniques used for ensuring that a front office is run as effectively as possible; • examine the activities of the accommodation managers.				
Prerequisites	TOU-100	Required	None		
Course Content	• Front Office Definition • Front Office Operations: Front office systems & equipments, The guest cycle • Reservations: Types of Reservations, Reservation Reports • Registrations: The registration records • Methods of payment, Selling the guestroom • Front Office Accounting: Creation and Maintenance of Accounts, • Tracking Transactions, Settlement of Accounts • The Night Audit: Functions of the night audit, The night audit process • Check-out and settlement: Departure Procedures, Unpaid Account Balances • Forecasting room availability, Evaluating front office operations				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title: Hotel Accommodation Management Author(s): Roy C. Wood Publisher: Routledge Publ. Year: 2017 Edition: 1st ISBN-10: 1138048798				

	ISBN-13	978-1138048799
	Title	Front Office Management in Hospitality Lodging Operations
	Author(s)	Matt A. Casado
	Publisher	CreateSpace Independent Publishing Platform
	Publ. Year	2014
	ISBN-10	1494943646
	ISBN-13	978-1494943646
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	HOUSEKEPING AND MAINTENANCE MANAGEMENT				
Course Code	HOSP-202				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester D				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to introduce students to the main functions of the housekeeping and maintenance department. The students will gain a basic knowledge and will acquire the skills necessary to organize and supervise the housekeeping department for a range of hotel types, operation of the laundry function, and maintenance operations. Additional concepts like budgeting, personnel administration, record keeping and work routines are also reviewed. Basic principles of choosing the correct and suitable furniture, lighting, flooring, ceiling and equipment, as well as decorating is also reviewed.				
Learning Outcomes	On successful completion of this course, students will be able to: • know the hierarchy of Housekeeping department at the hotel and Know the responsibilities of each member of the department; • identify and manage high risks; • prepare a checking list for the housekeeping department and a status report; • clean a room based on quality service standards; and read and prepare room reports and know the housekeeping method of communication.				
Prerequisites	TOU-100	Required	None		
Course Content	• Housekeeping definition and responsibility • Routine methods of work, focusing on cleaning • Interior design of public areas and guest rooms • Selection and care of materials • Contracts: Cleaning Contracts, Purchase contracts, Advantages, Disadvantages. • Staffing • Cleaning guest room and bath • Cleaning public areas • Hard floors - Carpeting - Walls - Linen • Laundry operation • Maintenance operation: Types, Systems, Areas, Surfaces, Equipment, Safety and Fire Prevention and Renovations • Budgeting and buying: Control of budget, statements, buying methods, Factors to be taken into consideration during a purchase procedure.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours				

	• Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Housekeeping Management Author(s) Matt A. Casado Publisher Wiley Publ. Year 2012 Edition 2nd ISBN-13 978-1-118-07179-3
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FOOD AND BEVERAGE MANAGEMENT				
Course Code	HOSP-206				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester E				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	Provides a basis for understanding the Food and Beverage areas. Emphasis is placed on the manager's role and responsibilities in commercial or institutional food service and on the information in Food and Beverage training programs.				
Learning Outcomes	On successful completion of this course, students will be able to: • be able to examine the complexities of managing Food and Beverage outlets; • be able to examine the marketing of Food and Beverages; • be able to evaluate types of Food and Beverage menus; and • be able to get an overall view of Food and Beverage control.				
Prerequisites	HOSP-102	Required	None		
Course Content	Introducing Food and Beverage Management: The Commercial Sector; The Subsidized or Welfare Sector; Cost and Market Orientation; Food and Beverage Management; Responsibilities of Food and Beverage Management; Constraints on Food and Beverage Management. The Meal Experience: Eating Out; Food and Drink; Variety in Menu Choice; Level of Service; Price and Value for Money; Interior Design; Atmosphere and Mood; Expectation and Identification; Location and Accessibility; Food and Beverage Service Employees; Trends in Eating Out. Managing Quality in Food and Beverage Operations: What Is Quality? Why Is Quality Important? Managing Quality in Food and Beverage Operations; Approaches to Quality Management; Examples of Quality Management in Food and Beverage Operations. The Marketing of Food and Beverages: The Marketing Concept; The Marketing of Services; The Marketing Environment; Market Segmentation; The Marketing Mix; The Product Life Cycle; Marketing Research; Market Research; SWOT Analysis. Advertising, Public Relations, Merchandising and Sales Promotion: Advertising; Public Relations; Merchandising; Sales Promotion; Personal Selling. Food Menus and Beverage Lists: Basic Menu Criteria; Types of Food Menu; The Content of Food Menus; Beverage Menus/Lists; Menu Merchandising. An Overall View of Food and Beverage Control: The Objectives of Food and Beverage Control; Special Problems of Food and Beverage Control; The Fundamentals of Control; The Reality of Control. Financial Aspects: Types of Budgets; Basic Stages in the Preparation of Budgets; Welfare Operations; Costs, Profits and Sales; Break-even Analysis; Pricing Considerations; Menu Pricing; Profit Improvement.				

	Purchasing: The Main Duties of the Purchasing Manager; The Purchasing Procedure; The Selection of the Supplier; Aids to Purchasing; The Purchasing of Foods; Purchase Specifications for Food; The Purchasing of Beverages; Purchase Specifications for Beverages. Receiving, Storing and Issuing: Receiving of Food; Storing and Issuing Food; Stocktaking of Food; Receiving of Beverages; Storing and Issuing of Beverages; Stocktaking of Beverages. Food and Beverage Production Methods: The Planning of Food Service Facilities; Food Production Methods; Beverage Production Methods. Food and Beverages Service Methods: Food Service Methods; Classification of Food Service Methods; Beverage Service Methods; Classification of Beverage Service Methods. Food and Beverage Production Control: Food Production Control; Beverage Production Control. Food Controlling: The Essentials of a Control System; Calculation of Food Cost; Methods of Food Control; Food Control Checklist. Beverage Controlling: Calculation of beverage Cost; Methods of Beverage Control; Control Checklist. Revenue Control – Control Systems – Operating Ratios: Manual Systems; Machine Systems; Operating Yardsticks Used in Controlling. Food and Beverage Management in Fast-Food and Popular Catering: Basic Policies – Financial, Marketing and Catering; Control and Performance Measurement. Food and Beverage Management in Hotels and Quality Restaurants: Basic Policies - Financial, Marketing and Catering; Control and Performance Measurement. Food and Beverage Management in Function Catering: Basic Policies – Financial, Marketing and Catering; Control and Performance Measurement; Outdoor Catering. Food and Beverage Management in Industrial Catering: Basic Policies – Financial, Marketing and Catering; Control and Performance Measurement. Food and Beverage Management in School Catering: The School Meals Service; Basic Policies – Financial, Marketing and Catering; Control and Performance Measurement. Food and Beverage Management in Hospital Catering: The Hospital Catering Service; Basic Policies – Financial, Marketing and Catering; Control and Performance Measurement; Contract Catering in Hospitals.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title: Food and Beverage Management: For the Hospitality, Tourism and Event Industries Author(s): John Cousins, David Foskett, David Graham, Amy Hollier Publisher: Goodfellow Publ. Year: 2016

	Edition 4th ISBN-10 1910158739 ISBN-13 978-1910158739
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FOOD AND BEVERAGE COST CONTROL				
Course Code	HOSP-208				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester F				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course covers the principles and procedures involved in an effective food and beverage control system, including the determination of standards, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, labor cost control and computer applications.				
Learning Outcomes	On successful completion of this course, students will be able to: • understand the logic and the systems involved with managing costs; • compare actual operating results with budgets operating results; • compute the actual cost of food and beverage consumed; • establish and monitor labor cost standards and analyze actual labor utilization; and • outline a complete food and beverage cost control system for a new food service operation; • enhance and successfully implement any technological advance system for the success of the food and beverage control system of the organization;				
Prerequisites	HOSP-102	Required	None		
Course Content	• Cost and Sales Concepts. • Control. • Cost/Volume/Profit relationships. • Purchasing Control. • Receiving Control. • Storing and Issuing Control. • Production Control. • Monitoring Operations. • Sales Control. • Beverage Purchasing Control. • Beverage Receiving, Storing, and Issuing Control. • Labor Cost Determinants. • Controlling Labor Costs.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Food and Beverage Cost Control				

	Author(s)	Lea R. Dopson and David K. Hayes
	Publisher	John Wiley & Sons
	Publ. Year	2015
	Edition	6th (Revised ed. Edition)
	ISBN-10	1118988493
	ISBN-13	978-1118988497
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	CASE STUDIES IN INTERNATIONAL HOSPITALITY AND TOURISM INDUSTRY				
Course Code	TOU-306				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester F				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of the course is to introduce students to the various aspects of hotel development and management in international terms. Overview and historic perspective. International hotel investment, development, and agreements. Human resources and cultural diversity. International hotel operations. Global competition and the future. Personal observations, academic perspectives, and research with actual examples regarding the above are provided throughout the course.				
Learning Outcomes	On successful completion of this course, students will be able to: • Examine the factors that have contributed to globalization and a global economy; • Explore recent developments with regard to the nature and use of equity investments in the hotel industry; • Examine international hotel contracts and agreements; • Explore culture diversity and international human resource management; • Examine special considerations in managing international hotel operations; and • Identify, define, and explain several factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism, and hotel industry in the years to come.				
Prerequisites	Sophomore year	Required	None		
Course Content	• Globalization, Tourism, and the Hotel Sector: Globalization and the Business World; The Tourism Industry; The International Hotel Industry; Challenges of the Globalized Hotel Industry; The Emergence of International Hotels: Historical Aspects; The Development of Chains; Development Abroad; American Hotel Chains; European Chains; Indian Chains; Asian-Pacific Chains; Merges and Acquisitions • Political Aspects of the International Travel, Tourism, and Hotel Industry: Barriers to Travel, Tourism Investment, and Business; Government Hotel Regulations; The need for Government Support of Tourism and Hotel; Political Stability; Political Risk; Crisis Management International Hotel Investment, Development, and Agreements: Financial Structure; Current Funding Sources; Hotel Franchising in Developing Countries; Government Investment Incentives; Publicly Listed and Privately Owned Hotel Companies; Accounting Conventions • The decision to Go Global: Balancing Global and Local Perspectives; Transnational, Global, and Multinational Organizations; The Case for International Expansion; Foreign Hotel Chains in the United States; Industry Structure; Ownership and Types of Affiliations; Operating in a Multinational Environment				

	• Developing an International Hotel Project: Understanding Critical Differences; The development Team; The Five Phases of Hotel Development; Where to Develop; Infrastructure Requirements; Identifying a Specific Site; Market Feasibility Study; Design and Construction in a Cross-Cultural Environment. International Hotel Contracts and Agreements: Selecting the Hotel Company; Management Contracts; The Joint Venture; Franchise Agreements • Understanding Cultural Diversity: Working with Foreign Colleagues; Cultural Perceptions Business Protocol; Cultural Considerations in Negotiations; Cultural Perspectives of management. Selection and Preparation of International Hotel Executives: Hotel Openings for Expatriates; Local Versus Expatriate Hiring; Expatriate Manager Selection; The Expatriate Manager's Contract; Pre-Departure Training; Culture Shock • International Human Resource Management: The Field of International Human Resource Management; Organizing for IHRM; Employee Acquisition; Recruitment; Orientation; Training in a Multicultural Environment; Supervision; Human Resource Development; Discharge Special Considerations in Managing International Hotel Operations: Hotel Activities and the Management Process; Organizing the International Hotel; Managing Corporate Culture in the International Hotel; Managing Communication; Managing Guest Service; Managing International Hotel Operations; Legal Issues • International Hotel Sales and Marketing: Market Research; Developing an International Marketing Strategy; Understanding Various Travel Distribution Systems; Segmentation; Product Positioning; Promotional Tools and Techniques; Personal Selling • Global Competition and the Future: Long-Term Tourism Growth Trends; Deregulation and Free Trade; Single European Market; Tourism Growth in Major Regions; Privatization; Transportation Developments; Technology and Automation; Computer Reservation Systems; Tourism and the Environment; Alternative Tourism; Human Resource Issues; Hotel Company Diversification; Merges, Acquisitions, Cooperative Arrangements
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title International Cases in Sustainable Travel & Tourism Author(s) Pierre Benckendorff, Dagmar Lund-Durlacher Publisher Goodfellow Publ. Year 2013 ISBN-10 1908999403 ISBN-13 978-1908999405
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	RESTAURANT OPERATIONS MANAGEMENT				
Course Code	HOSP-205				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester D				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the field of restaurant organization, covering staffing, layout, equipment and maintenance, menu design and production, food purchasing and controls, marketing, sanitation, and safety.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand what the restaurant business is like, and to be aware of what is required to enter it; • Learn the logical course of action for starting a restaurant and get in sights and techniques for operating a restaurant successfully; • Identify the management systems and control procedures of independent restaurants; and • Identify the important management tools that may be used to operate a restaurant.				
Prerequisites	None	Required	None		
Course Content	The Restaurant Business ○ Types of Restaurants ○ Start-Up, Financial, Personal, Location and Legal Requirements. ○ Choosing a Legal Form of Business Entity ○ Additional Capital; Selecting a Location and a Property ○ Naming Your Restaurant; Risk Management ○ Start-Up Costs; The Business Plan; How to Construct a Business Plan. ○ Developing Menus, Types of Menus, Wine List, Pricing Food and Beverage ○ Restaurant Atmosphere and Décor ○ Allocating Kitchen and Dining Room Space ○ Laying Out an Efficient Floor Plan ○ Guidelines for Restaurant Layouts ○ Designing a Dining Room Service System ○ Kitchen Layout, The Production System, Food Management Process ○ Inventory Turnover Rate ○ Marketing ○ Human Resource Management ○ Maintaining Financial Control ○ Understanding the Income Statement ○ Balance Sheet ○ Ratios ○ Automated Systems for Restaurants - Software.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours				

	• Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title The Restaurant: from Concept to Operation Author(s) Walker, John R. Publisher Wiley Publ. Year 2014 Edition 7th ISBN-10 1118629620 ISBN-13 978-1-118-62962-8
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	TOURISM, HERITAGE AND SOCIETY				
Course Code	TOU-324				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester G				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the relationship between tourism, heritage and society. The massive growth of the tourism industry during the last 50 years has made this activity an integral part of social and cultural fabric of global society. All elements of society have in some way have been influenced or influenced tourism, resulting in the emergence of distinct tourism and heritage landscapes, products and places, which draw and reflect on societal and cultural resources, traditions, values and identities. Thus, the main aim of this module is to explore the complex inter-relationship between tourism, heritage and society, particularly in relation to the processes influencing social and cultural construction of tourism and heritage landscapes. The module will explore how tourism and heritage identities are mediated by the interaction between people and places; how tourism has been shaped by food and wine; the interaction between arts, cinema and the media with tourism; the way in which human curiosity for death and disaster has shaped dark tourism; how religious pilgrimages have linked into sacred landscaped and church tourism; the way in which tourism can create fantasy landscapes such as Disneyworld; and the effect of tourism over heritage and identities, particularly its commoditization, authenticity and verisimilitude				
Learning Outcomes	On successful completion of this course, students will be able to: • Demonstrate a critical awareness of the societal and cultural significance of tourism and heritage landscapes • Examine how tourism and heritage identities are mediated through popular cultural forms • Develop a critical appreciation of how tourism and heritage development is instrumental in the creation of identities at the regional, national and international level • Critically assess the extent to which societal values, traditions and cultural resources have been marketed and commodified as part of the tourism and heritage experience				
Prerequisites	Sophomore Year		Required		None
Course Content	• Tourism and heritage as mediators of identity • Food and wine tourism • Tourism and the arts (literature and music) • Landscapes of film, TV and travel • Dark Tourism • Sex tourism • Sacred/church tourism • Tourism and fantasy landscapes – Disney and Las Vegas • Place promotion and branding • Changing heritage and identities: commoditization,				

	authenticity and verisimilitude • Future trends in tourism
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Tourism Imaginaries: Anthropological Approaches Author(s) Noel B. Salazar, Nelson H. H. Graburn, Naomi Leite Publisher Berghahn Books Publ. Year 2014 ISBN-10 1782383670 ISBN-13 978-1782383673
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	SPECIAL INTEREST TOURISM				
Course Code	TOU-300				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester H				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the various forms of tourism. 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 traveler. The wider spread the human activity becomes the more likely it is the foster internal diversity.				
Learning Outcomes	On successful completion of this course, students will be able to: • form a working definition of special interest tourism and understand the relationship between the different types of tourism; • describe the evolution of contemporary tourism patterns; • understand the meaning of entrepreneurship and small business; • Understand and discuss the different special types of tourism; • express a personal philosophy of special interest tourism emphasizing the meaning and role of them in his or her life; • Understand and evaluate the different infrastructures each SIT;				
Prerequisites	Sophomore	Required	None		
Course Content	• Special Interest Tourism: Definition of the Concept; Influences on the Development of the SIT; Supply and Service; Future Trends; Marketing SIT; Managing SIT; Issues Associated on the Development of 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 of small business; Planning the small entrepreneurial venture; General Management; Strategic Management in the small entrepreneurial venture. • Rural Tourism: Definition; Who are the Rural tourists; Issues and Challenges in Rural Tourism; Case Studies; Down the Farm. • Educational Tourism: Educational Tourism Versus Commodity tourism; Historical Roots of modern tourism; The Presentation and Interpretation of Educational Tourism; Cycle Tourism: Definition; Who are the Cycle tourists; Issues and challenges in Cycle Tourism; • Indigenous Tourism: Indigenous Tourism; Historical roots of				

	Indigenous Tourism; The Presentation and Interpretation of Indigenous Tourism; Aboriginal Tourism Business Development. • Health Tourism: Definition; Who are the Health Tourists; Issues and challenges in Health Tourism; Definition of Spa; Data Collection; The American Blueprint. • Environmental Tourism: The Environment and Tourism; Definition; An Overview; Impacts of Regional Tourism; Cruise Tourism: Definition; Issues in Cruise Tourism; Case Studies; Terminology; The Literature; The Romance of the Sea; Theme Cruises and Special Interest Cruises; Economic Impacts of Cruise Tourism. • Wine and Food Tourism: Definition; Issues in Wine and Food Tourism; Case Studies; Festival and Events: Definitions; The Link to SIT; Reasons for Attending these Festivals; The Impacts; Management Challenges. • Sex Tourism: Definition; Historical Antecedents; Parameters of Sex Tourism; Reasons for Becoming Sex Tourist; Reasons for Becoming Sex Worker; Crime Effects; Social Impacts. Urban Tourism, Sport Tourism and Adventure Tourism: Definition; Issues in Urban Tourism, Sport Tourism and Adventure Tourism; Case Studies; a city's Hidden assets; The role of the state; Infrastructures. • Senior Tourism: What's in The Name; the Aging Population; The Older Person and the Leisure Activities; Transport and the Senior Tourist; Travel Agents and the Senior Tourists; The Senior Tourists and the Information Resources.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Tourism Impacts, Planning and Management Author(s) Peter Mason Publisher Routledge Publ. Year 2015 Edition 3rd ISBN-10 1138016306 ISBN-13 978-1138016309
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	SUSTAINABLE TOURISM				
Course Code	TOU-408				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester G				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the concept of sustainable tourism. Sustainable tourism is defined as development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that the economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.				
Learning Outcomes	On successful completion of this course, students will be able to: • build understanding, that tourism managed poorly can ruin a place • implement incentives that will urge people to preserve the best things a destination has to offer either, on wildlife habitats, historical and great scenery or even a style of music or cuisine • understand and encourage everyone to support the geographical character of a place being visited, such as environmental heritage, aesthetics and the wellbeing of the citizens • learn about and share new theory and best practice in sustainable tourism • engage in research and development to contribute to the advancement of sustainable tourism				
Prerequisites	None	Required	None		
Course Content	• The impact of Sustainable tourism: Development and advancement in the reconciliation of economic, cultural, social, scientific and environmental interest's world –wide; status of global tourism; jafaris platform model; Institutionalization of sustainable tourism. • Issues in sustainable tourism: Flexibility; status quo or enhancement; Complexity of tourism system; minimalist and comprehensive composite models; Sustainable tourism Indicators; Bellagio principles; Pursuing sustainable tourism; • The impact of Human Resource in the Sustainable tourism. Alternative tourism: Typology of alternative tourism products; Types of alternative tourism Potential problems of the alternative tourism. • Conventional mass tourism- referring to the traditional forms of tourism: Structure of the formal tourism industry; Ethics; In situ nature of tourism consumption; Emergence of the green consumer; Advantages of large economies of scale.				

	• The facilitating sectors: Travel agencies; Specialised merchandised; Outbound tour operators; Transportation providers; Hospitality providers. Attractions: The role of attractions; Theme Parks; ski resorts; golf courses. • The quality value that world-wide travelling will gain from: quality control; Codes of conduct ecolabels; uniqueness of attractions, protection from inclement weather and landscaping and pollution. • Tourist Destinations: Destination and place; Destination and community; special Events; quality control and destinations; Spatial strategies for destinations: frontstage and backstage; development standards; zoning and districting; PDR agreements; Government incentives. • Visitor management Strategies: visitation caps; Redistribution. • Ecotourism: Definitions and Criteria; Hard and Soft Manifestations; Spatial Distribution; Potential Costs and Benefits.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title: Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions Author(s): Megan Epler Wood Publisher: Routledge Publ. Year: 2017 Edition: 1st ISBN-10: 1138217611 ISBN-13: 978-1138217614
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	INNOVATION IN TOURISM & HOSPITALITY INDUSTRY				
Course Code	TOU - 416				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 /Semester G				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course introduces students to the concept of innovation in relation to the new technology that is transforming the tourism and hospitality industries. It takes a constructivist approach, rather than a purely technological one, to explore the relationships between the new technology, the users, innovators and consumers. Technology is used to examine ideas of change and new concepts of tourism and hospitality.				
Learning Outcomes	On successful completion of this course, students will be able to: • Develop an awareness of the variety of approaches used in technological innovation. • Develop an appreciation of role information technology is playing in transforming the industries. • Develop an understanding (critical, of course) of the factors that underlie any innovation: its envisaging, acceptance, adoption and application. • Relate literature on innovation studies specifically to the unique factors of the tourism and hospitality industries. • Develop a critical appreciation of the skills necessary for the selection and management of integrated management information systems.				
Prerequisites	None	Required	None		
Course Content	• Range of technological possibilities open to the tourism and hospitality industry. • Virtual tourism and the reconstruction of the tourist world in cyberspace. The changing nature of experience. • The attitudes of managers, operatives, customers and the head office or the owners towards new technology. • The information needs of the business and the personal needs of the owners and managers. 'Efficiency' and modern versions of kitchen entrails. • Investment appraisal techniques and their relationship to establishment type. • The financial implications of the current use of technology. • The future strategic role of information technology in the tourism industry. • The rise of primitivism and changing attitudes of consumers				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities:				

	• Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title: Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry Author(s): Miguel Angel Gardetti and Ana Laura Torres Publisher: Routledge Publ. Year: 2015 Edition: 1st ISBN-10: 1783531991 ISBN-13: 978-1783531998
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	MANAGEMENT INFORMATION SYSTEM				
Course Code	MIS-704				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester E				
Teacher's Name	Andreas G. Shiamarou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the usefulness, importance and concepts of MIS. Management reports, organization of MIS data, decision support, the essence of MIS for corporate planning, control in MIS and the role of MIS in the structure of an organization are evaluated throughout the course.				
Learning Outcomes	On successful completion of this course, students will be able to: • Identify the need for development of computer-based information systems to support an organization's objectives and strategic plans; • Apply and use systems theory and methodologies; • Recognize opportunities for using the computer as a problem-solving tool for the benefit of the organization; • Assess the impact of new technologies in organizations, particularly on their competitive advantage; • Prepare presentations and reports to management on current practices and on an emerging technology that provides an overview of the technology and its impact on the organization; • Have a clear understanding of the theoretical framework behind the application of computer systems to produce and organize information as a tool for business management				
Prerequisites	CSC-100	Required	None		
Course Content	• MIS: Introduction to MIS; What are management information systems? Problems with MIS and major areas of knowledge; Information, data and communication; Relevant information, functions performed by information and characteristics of good information; Communication system; • Systems approach, definition of systems, transformation, system boundaries, environment, decoupling, purpose and objectives of an organization, problems with objective setting and the sociotechnical theory; • Definition of organizations; Traditional or classical school; Scientific management or Taylorism; Human relations school, Maslow's hierarchy of needs and systems/contingency approach; Formal and informal organizations, specialization, flat and tall organizational structures, centralization and decentralization; • Management; Theory Z, levels of management, leadership, organizing and coordinating and MBO; Planning, levels of planning and MIS assistance in planning; • Decision-making, programmed and non-programmed decisions and				

	levels of decision-making; The concept of control in management; Basic elements of control cycle; • Information technology and MIS; Data flow diagrams; Computers and MIS; Database management systems, decision support systems and expert systems; Influences on MIS design, MIS characteristics and management levels.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Management Information Systems: Managing the Digital Firm Author(s) Kenneth C. Laudon and P. Laudon Publisher Pearson Publ. Year 2016 Edition 14th ISBN 978-1-292-09400-7
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	OPERATION MANAGEMENT				
Course Code	MGT-301				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester H				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the latest and the most important issues facing Operations Management managers and to create a competitive advantage for students in the marketplace by conveying a set of skills and tools that they can apply to identify such issues. The course gives a general understanding to students of the principles involved in production and operations management, design, control, layouts, facilities, planning, material processing and inventory control. Topics, such as, Electronic Commerce, Supply Chain Management, and Enterprise Resource Planning Systems are studied in the book with up-to-date high-level managerial material to clarify the 'big picture' of their business applications.				
Learning Outcomes	On successful completion of this course, students will be able to: • Manage productively available resources • Design and control systems responsible for the productive use of raw materials, human resources, equipment, and facilities in the development of a product or service • Deal with the issues of operations strategy • Use the field of operations management in order to gain and maintain competitive advantage.				
Prerequisites	MGT-101	Required	None		
Course Content	• Operational Management: Definition; Historical Development of Operations Management; the Operations Functions; Operations Decisions. Forecasting: Qualitative Techniques in Forecasting; Time-Series Forecasting; Causal Relationship Forecasting; Selecting a Forecasting Method. • Product Design and Process Selection - Manufacturing: Product Design; Designing for the Customer, for Manufacture and Assembly; Process Selection Decisions; Process Flow Design; Vertical Integration. Service Operations Design: Defining the Strategy and the Service Products; Service-System Design Matrix; Service Delivery System; Process Flow; Waiting Line Management. • Facilities Decisions: Facilities Strategy and Layout; Facility Location; Single and Multiple Factories and Warehouses; the Transportation Model. Aggregate Planning: Decision Options; Aggregate Planning Cost; General Model; Linear Programming. Project Management: The Concept of Project Management; Project Control; PERT; Critical Path Scheduling; Time-Oriented Techniques. • Inventory Management: Purposes of Inventory; Inventory Cost Structure; EOQ; Continuous Review System; Periodic Review System;				

	Inventory Control System. Just-In-Time: Characteristics; Strategic Implications; Implementation. Job Design and Work Measurement: Sociotechnical Systems; Scientific Management; Job-Enrichment; Purpose of Work Measurement; Time Standards; Time Study; Work Sampling; Historical Data; Problems encountered in Work Measurement. • Quality Planning and Control: Quality Policy; Total Quality Management; ISO 9000.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Operations Management Author(s) Nigel Slack, Alistair Brandon-Jones, Robert Johnston Publisher Pearson Publ. Year 2013 Edition 7th ISBN 978-0-273-77620-8
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	MANAGING SERVICE QUALITY IN THE HOSPITALITY INDUSTRY				
Course Code	HOSP-400				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester H				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course introduces students to the complex practicalities associated with the aim of achieving better quality performance are evaluated. The course is integrated through the use of quality improvement illustrations which document the action required to improve performance in the service sector. Through the course the students have the chance to deal with new concepts concerning T.Q.M total quality management in the service sector and also the need of standards at the hospitality services.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand the complexity of the service sector; • Know the basic theories behind quality management; • Understand the complexity of consumer behavior and how to deal with consumers, perspective customers; and • Know ways to identify wrong procedures of delivering services and ways to correct them. • Known the quality systems and standards that hospitality operations use, • Know what the customers want, paying attention to the detail of providing it				
Prerequisites	Junior		Required	None	
Course Content	• Hospitality and Quality/ An introduction- Coming clean about quality, why quality is important, The central importance of the customer, the complexity of hospitality operations. A systematic approach to quality- From Q to TQM, Developing and maintaining a total quality work ethos: Develop strategies, Quality standards, investor in peoples • Quality Business Relationships Alpha Flight Services-A quality structure, A unique business environment • Squeezing the most from quality registration, Setting up a quality system, standards and procedures Training and briefing, assessment • A quality transformation-Country club Hotel Group, Quality service plan, Stars system. Performance measurements, specific operating parameters, season ability, Quality line management. Franchise operations - My Kinda Town Restaurant-Customer feedback, Secret customer • Quality audit, Achieving results through the chain of command. Model of Total Quality Management, Quality Improvement teams, Hotel Action Teams- Marriot Hotels- Quality support manager				

	• A commitment to excellence, Quality self-assessment- Alton Towers-Disney-Delivering a Quality Product, Quality through people. Recipes for success, Changing culture, Inspection. Testing status of procedures and equipment Extraordinary customer satisfaction, Corrective action and continuous improvement.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Service Quality in Leisure, Events, Tourism and Sport Author(s) John Buswell, Christine Williams, Keith Donne, Carley Sutton Publisher CABI Publishing Publ. Year 2016 Edition 2nd ISBN-10 1780645457 ISBN-13 978-1780645452
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	EUROPEAN COMMUNITY TOURISM LAW & POLICY				
Course Code	TOU-400				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4 / Semester H				
Teacher's Name	Georgia M. Michaelidou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course will introduce students to the basics of hospitality and tourism law. The course will assist students to identify the different principles of law as seen through the perspective of the hospitality and tourism industry.				
Learning Outcomes	On successful completion of this course, students will be able to: • Classify different legal types of business organizations • Examine the regulations and legislation as far as premises, trading, consumer protection, advertising and promoting products services, employee relations and carriage of passengers is concerned • Explain the notion of contract and the importance of terms and conditions as part of it • Become familiar with the treaty of Rome and tourism • Understand free movement and tourism • Analyze the relationship between Travel Agents and Tour Operators and the impact that the relationship has on each of the parties • Understands consumer protection and tourism • Become familiar with competition policy and tourism				
Prerequisites	None	Required	None		
Course Content	1. Treaty of Rome and tourism 2. Tourism in the institutions, laws and decision-making procedures of the European Community 3. Free movement and tourism 4. Transport policy and tourism 5. Cohesion policy 6. Consumer protection 7. Competition policy and tourism 8. Environmental policy 9. Constitutional and institutional Law 10. Administrative Law 11. Social and Economic Law				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Author(s)	Holiday Law: The Law Relating to Travel and Tourism Professor David Grant, Stephen Mason			

	Publisher Sweet & Maxwell Publ. Year 2012 Edition 5th ISBN-10 0414046129 ISBN-13 978-0414046122
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	BUSINESS COMMUNICATIONS				
Course Code	BUS-300				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Eri Nomikou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to introduce students to various business communication methods. Students will have an opportunity to develop both written and speaking strategies.				
Learning Outcomes	On successful completion of this course, students will be able to: • Communicate successfully in English in Business-related contexts • Make effective presentations in English				
Prerequisites	ENG 210	Required	None		
Course Content	• Communicative Functions: Presenting a company, Presenting a product, Strategy – Short presentations, Finance – Formal and informal presentations. • Features and Skills • Choice of topic for presentation • Macro-organization of a presentation (purpose, objectives, outline, introduction and conclusion) • Micro-organization (textual coherence, transitions, connections)				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Business Communication Author(s) Peter Hartley Publisher Routledge Publ. Year 2015 Edition 2nd ISBN-10 0415640288 ISBN-13 978-0415640282				
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%				
Language	English				

Course Title	CYPRIOT HISTORY				
Course Code	HST-100				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 2 / Semester B				
Teacher's Name	Andreas Karyos				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	An introduction to the history of Cyprus, from prehistoric times to the present. It presents the chronological succession of civilisations that flourished on the island. In addition to political developments, the course examines the social and cultural conditions of the various eras; particular attention is paid to material remains, such as artefacts and buildings.				
Learning Outcomes	On successful completion of this course, students will be able to: • Have gained an overall picture of the history of Cyprus through the ages. • Have an understanding of the variety and richness of Cyprus's past, which in part has been the result of a succession of foreign rulers, whose cultural background was assimilated by the local society. • Have, largely based on the above, a better understanding of contemporary Cypriot identity/ies and reality/ies				
Prerequisites	None	Required	None		
Course Content	• PALAEOLITHIC TO LATE BRONZE AGES, 8500 – 1600 BC • THE LATE BRONZE AGE (LATE CYPRIOTE), c. 1600 – c. 1050 BC • EARLY IRON AGE (CYPRO – GEOMETRIC): The Rise of the Ancient Kingdoms, c. 1100 – 700 BC • THE ARCHAIC PERIOD, 750 – 475 BC • THE CLASSICAL PERIOD, 475 – 325 BC • THE HELLENISTIC PERIOD: Cyprus under the Ptolemies, 325 – 30 BC • THE ROMAN PERIOD, 30 BC – AD 330 • THE BYZANTINE PERIOD, 330 – 1191 • THE FRANKISH PERIOD, 1191 – 1571: Richard the Lionheart, 1191; The Templars, 1191 – 1192; The Lusignan Dynasty, 1192 – 1489; The Venetians, 1489 – 1571 • THE TURKISH PERIOD, 1571 – 1878 • THE BRITISH PERIOD, 1878 – 1960 • INDEPENDENCE AND INVASION – RECENT DEVELOPMENTS, 1960 – present				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title A History of Cyprus Author(s) Katia Hadjidemetriou				

	Publisher Katia Hadjidemetriou Publ. Year 2007 Edition 2nd ISBN-10 9963867332 ISBN-13 978-9963867332
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FRENCH LANGUAGE I				
Course Code	FRE-100				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Katerina Hadjiantoni				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer beginners in French Language a basic introduction to the language. Grammar is studied but emphasis is given on vocabulary, oral and reading comprehension.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be familiar with the French alphabet and be able to read and write simple French texts; • Build up their knowledge of French to Elementary stage; • Be able to construct correct French sentences orally and in writing; • Be able to communicate orally or in writing in French using the everyday language;				
Prerequisites	None	Required	None		
Course Content	**Grammatical and communicative competences** Identity: Understanding an oral or written identity description and presenting somebody. Subject pronouns : je, tu, il, elle. Verbs: être, avoir, -er. Questions: name, age, profession, residence. Numbers: 1-101 Requests and orders: Asking for an item (postcards, drinks, newspapers, magazines, etc.), ordering in a café and asking/giving the price. Understanding and filling in ordering forms. Subject pronoun: vous. Indefinite articles: un/une/des. Verbs: prendre, aller, faire. Je voudrais… Numbers: 100-501 Housing: Describing an apartment/hotel room and understanding the description of an apartment/hotel room. Definite article: le, la, l', les. Negation. The plural of verbs. Verbs: pouvoir, vouloir. Ordinal numbers. Numbers: 500-1 000 000 In the road/Directions/Road signs: Understanding and giving directions/itinerary, saying what is prohibited and what is mandatory (road signs). Contracted articles: au, à l', à la, aux. The position and agreement of adjectives and nationalities. Propositions/Invitations: Proposing, accepting and rejecting an oral or written proposition/invitation. Telling and asking the time. Possessives : mon, ton, son, ma, ta, sa, mes, tes, ses, notre, votre, leur, nos, vos, leurs. Verb : venir				

	At a travel agent/Traveling brochures: Understanding a request for a travel destination and an advertisement of a travel agent. Asking for information from a travel agent and inviting somebody to go on a trip. Direct object pronouns: le, la, l', les. Prepositions and names of countries. Verbs: partir, connaître, -ir (choisir). Shopping clothes: Buying clothes, understanding the information written in clothing shops and describing clothes that we want to buy. Demonstrative articles: ce, cet, cette, ces. The comparison: plus, moins, aussi…que. Verb: mettre. Colors and adjectives. At restaurant/Recipes: Understanding oral information about food and understanding recipes. Ordering in a restaurant and inviting somebody for diner. Partitive articles : du, de la, de l'and negation : pas de. Quantity : beaucoup de, un peu de.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Easy Learning French Complete Grammar, Verbs and Vocabulary Author(s) Collins Dictionaries Publisher Collins Publ. Year 2016 Edition 2nd ISBN-10 000814172X ISBN-13 978-0008141721
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FRENCH LANGUAGE II				
Course Code	FRE-102				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Katerina Hadjiantoni				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer to students the ability to use the French Language. Articles, verbs and pronouns are studied but emphasis is given on vocabulary, oral and reading comprehension.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be familiar with the French vocabulary and be able to read simple French texts; • Build up their knowledge of French to Intermediate stage; • Be able to construct correct French sentences orally and in writing; • Be able to communicate in French using the everyday language;				
Prerequisites	FRE-100	Required	None		
Course Content	Apply a knowledge of a broad range of grammatical features of the target language, including some complex or advanced structures, to a range of linguistic exercises. Tackle complex translation passages in and out of the target language based on a wide range of topics in a variety of written styles. Argue a case in written French in answer to challenging questions on a broad range of abstract and contemporary issues. Use bilingual and monolingual dictionaries to research conventions of usage, find synonyms, and explore nuances of meaning. Discuss complex topical and abstract issues in an appropriate register or oral French using a broad range of vocabulary and idiom. Give a structured oral presentation in French on an independently researched topic of his/her choice addressed to a small group of listeners, and engage in debate on the issues raised in the presentation				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title: Easy Learning French Complete Grammar, Verbs and Vocabulary Author(s): Collins Dictionaries Publisher: Collins Publ. Year: 2016 Edition: 2nd ISBN-10: 000814172X ISBN-13: 978-0008141721				

Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	GERMAN LANGUAGE I				
Course Code	GER-100				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1/ Semester A				
Teacher's Name	Roxana Michaelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer beginners in German Language a basic introduction to the language. Tenses are studied but emphasis is given on vocabulary, oral and reading comprehension.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be familiar with the German alphabet and be able to read simple German texts; • Build up their knowledge of German to Elementary stage; • Be able to construct correct German sentences orally and in writing; • Be able to communicate in German using the everyday language;				
Prerequisites	None	Required	None		
Course Content	1. Grüße/Nettigkeiten: Common greetings and courtesies. 2. Das Abc: The German alphabet (with sound) and special characters 3. Personal pronouns: I, she, we, they, etc. With related words and expressions. Formal/familiar "you" - Sie and du. *4.* Introduction to nouns and gender: *der, die, das* 5. Two important verbs: to have and have not (haben); to be or not to be! (sein) German Verbs in the Present Tense: How to conjugate verbs and form sentences in the present. Common adjectives and colors (Farben) - with sample sentences 6. Common adjectives and colors (Farben) - with sample sentences Land und Leute: Countries, nationalities and languages. 7. German Numbers: 0-20. 8. German Numbers: 21-100 9. Meine Familie und ich - Talking about your family and relations 10. Wie komme ich dorthin? - Directions and going places. Wann? - Adverbs of time: today, tomorrow, later, now, etc.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours)				

	Total student effort: 150 hours
Bibliography	Title Easy Learning German Complete Grammar, Verbs and Vocabulary Author(s) Collins Dictionaries Publisher Collins Edition 2nd Publ. Year 2016 ISBN-10 0008141789 ISBN-13 978-0008141783
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	GERMAN LANGUAGE II				
Course Code	GER-102				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester B				
Teacher's Name	Roxana Michaelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to offer an understanding of German Language. Articles are studied but emphasis is given on vocabulary, oral and reading comprehension.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be familiar with the German Vocabulary and be able to read simple German texts; • Build up their knowledge of German to Intermediate stage; • Be able to construct correct German sentences orally and in writing; • Be able to communicate in German using the everyday language;				
Prerequisites	GRE-100	Required	None		
Course Content	• Acquire enough proficiency in the language to participate in conversations with speakers of German on a limited basis. You will learn how to function in a German-speaking environment and express yourself on a number of topics with a reasonable degree of accuracy. • Understand speakers of German on topics beyond basic survival needs, such as hobbies, interests, personal history, etc. • Acquire reading strategies in German which will enable you to handle different kinds of texts with limited dictionary use. • Write short messages, postcards, letters, take simple notes, compose coherent paragraphs on everyday topics and issues, write short summaries, etc. • Basic grammatical and syntactical structures and patterns of German. • Cultural aspects of the German-speaking countries.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Easy Learning German Complete Grammar, Verbs and Vocabulary Author(s) Collins Dictionaries Publisher Collins Edition 2nd Publ. Year 2016 ISBN-10 0008141789 ISBN-13 978-0008141783				
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%				
Language	English				

Course Title	INTRODUCTION TO SOCIOLOGY
Course Code	SOC100

Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Vaso Theofanous				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	A systematic introduction to the history and development of Sociology, basic foundations and principles of sociological perspectives, culture and social structure, the socialization process, social issues related with differences in race, ethnicity, and gender, social stratus, the nature of power in terms of political and economic emphasis, deviant behavior and sociological explanations, sociological views on the institution of family and marriage around the globe, nature and functions of organizations and groups, social change and analysis of social movements, real-life applications and discussions of sociological knowledge related to different societies in the 21st century.				
Learning Outcomes	On successful completion of this course, students will be able to: • Develop a solid foundation in sociological concepts and principles without compromising the integrity of the discipline; • Be able to relate the sociological concepts and principles to the business environment; • Develop a solid understanding of sociological terminology, perspectives and approaches; • Be able to demonstrate a sociological initiative and develop opinions and suggestions regarding sociological issues; • Be able to relate principles to real-world circumstances; and • Develop a sociological consciousness.				
Prerequisites	None	Required	None		
Course Content	Developing a sociological consciousness: The sociological perspective; sociological imagination; history and development of Sociology; founding fathers of Sociology; conducting social research; research ethics. Culture and social structure: Components of culture (norms, folkways, mores, laws, values, symbols, language); cultural unity and diversity; social structure (statuses, roles, groups, institutions, societies;) perspectives in sociology (the functionalist, the conflict, and the interactionist perspective). Socialization: The self; socialization across the life course; Social Communication (verbal, non-verbal); Language-acquisition device; Thomas Theorem; Charles H. Cooley; Looking-glass self; Erving Goffman; Impression Management; Erik H. Erikson; eight stages of development. Social groups and formal organizations: Group relationships; group dynamics; organizations as social systems; social boundaries; formal organizations; informal organizations; employees; groups. Deviance and crime: The nature of deviance; sociological perspectives and theories of deviance; crime and criminal justice system; social determination of deviance, social properties of deviance; social control of deviance; social effects of deviance; the U.S. justice system.				

	Social stratification: patterns of social stratification; the American Class System; Social Mobility; perspectives and theories of social stratification. Inequalities of race, ethnicity, and gender: Racial and ethnic stratification; Prejudice and Discrimination; patterns of intergroup relations (Assimilation and Pluralism); sociological perspectives on inequalities of race and ethnicity. Gender Inequality: Gender Stratification; sources of gender roles; sociological perspectives on Gender Stratification. Political and economic Power: Power, authority and the state; political power; economic power; the power of corporations; The Sociology of Work. The family: Structure of the family; marriage and the family; sociological perspectives on the family. Social change: A world of change; perspectives on social change; collective behavior (varieties of collective behavior, preconditions of collective behavior, explanations of crowd behavior); Social Movements (causes of social movements, types of social movements, social revolution, and terrorism).
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Sociology Author(s) Anthony Giddens and Philip W. Sutton Publisher Polity Press Publ. Year 2017 Edition 8th ISBN-10 0745696686 ISBN-13 978-0745696683
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	PSYCHOLOGY				
Course Code	PSY - 100				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 2 / Semester D				
Teacher's Name	Vaso Theofanous				
ECTS	6	Lectures / week	3	Laboratories /	

				week	
Course Purpose and Objectives	A survey of the theoretical perspectives and research in the scientific study of human behavior. Major topics include the nature of psychology as a science, life-span development, biology of behavior, perception, learning, memory, motivation, personality, stress, psychotherapy, and social behavior.				
Learning Outcomes	On successful completion of this course, students will be able to: • Be able to study behavior and mental processes, and the factors that influence them; • Be able to study human behavior in the business environment; • Be able to predict behavior; and • Be able to demonstrate an ability to distinguish between the activities concerned mainly with basic science, or knowledge for the sake of knowledge, compared to applied science, or the use of psychological knowledge to improve the quality of life.				
Prerequisites	None		Required		None
Course Content	Nature of Psychology: The scope of Psychology; the historical origins of Psychology; contemporary psychological perspectives; psychological research; major sub-fields of Psychology. Psychological development: Nature and nurture; stages of development; capacities of the newborn; cognitive development in childhood; personality and social development. Learning and conditioning: Perspectives on learning; classical conditioning; operant conditioning; complex learning; the mental basis of learning. Memory and forgetting: Sensory memory; short-term or working memory; long-term memory. Cognition and language: Concepts; problem solving; decision making; language. Perception: Division of labor in the brain; localization; recognition; attention; perceptual constancies; perceptual development. Motivation: Basic motives: Reward and incentive motivation; homeostasis and drives; hunger; gender and sexuality. Learned motivation: The case of achievement. Emotion: Components of emotion; arousal and emotion; cognition and emotion; expression and emotion; general reactions to being in an emotional state; aggression as an emotional reaction. Individual differences: Sources of individual differences; assessment of individual differences; recent theories of intelligence. Personality: The psychoanalytic approach; the behaviorist approach; the humanistic approach; the cognitive approach; social and personality				

	development in Adulthood. Stress, health and coping: Characteristics of stressful events; psychological reactions to stress; physiological reactions to stress; mediators of stress responses; coping skills; managing stress. Methods of therapy: Historical background; techniques of psychotherapy; the effectiveness of psychotherapy; biological therapies; effects of culture and gender on therapy; enhancing mental health. Social behavior: Social cognition and affect: Intuitive theories of social behavior; attitudes; interpersonal attraction. Social interaction and influence: The presence of others; compliance and resistance; internalization; collective decision making; the social significance of groups.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Atkinson & Hilgard's Introduction to Psychology Author(s) Susan Nolen-Hoeksema, Barbara L. Fredrickson, Geoffrey R. Loftus and Christel Lutz Publisher Cengage Publ. Year 2014 Edition 16th ISBN-10 81-315-2899-5 ISBN-13 978-81-315-2899-0
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	FACILITIES LAYOUT AND DESIGN				
Course Code	HOSP-302				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the development of efficient work spaces for hospitality operations, with emphasis on space utilization, human factors, ergonomics, environmental concerns and development of work-flow patterns within functional areas and the facility as a whole.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand the challenges associated with the food and beverage industry • Acquire a familiarity in food service facilities planning • Establish goals and cost limitations, structural and engineering principles • Formulate plans and specifications for food needs and operational requirements.				
Prerequisites	HOSP-102	Required	None		
Course Content	• Introduction to Foodservice Planning • The Planning Process and Team • Preparing the prospectus • The Feasibility Study • Functional Planning • Planning the atmosphere • Workplace Design • Equipment Requirements • Equipment Selection and Design • Space Requirements • Layout of facilities • Evaluating Foodservice Layouts				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title The Restaurant. From Concept to Operation Author(s) John R. Walker Publisher Wiley Publ. Year 2014 Edition 7th ISBN 978-1-118-62962-8 Title Design and Equipment for Restaurants and Foodservice: A Management View Author(s) Chris Thomas, Edwin J. Norman, and Costas Katsigris Publisher John Wiley & Sons				

	Publ. Year 2014 Edition 4th ISBN-10 1118297741 ISBN-13 978-1118297742
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	MEETINGS, EVENTS AND CONFERENCE MANAGEMENT				
Course Code	HOSP-304				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 4 / Semester G				
Teacher's Name	Aris Mousoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course will assist students in understanding the systematic approach needed in managing meetings and conferences; understanding the needs of the industry and the related parameters involved, like food and beverages, rooms and services. The course has been developed in order to prepare students to meet the challenges associated with managing and servicing conventions and other group business.				
Learning Outcomes	On successful completion of this course, students will be able to: • Gain a basic understanding of the convention service industry • Analyze the industry's growth and development • Review the organization and relationship with the hotel's food and beverage operations • Focus on industry opportunities and future trends • Overview of planning disciplines as applied to the specifics of conventions, conference incentives, and expositions management will be presented and discussed during the semester.				
Prerequisites	None	Required	None		
Course Content	• Introduction-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				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Event Management Author(s) Saurav Mittal Publisher Independently published Publ. Year 2017 ISBN-10 1520796595				

	ISBN-13 978-1520796598
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	CASINO MANAGEMENT				
Course Code	HOSP-360				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides an in-depth analysis of the Gaming Industry and the major players involved. Different types of Casinos and operating systems based on geographical location. Casino operation, games, and food and beverages.				
Learning Outcomes	On successful completion of this course, students will be able to: • acquire an understanding of the casino industry • understand the history and development of the Gaming Industry, • become familiar with the structure, • learn day-to-day operations, • become familiar with various casino games, and • learn about casino regulations				
Prerequisites	None	Required	None		
Course Content	1. The Gaming Industry 2. Types of Casinos 3. Casino Organizational Structure 4. Table Games 5. Casino Marketing 6. Security 7. Casino Cage 8. Credit 9. Slot Management				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc.Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title: An Introduction to Casino Operations Management from a Compliance Perspective Author(s): Gelitha J. Ferguson Publisher: Strategic Book Publishing & Rights Agency, LLC Publ. Year: 2014 ISBN-10: 1625168926 ISBN-13: 978-1625168924				
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%				
Language	English				

Course Title	GEOGRAPHY OF TOURISM
Course Code	TOU-106

Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 1 / Semester B				
Teacher's Name	Roxana Michaelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the concepts of geography: physical and human geography (including map interpretation) as they relate to travel and tourism. Building upon the foundational concepts of geography, the course moves on to cover geography in travel planning, and regional geographic and national case studies. In addition to a general view, emphasis is given to physical, cultural and population geography phenomena of the main tourist destinations around the world. The course also introduces and describes the major attractions in each area. By understanding the major attractions of a destination, students will be able to develop their own mental map of destinations, a mental map sufficient to guide, in the future, visitors to the travel region of interest to them.				
Learning Outcomes	On successful completion of this course, students will be able to: • Gain knowledge of geography of the world as it relates to tourism. • Get a basic geographic overview of the world and each major geographic region • Improve the understanding of core geographic concepts: climate, vegetation, landforms, place, development and identity • Become familiar with cultural characteristics of the world's region • Understanding of world travel patterns, including the origin, characteristics, numbers, and seasonality of travel to a particular region • Explain the interrelationships between geography and tourism in all regions of the world, • Describe the all regions from the tourist's view and enhance the knowledge about each regions and sub-regions • Engage students with the tourism geography literature that build on these core concepts.				
Prerequisites	None		Require	None	
Course Content	1. The meaning of Tourist Geography, how tourists reach their destinations and how various factors affects tourism. 2. The elements of Geography 3. Place and space: the why of Geography. 4. Historical development of Tourism Geography as science 5. Physical Geography; climates, vegetation, landforms 6. Tourism destinations and attractions of physical geography around the world 7. Human Geography-- cultural characteristics: traditions, festivities, food and clothing 8. Tourism destinations and attractions of human geography 9. Geography and tourism by continents, regions and countries 10. The future geography of travel and tourism.				
Teaching	During this course, different teaching methods will be used: lectures, group				

Methodology	work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title: Worldwide Destinations: The geography of travel and tourism Author(s): Brian Boniface, Robyn Cooper, and Chris Cooper Publisher: Routledge Publ. Year: 2016 Edition: 7th ISBN-10: 1138901814 ISBN-13: 978-1138901810
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	RECREATIONAL TOURISM				
Course Code	TOU-320				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Roxana Michaelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course introduces students to the concept of recreational tourism. Recreation and leisure is a non-stop industry with phenomenal growth, tremendous potential, and diverse career paths and options. This course introduces recreation and leisure as essential to our cultural, moral and spiritual well-being, involving private, public and commercial sectors; presents information on the history, philosophy, scope and values of parks and recreation services; their organization and relationship with other social institutions.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand recreational tourism • Become familiar with the scope of the industry • Learn about recreation services • Understand the role of various organizations				
Prerequisites	None	Required	None		
Course Content	1. Foundations of Recreation and Leisure 2. psychological, sociological, and physiological significance of recreation and leisure from an historical perspective of all population and settings 3. History and development of the Leisure and Recreation as a multifaceted delivery system: delivery systems. 4. Public recreation, Public parks, Non-profit sector, Commercial sector, Therapeutic recreation, Special markets 5. Delivering Recreation and leisure services: program delivery and the many modes of Recreation a. Recreational sport management, Health, Fitness and Wellness b. Outdoor and Adventure Recreation 6. Arts and Culture 7. The nature of Recreation and Leisure as a profession				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title: Adventure Tourism: Meanings, experience and learning Author(s): Steve Taylor, Peter Varley and Tony Johnston Publisher: Routledge Edition: 1st Year: 2017				

	ISBN-10 1138081744 ISBN-13 978-1138081741
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	CONTEMPORARY ISSUES IN THE TOURISM & HOSPITALITY INDUSTRY				
Course Code	TOU - 318				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Roxana Michaelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course seeks to leverage the knowledge students have obtained in previous courses to enable effective consideration of the contemporary issues that emerging professionals will face in the hospitality industry. In particular, the course will develop students' abilities to comprehend theoretical constructs upon which effective business management is based, but more importantly to understand such theory in a practical environment.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand and appreciate the extensive range of contemporary issues facing hospitality organizations across the world • Examine issues pertaining to, for example, industry structure and supply, demographic trends and demand, business environments and sustainability, the emerging technologies and distribution, and social and cultural change in relation to the labour market. • Gain the ability to critically review the impacts of such issues and trends upon the international hospitality business.				
Prerequisites	HOSP-100	Required	None		
Course Content	• Demographic changes and trends in consumer demand and expectations. • The increasing role and influence of the media. • The emerging impact of globalisation. New growth sectors such as time-share and cruising. Changes in operating patterns and supply chains. • The growth in, and hospitality's inter-relationship with, events and festivals. The changing nature of tourism. • The industry's relationship with the environment and issues of sustainable development. Emerging marketing strategies and distribution challenges. Harnessing the full potential of the information and communication technologies. • The changing nature of the hospitality workforce. • Addressing terrorism and related safety and security issues. The emergence of an increasingly litigious culture.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam				

	preparation 34, final exam 3 hours, project preparation 18 hours)
Bibliography	Title Hospitality Management Author(s) Roy C Wood Publisher Sage Publications Ltd Publ. Year 2015 Edition 1st ISBN-10 1446246957 ISBN-13 978-1446246955
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	SUMMER PRACTICUM I				
Course Code	HOSP-114				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Summer Period / Year 1				
Teacher's Name	Christakis Sourouklis				
ECTS	Not applicable	Lectures / week	Not applicable	Laboratories / week	Not applicable
Course Purpose and Objectives	This summer practicum will train students for an entry level positions in front office operations. Students will get hands on experience and insights into the practical nature of the front office.				
Learning Outcomes	The internship will give students an opportunity to apply classroom theories to practical issues by performing basic duties and responsibilities in the selected segment of the industry. Thus, students will be able to develop practical skills during the internship period, explore career opportunities, be exposed to industry standards and conditions, and also provide students with the opportunity to start their own professional network.				
Prerequisites	TOU-100	Required	None		
Course Content	According to the aim of the program guidelines provided by the Ministry of Education and Culture, students could be employed in the: • Front office – Reception • Housekeeping Department • Laundry • Room Service				
Teaching Methodology	Not applicable				
Bibliography	Not applicable				
Assessment	Not applicable				
Language	English				

Course Title	SUMMER PRACTICUM II				
Course Code	HOSP-214				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Summer Period / Year 2				
Teacher's Name	Christakis Sourouklis				
ECTS	Not applicable	Lectures / week	Not applicable	Laboratories / week	Not applicable
Course Purpose and Objectives	Students the second summer practicum are expected to get hands on experience and insights into the hotel restaurants and bars. Thus, students will be able to develop practical skills during the internship period, explore career opportunities, be exposed to industry standards and conditions, and also provide students with the opportunity to start their own professional network.				
Learning Outcomes	By working in the field students should establish contacts and relationships with important figures in the industry but also understand the nature, opportunities and demands of the profession.				
Prerequisites	HOSP-114	Required	None		
Course Content	According to the aim of the program guidelines provided by the Ministry of Education and Culture, students could be employed in the following fields: • Hotels • Restaurants • Bars				
Teaching Methodology	Not applicable				
Bibliography	Not applicable				
Assessment	Not applicable				
Language	English				

Course Title	SUMMER PRACTICUM III				
Course Code	HOSP-314				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Summer Period / Year 3				
Teacher's Name	Christakis Sourouklis				
ECTS	Not applicable	Lectures / week	Not applicable	Laboratories / week	Not applicable
Course Purpose and Objectives	The third summer practicum will provide an opportunity to the students to be trained in kitchen departments. The summer practicum will assist students to develop practical skills required to work and manage the food and beverage department.				
Learning Outcomes	By working in the field students should establish contacts and relationships with important figures in the industry but also understand the nature, opportunities and demands of the profession.				
Prerequisites	HOSP-214	Required	None		
Course Content	According to the aim of the program guidelines provided by the Ministry of Education and Culture, students could be employed in the following fields: • Food & beverage department • Kitchen • Cold food preparations • Hot food preparations Desserts				
Teaching Methodology	Not applicable				
Bibliography	Not applicable				
Assessment	Not applicable				
Language	English				

Course Title	Introduction to Management				
Course Code	MGT 101				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester C				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The objectives of the course are to provide a broad introduction to theories of management, and to appraise their relevance to contemporary management practice.				
Learning Outcomes	On successful completion of this course, students will be able to: • Describe and appraise the four main functions of management – planning, organizing, leading and controlling – and evaluate their contribution to organisational effectiveness. • Compare and critically assess the contributions of major management theorists. • Explain the wider context in which organisations operate, and evaluate the relationship between the external context and organisational strategy, structure and culture. •				
Prerequisites	None	Required	None		
Course Content	1. Evolution of modern management thinking 2. The business environment 3. The international context of management 4. Planning and strategy 5. Marketing 6. Organizing culture, people and change 7. Leading and motivating 8. Controlling information and operations 9. Corporate social responsibility and business ethics 10. Managing emerging organisations				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc . Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Introduction to Management Author Colin Combe Publ. Year 2014				

	Title Fundamentals of Management. Essential Concepts and Applications. Authors Stephen P. Robbins, David A. DeCenzo and Mary Coulter Publisher Pearson Publ. Year 2015 Edition 9th
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Marketing
Course Code	MKT 303
Course Type	Compulsory
Level	Bachelor
Year / Semester	Year 4 / Semester G

Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to provide learners with an introduction to the fundamental concepts and principles that underpin the marketing process. In addition, it examines the role and practice of marketing within the changing business environment. This broad-based course will provide all learners with a concise and contemporary overview of marketing, and equip them with the knowledge and skills to underpin further study in the specialist field of marketing. The objectives of the course are to provide learners with a comprehensive understanding of the key areas of advertising and promotion as part of an integrated approach to marketing communications. Learners will develop the ability to determine specific promotional activities in response to target audience and other stakeholders' characteristics, and to apply and justify appropriate promotional mixes within a strategic and tactical framework				
Learning Outcomes	On successful completion of this course, students will be able to: • Investigate the concept and process of marketing • Identify and analyse the individual elements of the extended marketing mix • Investigate the role and importance of advertising • Explore the concepts of segmentation, targeting and positioning • Apply the extended marketing mix to different marketing segments and context				
Prerequisites	None	Required	None		
Course Content	**1. Concept and process of marketing** **Definitions:** alternative definitions including those of the Chartered Institute of Marketing and the American Marketing Association, satisfying customers' needs and wants, value and satisfaction, exchange relationships, the changing emphasis of marketing **Marketing concept:** evolution of marketing, business orientations, societal issues and emergent philosophies, customer and competitor orientation, efficiency and effectiveness, limitations of the marketing concept **Marketing process overview:** marketing audit, integrated marketing, environmental analysis, SWOT analysis, marketing objectives, constraints, options, plans to include target markets and marketing mix, scope of marketing **Costs and benefits:** benefits of building customer satisfaction, desired quality, service and customer care, relationship marketing, customer retention, customer profitability, costs of too narrow a marketing focus, total quality marketing **2. Marketing mix** **Product:** products and brands - features, advantages and benefits, the total product concept, product mix, product life-cycle and its effect on other elements of the marketing mix, product strategy, new product development, adoption process **Place:** customer convenience and availability, definition of channels, types and functions of intermediaries, channel selection, integration and distribution systems, franchising, physical distribution management and logistics, ethical issues				

	Price: perceived value, pricing context and process, pricing strategies, demand elasticity, competition, costs, psychological, discriminatory, ethical issues **Promotion:** awareness and image, effective communication, integrated communication process - (SOSTT + 4Ms), promotional mix elements, push and pull strategies, advertising above and below the line including packaging, public relations and sponsorship, sales promotion, direct marketing and personal selling, branding, internet and on-line marketing **The shift from the 4Ps to the 7Ps:** product-service continuum, concept of the extended marketing mix, the significance of the soft elements of marketing – people, physical evidence and process management **3. Advertising and Promotion** **a. Marketing communications** **Communication process:** nature and components of marketing communications, model of communication process, adoption process and adoption categories, consumer buying decision-making process, influences on consumer behaviour – personal, psychological, social, response-hierarchy models, integration of marketing communications **Organisation of the industry:** structure and roles of marketing communications agencies, advertising agencies, media owners, advertisers, triangle of dependence, types of agency – full service, à la carte, media independents, hot shops, concentration in buying and selling, media sales houses, other supporting services – PR, sales promotion, marketing research **Regulation of promotion:** Sale of Goods Act, Trade Descriptions Act, Consumer Credit Act, Data Protection Act; Statutory authority – Independent Television Commission and Radio Authority, self-regulation – Advertising Standards Authority, consumerism, ethics and public opinion as a constraint **Current trends:** media fragmentation, micro-marketing, brand proliferation, media costs, increasing use of sales promotion techniques at the expense of advertising and their effect on branding and awareness, new media, e.g. payslips, till receipts, petrol pumps, increased sophistication and use of marketing research; the role of marketing communications in globalisation - e.g. media availability, culture, religion, education and literacy **The impact of ICT:** role of IT, internet and on channels of communication, cyber consumers, global media reach, computerised home shopping – interdependence, disintermediation, and re intermediation; the ability to develop relationships through ICT, business-to-business and business-to-consumer communications **b. Advertising** **Role of advertising:** definition, purpose, and objectives of advertising, functions of advertising -remind, inform, persuade, sell; advantages and disadvantages of advertising, advertising process, role of advertising within marketing mix, within promotional mix, characteristics of advertising media – press, TV, radio, cinema, posters/outdoor, advertising objectives **Branding:** definition, purpose, objectives and dimensions of branding, benefits, concepts, branding strategies – blanket, family, individual, multi-branding, brand extension, own brands, situations when branding is inappropriate, brand image, personality and equity, brand evaluation techniques. **Creative aspects of advertising:** positioning, messages, message-appeals, advertisement design and testing, copy writing, visuals, creative

	briefs, creative strategies and tactics, impact of IT on advertisement design, measuring advertising effectiveness; key media concepts (reach, duplication, frequency, GRPs, flighting); principles in measuring media effectiveness **Working with advertising agencies:** agency structures, role of account handler and account planner, process and methods of agency selection, agency appointment including contracts and best practice guidelines, agency/client relationships, remuneration – commission, fee, results, media planning; key account management and the stages in developing key account relationships **c. Below-the-line techniques** **Primary techniques:** sales promotion, public relations, sponsorship and product placement, direct marketing, packaging and merchandising; for each of the above techniques detailed consideration of role, characteristics, objectives, advantages/disadvantages, appropriate uses, evaluation measures **Other techniques:** an overview of the role and uses of corporate communications, image and identity, exhibitions, word-of-mouth, personal selling, miscellaneous and new media. **d. Integrated promotional strategy** **Budget formulation:** methods – percentage of sales, per course, marginal analysis, competitive parity, task, executive judgement, overview of media costs, budget determination process, guidelines for budget allocation, relative costs of various promotional techniques and low-and high-budget campaigns, new product considerations **Developing a promotional plan:** communication goals – AIDA, DAGMAR – SOSTT + 4Ms, SOSTAC, situation analysis, objectives, target audiences, creative strategy, promotional strategy and tactics, media selection, scheduling, budget allocation, evaluation measures, inter and intra-media decisions, burst versus drip **Integration of promotional techniques:** benefits, methods, role of positioning, positioning strategies, push and pull strategies, importance of PR, corporate identity and packaging in aiding integration, barriers to integration – e.g. company and agency organisation structures, cost, methods of overcoming these barriers, levels of integration, award-winning campaigns **Measuring campaign effectiveness:** customer response, recall, attitude surveys, sales levels, repeat purchases, loyalty, cost-effectiveness, degree of integration, creativity, quantitative and qualitative measures **Outcomes and Assessment criteria:** To achieve each outcome a learner must demonstrate the ability to: **1. Explore the scope of marketing communications** explain the structure, role and relationships between parties in the communications industry identify current trends in advertising and promotion and evaluate their impact use models to assess the impact of advertising and promotion on customer behaviour. **2. Investigate the role and importance of advertising** explain and demonstrate how advertising can be designed to differentiate, remind, inform and persuade

	evaluate appropriate uses and applications for advertising in two given situations evaluate the role, organisation and functions of agencies in the advertising process. **3. Assess the role of below-the-line-activities and how they are used** differentiate between the characteristics and objectives of the various below-the-line promotional techniques recommend the use of individual techniques in two commercial situations. **4. Prepare an integrated promotional strategy** explain the principles and process of campaign management combine appropriate techniques into an integrated and cost-effective campaign present promotion recommendations in the form of a promotion plan suggest appropriate measures for assessing campaign effectiveness. **5. Segmentation, targeting and positioning** **Macro-environment:** environmental scanning, political, legal, economic, socio-cultural, ecological and technological factors **Micro-environment:** stakeholders (organisation's own employees, suppliers, customers, intermediaries, owners, financiers, local residents, pressure groups and competitors), direct and indirect competitors, Porter's competitive forces **Buyer behaviour:** dimensions of buyer behaviour, environmental influences, personal variables – demographic, sociological, psychological – motivation, perception and learning, social factors, physiological stimuli, attitudes, other lifestyle and lifecycle variables, consumer and organisational buying **Segmentation:** process of market selection, macro and micro segmentation, bases for segmenting markets i.e. geographic, demographic, psychographic and behavioural; multivariable segmentation and typologies, benefits of segmentation, evaluation of segments and targeting strategies, positioning, segmenting industrial markets, size, value, standards, industrial classification **6. Different marketing segments and contexts** **Consumer markets:** fast-moving consumer goods, consumer durables, coordinated marketing mix to achieve objectives **Organisational markets:** differences from consumer markets, adding value through service; industrial, non-profit making, government, re-seller **Services:** nature and characteristics of service products - intangibility, ownership, inseparability, perishability, variability, heterogeneity - the 7Ps, strategies, service quality, elements of physical product marketing, tangible and intangible benefits **International markets:** globalisation, standardisation versus adaptation, the EU, benefits and risks, market attractiveness, international marketing mix strategies
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** **Lectures and Workshops: 39 hours** **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**

Bibliography	Title Principles of Marketing Author(s) Kotler, P. Gary, A. Lloyd C. Harris and N. Publisher Pearson. Publ. Year 2013 Edition 6th (European Edition) ISBN-10: 0273742973 Title Principles of Marketing: A Value-Based Approach. Author(s) Ed. Ayantunji Gbadamosi Publisher: Palgrave Macmillan. Publ. Year 2013 ISBN: 978-0-230-39270-0
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Accounting I				
Course Code	ACC 103				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1 / Semester A				
Teacher's Name	Georgia Ypermachou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course is an introduction to accounting. Its main aim is to provide students with the basic techniques and skills required in order to prepare a set of financial statements comprising an income statement, a balance sheet and a cash flow statement. The course includes accounting principles and concepts, double-entry bookkeeping and an introduction to the accounting regulatory framework**.**				
Learning Outcomes	On successful completion of this course, students will be able to: • Explain what accounting is about. • Understand and list the main users of accounting information. • Present and explain the accounting equation, and how accounting transactions affect the items in the accounting equation. • Open 'T' accounts, understand how the double entry is used, and record transactions into individual accounts. • Prepare Trial Balance, Income Statement, and Balance Sheet. Explain how adjustments (e.g. prepayments, accruals, etc.) affect the financial statements. • Describe the process of recording transactions in a book of original entry. • Explain and operate the imprest system for petty cash. • Account for bad debts and allowance for doubtful debts. • Account for depreciation of non-current assets. • Understand and prepare bank reconciliation statement.				
Prerequisites	None	Required	None		
Course Content	PART ONE: INTRODUCTION TO DOUBLE ENTRY BOOKKEEPING The accounting equation and the balance sheet The double entry system for assets, liabilities and capital The asset of stock The effect of profit or loss on capital and the double entry system for expenses and revenues Balancing of accounts The trial balance PART TWO: THE FINANCIAL STATEMENTS OF SOLE TRADERS Trading and profit and loss accounts: an introduction Balance Sheets Trading and profit and loss accounts and balance sheets: further considerations Accounting Concepts PART THREE: BOOKS OF ORIGINAL ENTRY Books of original entry and ledgers The banking system				

	Cash books The sales day book and the sales ledger The purchases day book and the purchases ledger The returns day books The journal The analytical petty cash book and the imprested system Value added tax Columnar day books Employees' pay Computers and accounting Computerized accounting systems PART FOUR: ADJUSTMENTS FOR FINANCIAL STATEMENTS Capital and revenue expenditure Bad debts, provisions for doubtful debts, provisions for discounts on debtors Depreciation of fixed assets: nature and calculations Double entry records for depreciation Accruals and prepayments and other adjustments for financial statements The valuation of stock Bank reconciliation statements Control accounts Errors not affecting trial balance agreement Suspense accounts and errors PART FIVE: SPECIAL ACCOUNTING PROCEDURES Introduction to accounting ratios Single entry and incomplete records Receipts and payments accounts and income and expenditure accounts Manufacturing accounts Departmental accounts Cash flow statements Joint venture accounts PART SIX: PARTNERSHIP ACCOUNTS AND COMPANY ACCOUNTS Partnership accounts: an introduction Goodwill for sole traders and partnerships Revaluation of partnership assets Partnership dissolution An introduction to the financial statements of limited liability companies Purchase of existing partnership and sole traders' businesses PART SEVEN: AN INTRODUCTION TO FINANCIAL ANALYSIS An introduction to the analysis and interpretation of accounting statements
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Business Accounting 1 Author(s) Wood Frank and Alan Sangster Publisher Pearson Education Publ. Year 2015 Edition 13th

	ISBN	978-1-292-08466-4
	Title:	Business Essentials Accounts: Course Book. Accounts.
	Author(s)	Bpp Learning Media
	Publisher	Bpp Learning Media
	Publ. Year	2013
	ISBN	978-1-4453-6827-6
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	Microeconomics				
Course Code	ECO 104				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 1 / Semester A				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course will develop reasoning and problem-skills. Students will understand what is meant by 'thinking like an economist'. The purpose of this course is to help students develop an understanding of the links between current economic problems and economic theory. Economics offers powerful insights into the world in which we live, therefore the objectives of this course, is to: • Provide an essential, simple, useable body of economic theory, which will both provide the basis for further study and equip students with a real understanding of the role of economics in business, public and private decision making. • Apply the theory to analysis of the real world • Convince students, using a blend of theory, applications and policy analysis, that economics is both interesting and relevant.				
Learning Outcomes	On successful completion of this course, students will be able to: • Apply the economic way of thinking to enable them to understand microeconomic problems such as why markets allocate resources where they are most wanted; why prices and wages rise and fall; how consumers allocate their budgets, and how firms arrive at production decisions. • Understand the concept of market failure and what effect governments can have on the provision and pricing of goods and services. • Understand labour and capital markets Discipline-Specific Skills				
Prerequisites	None	Required	None		
Course Content	Chapter 1: Introducing Economics, Foundations of Microeconomics Chapter 2: Supply and Demand Chapter 3: Government Intervention in the market Microeconomics Chapter 4: Background to Demand Chapter 5: Background to Supply Chapter 6: Profit Maximising under Perfect Competition and Monopoly Chapter 7: Profit Maximising under Imperfect Competition Chapter 8: Alternative Theories of the Firm Chapter 9: The Theory of the Distribution of Income Chapter 10: Inequality, Poverty and Policies to Redistribute Incomes Chapter 11: Markets, Efficiency and the Public Interest Chapter 12: Applied Microeconomics				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam				

	preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Essentials of Economics Author John Sloman and Dean Garratt Publisher Pearson Edition 6th Year 2013 ISBN 978-0-273-78379-4
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Business Environment				
Course Code	BUS 201				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of the course is to encourage learners to identify the objectives of organisations and the influence of stakeholders. Learners are also encouraged to investigate the operation of organisations in relation to the local, national and global environment. The course also provides learners with a solid base of understanding of the parameters within which organisations act that can be built upon in further courses.				
Learning Outcomes	On successful completion of this course, students will be able to: • Identify the mission, objectives and responsibilities of organizations within their environment • Investigate the economic social and global environment in which organizations operate • Investigate the behaviour of organizations and the market environment • Explore the significance of international trade and the European dimension for UK businesses				
Prerequisites	None	Required	None		
Course Content	**1. Objectives and responsibilities of organisations** **Categories of organisation:** size, sector/type - private, public, voluntary, charitable; activity - primary, secondary tertiary **Mission, objectives and values of organisations:** concept of corporate mission or vision, underlying values/philosophy, profit, market share, ROCE, sales, growth, level of service, customer/user perceptions and audits **Stakeholders:** identification of stakeholders, stakeholder groups, conflict of expectations, attitude, power-influence matrix; satisfying stakeholder objectives, measuring performance **Responsibilities of organisations:** to stakeholders, key legal responsibilities e.g. consumer, employment, disability discrimination and health and safety, diversity and equal opportunities, stakeholder pensions; wider responsibilities including ethical, environmental; ethical practice **2. Economic, social and global environment** ***Resource issues and types of economic syste*m:** basic economic problem, effective use of resources; type of economic systems - command, free enterprise, mixed, including transitional economies, public and private sector initiatives; private finance initiatives **Government policy:** fiscal policy in the UK, monetary policy in the UK; MPC, industrial policy in the UK; social welfare policy in the UK; economic growth, economic performance/indicators influence of the CBI TUC stakeholder and interest groups, the influence of the global economy - trends, uncertainties, growth, impact on the economy, UK multinationals, World Bank				

3. Behaviour of organisations in their market environment

Market types: perfect competition, monopoly, monopolistic competition, oligopoly, duopoly; competitive advantage, behaviour/strategies adopted by firms; role of Competition Commission, and regulatory bodies e.g. Oftel, Ofgas, Ofwat

Market forces and organisational responses: supply and demand, elasticity, customer perceptions and actions, issues relating to supply, cost and output decisions short run and long run, economies of scale, growth of organisations: reasons, methods, financing, MNC_s/ TNC_s joint ventures, outsourcing; core markets/skills, technology and innovation, labour market trends, cultural environment

4. International trade and the European dimension

The importance of international trade: to the UK economy, businesses, balance of payments, patterns and trends in international trade, UK trade with the EU, USA and other countries, trading blocs throughout the world, UK membership of the EU, enlargement of EU, direct/indirect exporting methods, trading opportunities, importance of global markets, implications for businesses of emerging markets, cultural diversity and clusters, TNC_s, the economies of Europe EMU, EU budget import duties and levies, agricultural levies, VAT, competitor policy, European Single Market Act, social policy, The Social Chapter, tax harmonisation, CAP, regional policy

Outcomes and Assessment criteria:

To achieve each outcome a learner must demonstrate the ability to:

1. Identify the mission, objectives and responsibilities of organizations within their environment

- identify the mission, values and key objectives of an organisation and assess the influence of stakeholders
- evaluate the extent to which an organisation achieves the objectives of three stakeholders
- explain the responsibilities of an organisation and strategies employed to meet them.

2. Investigate the economic social and global environment in which organizations operate

- explain how economic systems attempt to allocate and make effective use of resources
- discuss the impact of social welfare and industrial policy initiatives on organisations
- evaluate the impact of macroeconomic policy measures and the influence of the global economy on UK-based organisations and stakeholders.

3. Investigate the behaviour of organizations and the market environment

- explain how market structures in practice deviate from the model of perfect competition
- use a range of examples to illustrate the relationship between market forces and organisational responses
- analyse the behaviour and competitive strategies employed by an organisation

	• evaluate the role of the Competition Commission and regulatory bodies. **4. Explore the significance of international trade and the European dimension for UK businesses** • discuss the importance of international trade, economic integration and • global markets to UK business organisations • analyse the impact of two policies of the European Union on UK business organisations • analyse the economic implications for the UK of entry into EMU.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: The Business Environment: Themes and Issues in a Globalizing World Authors: Paul Wetherly, Dorron Otter Publisher Oxford University Press Publ. Year: 2014 Edition: 3rd ISBN 978-0-19-966138-1
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Organizational Behaviour				
Course Code	MGT 202				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester D				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides an introduction to the nature of organisations in relation to management practices. The course examines the internal nature of organisations from both a theoretical and practical viewpoint. The course is intended to develop an understanding of the behaviour of people within organisations and the significance of organisational design and characteristics. It also aims to provide the basis for, and to underpin further study in, specialist areas of business.				
Learning Outcomes	On successful completion of this course, students will be able to: • Explore organisational structure and culture • Examine different approaches to management and leadership and theories of organisation • Examine the relationship between motivational theories • Demonstrate an understanding of working with others, teamwork, groups and group dynamics.				
Prerequisites	None	Required	None		
Course Content	**1. Organisational structure and culture** **Types of organisation and associated structures:** functional, product-based, geographically based, multifunctional and multidivisional structures, matrix, centralisation and de-centralisation **Organisational networks and linkages:** internal and external network structures, flexible working **Organisational culture:** classification of organisational culture – power culture, role culture, task culture, person culture, cultural norms and symbols, values and beliefs, development of organisational culture **Authority and power:** organisational charts, spans of control **The human resource function:** a stakeholder perspective, personnel management roles, personnel policies, strategies and operating plans, strategic goals for personnel **Diagnosing behavioural problems:** concepts, principles, perspectives, methodology **Perception:** definition, perceptual selection, perception and work behaviour, attitude, ability and aptitude, intelligence **Significance and nature of individual differences:** self and self-image, personality and work behaviour, conflict **Individual behaviour at work:** personality, traits and types, its relevance in understanding self and others **2. Approaches to management and leadership** **Development of management thought:** scientific management, classical administration, bureaucracy, human relations approach, systems approach,				

	contingency approach **Functions of management:** planning, organising, commanding, co-ordinating **Controlling Managerial roles:** interpersonal, informational, decisional **Nature of managerial authority:** power, authority, responsibility, delegation, conflict **Frames of reference for leadership activities:** opportunist, diplomat, technician, achiever, strategist, magician, pluralistic, transformational, change **3. Motivational theories** **Motivation theories:** Maslow's Hierarchy of Needs, Herzberg's Motivation – Hygiene theory, Vroom and Expectancy theories, Maccoby, McCrae and Costa – personality dimensions **Motivation and performance:** rewards and incentives, motivation and managers, rewards monetary and non-monetary **Leadership:** leadership in organisations, managers and leaders, leadership traits, management style, contingency approach, leadership and organisational culture **Leadership and successful change in organisations:** pluralistic, transformational, communications, conflict **4. Working with others, teamwork, groups and group dynamics** **The nature of groups:** groups and teams, informal and formal groups, purpose of teams **Teams and team building:** selecting team members, team roles, Belbin's theory, stages in team development, team building, team identity, team loyalty, commitment to shared beliefs, multi-disciplinary teams **Team dynamics:** group norms, decision making behaviour, dysfunctional teams, cohesiveness. **Impact of technology on team functioning:** technology, communication, change, networks and virtual teams, global and cross-cultural teams **Outcomes and Assessment criteria:** To achieve each outcome a learner must demonstrate the ability to: **1. Explore organizational structure and culture.** compare and contrast different organisational structures and culture analyse the relationship between an organisation's structure and culture and the effects on business performance analyse the factors which influence individual behaviour at work. **2. Examine different approaches to management and leadership and theories of organisation.** describe different leadership styles and the effectiveness of these leadership approaches analyse how organisational theory underpins principles and practices of organising and of management compare the different approaches to management and theories of organisation used by two organisations. **3. Examine the relationship between motivational theories**

	discuss different leadership styles and the effectiveness of these leadership approaches explain the different motivational theories and their application within the workplace assess the relationship between motivation theory and the practice of management. **4. Demonstrate an understanding of working with others, teamwork, groups and group dynamics.** describe the nature of groups and group behaviour within organisations investigate the factors that lead to effective teamwork and the influences that threaten success evaluate the impact of technology on team functioning within a given organisation.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Managing and Organizations: An Introduction to Theory and Practice Author(s) Stewart R Clegg, Martin Kornberger, Tyrone S. Pitsis Publisher Sage PubL. Year 2016 Edition 4th ISBN 978-1-4739-3844-1 Title Organizational Behavior Author(s) Robbins, Stephen P. and Timothy Judge Publisher Pearson Prentice Hall Publ. Year 2011 Edition 14th ISBN 0-27-375587-0
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Accounting II				
Course Code	ACC 203				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 / Semester C				
Teacher's Name	Georgia Ypermachou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course builds on Accounting I and its purpose is to cover advanced aspects of financial accounting. It also covers introductory aspects of management accounting suitable for use at all levels up to and including professional foundation level courses and first-year degree courses.				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand and deal with the accounting issue that arises when identical units of merchandise are acquired at different unit costs during the period • Describe and illustrate the application of internal controls to cash • Understand the classification of receivables and the accounting of uncollectible receivables • Understand the accounting for fixed and intangible assets • Understand the accounting for current liabilities and payroll • Understand the accounting for partnerships • Understand the accounting for corporations • Prepare a Statement of Cash Flows				
Prerequisites	ACC 103 Accounting I	Required	None		
Course Content	**Part One**: Special accounts 1. Accounting for branches 2. Hire purchase accounts 3. Contract accounts **Part Two**: Companies 4. Limited companies: general background 5. The issue of shares and loan notes 6. Companies purchasing and redeeming their own shares and loan notes 7. Limited companies taking over other businesses 8. Taxation in company financial statements 9. Provisions, reserves and liabilities 10. The increase and reduction of the share capital of limited companies 11. Accounting standards and related documents 12. The financial statements of limited companies: income statements, related statements and notes 13. The financial statements of limited companies: balance sheets 14. Published financial statements of limited companies: accompanying notes 15. Statements of cash flows **Part Three**: Groups 16. Group financial statements: an introduction 17. Consolidation of balance sheets: basic mechanics (I) 18. Consolidation of balance sheets: basic mechanics (II)				

	19. Intercompany dealings: indebtedness and unrealised profit in stocks 20. Consolidated financial statements: acquisition of shares in subsidiaries at different dates 21. Intra-group dividends 22. Consolidated balance sheets: sundry matters 23. Consolidation of the financial statements of a vertical group of companies 24. Consolidated income statements and comprehensive income statements 25. Business combinations - purchase method accounting 26. Standards covering subsidiary and associates and joint ventures **Part Four**: Financial analysis 27. Accounting ratios 28. Interpretation of financial statements **Part Five**: Issues in financial reporting 29. Accounting theory 30. Current cost accounting 31. Social accounting 32. Corporate governance 33. Public sector accounting 34. Accounting for management control **Part Six**: Costing 35. Elements of costing 36. Absorption and marginal costing 37. Job, batch and process costing **Part Seven**: Budgets 38. Budgeting and budgetary control 39. Cash budgets 40. Co-ordination of budgets **Part Eight**: Standard costing and variance analysis 41. Standard costing 42. Materials and labour variances 43. Overhead and sales variances **Part Nine**: Planning, control and decision making 44. Break-even analysis 45. Interest, annuities and leasing 46. Capital expenditure appraisal 47. The balanced scorecard **Part Ten**: The emerging business environment of accounting 48. The supply chain and enterprise resource planning systems 49. E-commerce and accounting
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Frank Wood's Business Accounting: Volume 2 Authors Alan Sangster & Frank Wood

	Publisher Pearson Year 2016 Edition 13th ISBN 978-1-292-08505-0
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Statistics				
Course Code	MTH 204				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester F				
Teacher's Name	Pavlos Evangelides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to introduce students to the methods for collecting, summarizing, and learning from data The main objectives of this course are to make students: • Appreciate the significance of applications in statistics. • Know basic statistical concepts and their use in descriptive and inferential statistics.				
Learning Outcomes	On successful completion of this course, students will be able to: • Explain the meaning of statistical measures and compute measures of central tendency and variation from data. • Solve basic theoretical and empirical probability problems • Demonstrate the basic concept of discrete and continuous random variables. • Compute probabilities for the binomial distribution and for the normal distribution. • Compute confidence intervals. • Execute hypothesis testing on the value of the population mean.				
Prerequisites	MATH – 102	Required	None		
Course Content	**Introduction:** Role of statistics in fields: science, social sciences, business studies. Possible sources of error in statistical surveys. Types of data. **Tabulation of Data:** Raw data and frequency distributions, intervals, limits and boundaries. Relative frequency. Graphical presentation of frequency distributions: Bar chart, pie chart, histogram, frequency polygon and frequency curve. Cumulative frequency and graphical presentation. Statistical Measures of Central Tendency, Mean, Median, Mode for a simple set and a frequency distribution. **Statistical Measures of Dispersion**: Range, Average Deviation and Standard Deviation from the Mean, Variance, Coefficient of variation. Coefficient of skewness. Kurtosis. **Probability and Probability Distributions**: Experiments and Events. Elementary Probability. Addition Rule for Mutually Exclusive Events. Multiplication Rule for independent events and dependent events. Random variables and probability distributions. Expected Value. Special probability distributions: Binomial. Poisson and Normal. **Random Samples and their Statistics**:				

	Introduction to sampling concepts and techniques. Advantages and accuracy of sampling. Sampling. Distribution of Means: Mean and Standard Deviation. Central Limit Theorem. Estimating means and percentages. Interval estimates. Estimating the population mean. Determination of sample size. Recent developments and contemporary issues pertaining to the subject-matter of the course.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Cambridge International AS and A Level Mathematics: Statistics 1. Coursebook. Revised Edition. Author(s): Steve Dobbs, Jane Miller, Julian Gilbey Publisher: Cambridge University Press Publ. Year: 2016 Edition: 2nd ISBN: 978-1-316-60038-2 Title: Statistics for Business and Economics Paperback Author(s): Jim Freeman, Eddie Shoesmith, Thomas Arthur Williams Publ. Year: 2014
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Macroeconomics				
Course Code	ECO 205				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 /Semester E				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This module covers the macroeconomics of development and the international economy. The macroeconomics of development deals with issues relating to the determination of national income, inflation, balance of payments disequilibrium, exchange rates and economic stabilisation. Topics in the international economy will include the gains from trade, the theory and experience of protection, the terms of trade debate, and the implications of the multilateral trading system for developing countries.				
Learning Outcomes	On successful completion of this course, students will be able to: • Explain and apply the basic principles and essential concepts of macroeconomic theory • Describe the measurement and use of national income, and demonstrate how monetary and fiscal policies may influence national income and employment • Explain how labour market flexibility and expectations may affect an economy's response to demand and supply shocks • Explain and illustrate the determination of macroeconomic equilibrium under fixed prices, and appraise the purpose and efficacy of macroeconomic policy • Review theoretical explanations of aggregate consumption and investment expenditure determination, and inflation-unemployment interaction. • Discuss macroeconomic models, and be able to solve and interpret problems based on such models • Use macroeconomic concepts and methods to analyze and interpret real-world macroeconomic phenomena, and to assess issues of macroeconomic policy.				
Prerequisites	ECO-104 Microeconomics	Required	None		
Course Content	• Introduction to Macroeconomics: Overview of Macroeconomics; Macroeconomic Issues; Objectives and Instruments. National Income Accounting: Measuring GDP; GNP, NDP and National Income; Components of Demand for Domestic Output; Government and Trade; Budget Deficit; Inflation and Price Indexes. • Aggregate Demand: The Aggregate Demand Curve; Components of Aggregate Demand; Shifts in the Aggregate Demand Curve. Aggregate Supply: The Aggregate Supply Curve; Determinants of Aggregate Supply; Shifts in the Aggregate Supply Curve; Fiscal and Monetary Policy under Alternative Supply Assumptions (Classical				

	and Keynesian); Supply-Side Economics. • Income and Spending: Aggregate Demand and Equilibrium Output; the Consumption Function and Aggregate Demand; Determination of Equilibrium Income and Output; Marginal Propensities; the Multiplier. • Business Cycles: Theories of the Business Cycle; Real Business Cycles. • Economic Growth: Sources of Growth; Empirical Estimates of Growth; Growth Theory: The Neoclassical Model; the Endogenous Growth and Growth Policy. Unemployment: The Anatomy of Unemployment; Measuring Unemployment; Full Employment; the Costs and the Economic Interpretation of Unemployment. • Inflation: Defining Inflation; Money and Inflation; Inflation and Interest Rates; Inflation, Money and Deficits; the Costs of Inflation; the Phillips Curve; Alternative Policy Paths of Inflation and Unemployment; Incomes Policy. • Monetary and Fiscal Policy: Monetary Policy; Fiscal Policy and Crowding out; The Composition of Output and the Policy Mix. The Demand for Money: Components of the Money Stock; the Functions of Money; the Theory of the Demand for Money; the Income Velocity of Money; the Quantity Theory of Money; Rational Expectations. • Money and Banking: The History of Money and Banks; Modern Banking; Commercial Banks and the Money Supply; the Monetary Base and the Money Multiplier; the Instruments of Monetary Control; Money Stock and Interest Rate Targets. • International Linkages: The Balance of Payments and Exchange Rates; Trade in Goods, Market Equilibrium and the Balance of Trade; Fixed versus Floating Exchange Rates; International Policy Co-ordination; The European Monetary System.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Macroeconomics Author: N. Gregory Mankiw Publisher: Worth Publishers Publ. Year 2015
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%

Language	English

Course Title	Research Methodology				
Course Code	BUS-503				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4/Semester H				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	

Course Purpose and Objectives	This unit is designed to introduce learners to the techniques and methods of research. The unit addresses a variety of research methodologies, including the opportunity to carry out interventionist or action research. Learners will be required to produce a project report based on independent research into an area of professional business practice that interests them and will add to their professional development. The study should use both primary and secondary sources of information, and should be an exploration of a current major issue The study undertaken should build on knowledge, skills and understanding that have been achieved in other units.		
Learning Outcomes	On successful completion of this course, students will be able to: • prepare a research proposal relating to a specified area of business • conduct research using primary and secondary sources of information • carry out the research project into a specified area of business • present and evaluate the findings with regard to the initial proposal.		
Prerequisites	None	Required	None
Course Content	1. Research proposal • Research methodologies: intervention, non-intervention, action research • Hypothesis: definition, suitability, skills and knowledge to be gained, aims, objectives, terms of reference, duration, ethical issues • Action plan: rationale for research question or hypothesis, task dates, review dates, monitoring/reviewing process, strategy 2. Primary and secondary sources • Primary questionnaires: type, layout, distribution, original research data gathered by them student; interviews, selecting interviewees, bias, verification of data, time, place, style • Secondary: e.g. books, journals, library search, use of IT, internet, media 3. Research project • Preparation: identifying ideas/topics/areas of investigation, research question(s), scope and feasibility, hypothesis, literature search, agreeing the process, targets, milestones, action plan, timetable and procedure, monitoring and revision • Methodology: literature search, e.g. library, internet, sector data sources; pure and applied research, developmental, longitudinal, survey, case study, research and development, concepts and theories, terminology, validity and reliability • Qualitative data analysis: interpreting transcripts, coding techniques, categorisation, relationships, trends, use of computers; presentation of data • Quantitative data analysis: coding/values, manual/electronic methods, specialist software; presentation of		

	data, e.g., bar/pie charts, graphs, statistical tables; comparison of variables, trends, forecasting 4. Present and evaluate • Presentation: e.g. formal written format, by viva voce or oral presentation, diagrammatic or graphical figures • Methodology: presentation, e.g. IT, audio, visual aids, time, pace; delivery critique of the methods used in the study, recommendations, eg using the findings, recommendations for the future, areas for future research • Evaluation: planning, objectives, focus, benefits, difficulties • Criteria: purpose, editing, format, sequencing success, critical analysis, discussion of evidence and findings				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours				
Bibliography	Title Research Methods for Business Students Author(s) Saunders, Mark and Lewis, Philip and Thornhill Publisher Pearson Education Limited Publ. Year 2016 Title Research Methods in Education Author(s) Cohen, Louis and Manion, Lawrence and Keith Morrison Publisher Routledge Publ. Year 2011				
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%				
Language	English				
Course Title	Introduction to E-Business				
Course Code	CSC 302				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Andreas G. Shiamarou				
ECTS	6	Lectures / week		Laboratories / week	3
Course Purpose and Objectives	This course introduces the learner to the scope of e-business and the benefits it offers to an organisation through the different business models. It also provides sufficient understanding of internet technology for learners to appreciate the potential, and the limitations, of using the internet for business. The features of good website design (ease of navigation, speed) are also covered.				

Learning Outcomes	On successful completion of this course, students will be able to: • Explain the scope of e-business • Describe how the internet works • Differentiate between e-business models • Investigate features of good website design.		
Prerequisites	None	Required	None
Course Content	1. Scope of e-business Definitions: the internet, the worldwide web (www) intranets, extranets, e-business and e-commerce and the distinction between business-to-consumer (B2C) and business-to business (B2B) transactions Benefits to businesses: why a company should have a web presence, how the use of internet technology can reduce transaction costs Trust for e-business: the risks of conducting business through the internet, the importance of trust for e-business transactions Security and data protection: how security and data protection play an important part in e-business Nature of communication: difference between mass communication (one-to-many), personal communication (one-to-one) and internet communication (many-to-one and many to-many) 2. How the internet works Internet technology: the importance of agreed non-proprietary standards, how messages are transferred across the global communications network using packet switching, TCP/IP, FTP, HTTP, POP, IMAP and the use of URLs, bandwidth as a measure of capacity; why this is an important consideration Introduction to HTML: the main features of HTML as the language of the www, defines format of the information and how it is presented, but not its content as in EDI; (Elements (<Tags>)). head, body, title, break, headings, forms, paragraphs, lists, tables, links and images); highlight the number of software packages available to users who can now build pages without learning HTML brief overview of XML Clients, servers and browsers: the functions of servers and clients and use of two-tier and three-tier architectures, the role of the browser to interpret the HTML and present the data to fit the user's computer screen, the way information is presented varies according to user's screen size and set-up Intranets and extranets: the differences between the use of the internet, an intranet and an extranet, explain how they can improve security 3. E-business models The five business models: the different ways in which the internet may be used to generate revenue by supporting the sale of a product, or service e.g. CDs, flights; supplying electronic information, or media services e.g. reports or music; charging per transaction for the provision of a service e.g. airline booking; charging a subscription for an information service e.g. news; advertising revenue, from an attractive website 4. Website design Search engines: to find specific information on the internet (the logic of structuring search questions using Venn diagrams) and identify the elements of a web page that may be used by search engines (head. title, description, keywords; body. content and links)		

	Attractive web pages: the design features that make a web page attractive to the visitor i.e. speed, attractive page layout, colour scheme, pictures and links, clear and informative, consistent with image of the business (brand), builds trust, encourages visitor to return Website usability: what makes a website easy for the visitor to use (meets needs of different stakeholders, good website navigation, availability in different languages to suit the visitor); what legal requirements must be met (disabled user. e.g. visually impaired and colour blind) Outcomes and assessment criteria: To achieve each outcome a learner must demonstrate the ability to: 1. Explain the scope of e-business differentiate between business-to-consumer (b2c) and business-to-business (b2b) transactions explain how a business benefits from having its own website analyse the nature of e-business communication 2. Describe how the internet works explain how messages are transferred across the Internet describe the main features of HTML, the language of the web differentiate between the internet, intranets and extranets 3. Differentiate between e-business models describe how the internet can be used for selling a product, or service differentiate between other business models for generating revenue from the internet identify other uses of the internet, which may not generate revenue 4. Investigate features of good website design identify those elements of a web page that may be used by search engines explain the design features that make a web page attractive to the visitor describe what makes a website easy for the visitor to use explain the legal requirements of site design
Teaching Methodology	This course should be taught with learners exploring websites and, therefore, seeing the application of theories in practice. They could work individually or in pairs around an internet access point, usually a personal computer. The preferred pattern for a teaching session would be for instruction to be given on a topic, or concept, then for learners to review its application for selected websites, followed by discussion of their findings to consolidate learning. Learners would also be expected to explore the use of these techniques by independent research of texts and websites. Students will have the opportunity to design a simple web page using a web page editor to encourage creativity and stimulate an appreciation of web page design. During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities**: Lectures and Workshops: 39 hours Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title E-Business Author Gary Schneider Publisher Cengage Publ. Year 2012

	Edition 10th ISBN 978-81-315-2627-9
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Hospitality and Tourism Marketing				
Course Code	HOSP-309				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 4/Semester G				
Teacher's Name	Kostas Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides a thorough understanding of the application of the general principles of marketing to the tourism and hospitality industries. It supplies knowledge about the marketing concepts in general and in the tourism and hospitality industries such as consumer behavior, segmenting, targeting, planning, and marketing research. Moreover, it aims to familiarize students with the elements of the marketing mix and to signify their importance when taking marketing decisions				
Learning Outcomes	On successful completion of this course, students will be able to: • List the main principles of marketing; explain how it is used for services, and its significance for the tourism and hospitality industries. • Elaborate the factors that influence the consumer buying behavior and the steps associated with the buying process, and how markets in tourism and hospitality are segmented and targeted. • Examine why marketing planning is essential for the success of tourism and hospitality enterprises and how can it be achieved successfully. • Analyze how data are gathered through marketing research and how research can give solutions on certain marketing problems in tourism and hospitality. • Evaluate and analyze those marketing approaches applied on the marketing mix (product, place, promotion, price) and used for the creative problem solving in the tourism and hospitality environments. • Manage working in a group to deliver a common writing and develop new management and behavioral skills.				
Prerequisites	None	Required	None		
Course Content	-The tourism and hospitality product; the global tourism marketing environment. - The hospitality market place; the hotels in the total accommodation market, hotel accommodation and catering markets; - Main concepts of destinations' marketing management. -Tools for reaching the desired consumer segments in order to use the concept of market segmentation and market targeting, for the achievement of better results. -Promotion tools which include coverage of the methods used by tourism and hotel enterprises in an effort to boost their sales. Advertising in the press, T.V., radio and comparisons (of costs and effectiveness) sales promotions; direct mail, the need for sales and public relations. - Research of the market to identify consumer needs and wants; packaging of the hospitality product; decisions on pricing strategies; common pricing practices; how price is used to segment markets; yield management and				

	why is it significant in hospitality and tourism. -Internal public relations between the members of various departments to boost staff morale with in-house guests to get to know their needs, their complaints if any, and to give them personal attention, which is to help for repeat customers. In the enact the marketing concept consumer needs and benefits sought are identified by market research, close evaluation of current trends, guest questionnaires are very indicative and useful, so that the hotel product is adjusted to meet these needs. Demographics, psychographics and other characteristics of the total market and its segments. -The need for strategic planning missions, portfolio analysis, new business plans, objectives and goals and marketing information systems to help solve problems on the operational, tactical and strategic level; market segmentation positioning of the product, and evaluation of consumer behavior. -Recent developments and contemporary issues pertaining to the subject-matter of the course.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: •Lectures and Workshops: 39 hours •Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Marketing for Hospitality and Tourism Author(s) Kortler, Bowen, Makens Publisher Routledge Publ.Year Prentice Hall Edition 5th ISBN-10 978-0-13-5045559-6 ISBN-13 0-13-504559-2 Title The Routledge Handbook of Tourism Marketing Author(s) Scott McCabe Publisher Routledge Publ.Year 2014 Edition 1st ISBN-10 978-0-415-59703-6 ISBN-13 978-0415672504
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Financial Reporting
Course Code	FIN 304
Course Type	Elective
Level	Bachelor
Year / Semester	TBA
Teacher's Name	Georgia Ypermachou

ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of the course is to introduce students to the theory and practice of financial accounting. This area of accounting deals with the reporting of information to external users of financial statements. From the perspective of theory, emphasis is placed on establishing who these users are and what their needs are. It cannot be assumed that these will be met without the intervention of the government or professional accounting bodies and some of the course is devoted to issues in regulation of external financial reporting. The course includes a discussion not only of the actual content of regulations but also what that content ought to be or might be. Attention is also paid to who sets accounting rules and by what processes. From a practical perspective, the aim of the course is to show students how to make the judgments, assess recognition and measurement of financial elements that are required by theory or by regulation and also how to communicate, by way of written reports, the results and implications of these calculations. The course develops and expands the work done in the Accounting 1 and Accounting 2 courses which are prerequisites. Students **must** be capable in double entry accounting, be able to prepare a set of company accounts and have an understanding of the use of ratios.				
Learning Outcomes	On successful completion of this course, students will be able to: • understand the general problems of income measurement, asset valuation and appreciate the problems created by changing price levels and the solutions which have been suggested e.g. fair value measurement, current cost accounting, current purchasing power accounting and their advantages and disadvantages • Appreciate the issues in accounting for assets, liabilities, equity and reserves and in particular tangible assets including stocks; intangible assets especially goodwill and brands; leases; and off-balance sheet assets and liabilities • Understand the problems of retirement benefits and pensions, segmental financial reporting and appreciate those associated with accounting for taxation • Understand the demand for consolidated financial statements and be able to prepare simple consolidated financial statements, including adjustments where appropriate for goodwill, minority interests, inter-company transactions and international operations				
Prerequisites	ACC – 103 & ACC – 203	Required	None		
Course Content	Conceptual framework Regulatory framework Assets, liabilities, and equity Intangible assets Tangible assets Inventory and construction contracts Liabilities I- off balance sheet finance Liabilities II – leases Employee benefits Accounting for taxation (including deferred tax)				

	Equity and reserves Reporting financial performance Presentation of financial statements (including segmental reporting), Earnings per share Income measurement and asset valuation Accounting for changing prices Simple groups I Simple groups II Foreign currency translation International aspects of financial reporting Comparative international accounting
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: International Financial Reporting and Analysis Paperback Authors: David Alexander, Anne Britton, Ann Jorissen, Martin Hoogendoorn and Carien van Mourik Publisher: Cengage Publ. Year: 2014 Edition: 6th ISBN: 978-1-4080-7501-2
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Human Resources Management				
Course Code	HRM 305				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 3 / Semester F				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides an introduction to the concepts and practices of human resources management. The aim of the course is to provide an understanding of the human resources management role and function within the key areas of resourcing, reward, development and relations.				
Learning Outcomes	On successful completion of this course, students will be able to: • Investigate the traditional view of personnel management and the new approach of human resources management • Evaluate the procedures and practices used for recruiting and selecting suitable employees • Establish the effectiveness of principles and procedures for monitoring and rewarding the employee • Explore rights and procedures on exit from an organisation				
Prerequisites	None	Required	None		
Course Content	**1. Personnel management and the new approach of human resources management** The nature and development of personnel management and human resource management: historical development of personnel management; the change in context which has led to the term human resources management The roles and tasks of the human resources management function: the range of tasks and activities of the human resources management practitioner e.g. recruitment and selection, payroll administration and reward management, training and development and performance management and employee relations; the changing roles of human resource specialists e.g. the move from reactive/welfare to proactive/strategic and increasing requirement to work in partnership with the business; the involvement of line managers in human resource practices e.g. selection, disciplinary handling, absence management, coaching and appraising **2. Procedures and practices used for recruiting and selecting suitable employees** **Human resource planning:** definition, purpose, processes and stages involved; the types of data needed as a basis for human resource planning; limiting factors e.g. supply and demand for labour **The systematic approach to recruitment:** recruitment policies, recruitment procedures, job analysis, job description, person specification, recruitment methods and media including design of application form **The systematic approach to selection:** aims and objectives of the selection process; the interview – advantages and disadvantages, interviewer skills and questioning techniques; alternative selection methods to supplement the interview e.g. assessment centres, psychological testing, work simulations, references				

The legislative framework and benchmark evidence guiding the recruitment and selection process: reference to Sex Discrimination Act (1975), Race Relations Act (1976), Equal Pay Act (1970), Disability Discrimination Act (1995); exploration of a range of organisational approaches to recruitment and selection highlighting 'best practice'

3. Principles and procedures for monitoring and rewarding the employee

Reward management: the process of job evaluation and the main factors determining pay, different types of reward systems, the relationship between motivation theories and reward, approaches to monitoring and managing performance.

4. Exit rights and procedures

Tribunals: role, composition, powers and procedure
Dismissal: wrongful, unfair, justified
Termination of Employment: resignation, retirement, termination of contract **Redundancy:** definition, procedures, selection, redeployment, retraining **Management of exit**: procedures, notice, counselling, training

Outcomes and Assessment criteria

To achieve each outcome a learner must demonstrate the ability to:

1. Investigate the traditional view of personnel management and the new approach of human resources management

- distinguish between 'personnel management' and 'human resource management' and discuss the historical development and changing context in which they operate
- assess the role, tasks and activities of the human resource practitioner
- evaluate the role and responsibilities of line managers in human resource practices

2. Evaluate the procedures and practices used for recruiting and selecting suitable employees

- analyse the need for human resource planning, the information required and the stages involved in this process
- compare the structured process for recruitment in two organisations and evaluate the methods and media that can be used
- evaluate the interview as a selection technique and discuss a range of alternative selection methods available
- evaluate selection practices and procedures in two organisations comparing these to 'best practice'.

3. Establish the effectiveness of principles and procedures for monitoring and rewarding the employee

- evaluate the process of job evaluation and the main factors determining pay
- identify a range of reward systems e.g. performance-related pay and its benefits and limitations
- explain the link between motivational theory and reward
- explore organisational approaches to monitoring performance

4. Explore rights and procedures on exit from an organisation

- evaluate exit procedures used by two organisations, comparing these to best practice
- analyse selection criteria for redundancy.

Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Human Resource Management Authors Derek Torrington, Laura Hall, Stephen Taylor, Carol Atkinson Publ. Year 2014 Title Business Essentials Human Resource Development and Employee Relations. Study Text Author(s) BPP Learning Media Publisher BPP Learning Media Publ. Year 2015 Edition 4th ISBN 978-1-4727-3496-9
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Employee Relations				
Course Code	HRM 402				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The main aim of this course is to provide a general introduction to employee relations and to develop knowledge and understanding of the changes which have taken place over the years with respect to the employment relationship in Europe. The course considers the nature of industrial conflict and the resolution of collective disputes. The processes of collective bargaining and negotiation are also explored.				
Learning Outcomes	On successful completion of this course, students will be able to: • Explore the context of employee relations against a changing background • Examine the nature of industrial conflict and the resolution of collective disputes • Explore the processes of collective bargaining and negotiation • Investigate the concept of employee participation and involvement				
Prerequisites	None	Required	None		
Course Content	**1 Context of employee relations** *The role of the trade union*: types of trade union, the Trade Union Congress, employer associations, trade union representatives *The history and development of trade unions*: the rise of trade unionism, trade unions and the law, union growth and decline, the changing political and economic context and its relevance to industrial relations *The unitary and pluralistic frames of reference*: review of the differing perspectives taken by the stakeholders in employee relations *The main actors in employee relations*: workers and their organisations, managers and their organisations, government agencies concerned with the workplace **2 Industrial conflict and the resolution of collective disputes** *The nature of industrial conflict*: ideological framework, conflict and co-operation *Different types of dispute*: collective disputes, strike action, strike statistics, ballots, no-strike agreements *Resolving conflict*: dispute procedures, arbitration and the role of the Advisory, Conciliation and Arbitration Service (ACAS) **3 Collective bargaining and negotiation** *The nature and scope of collective bargaining*: role of shop stewards, union officials, employer associations and management *Negotiation processes*: negotiation strategy, preparation for negotiation, conducting the case-settlement, disclosure of information *The collective bargaining process*: institutional agreements for collective bargaining, local workplace bargaining, single-table bargaining **4 Employee participation and involvement**				

	Consultation and employee participation: different forms of employee consultation and participation, joint consultation committees, upward-downward forms of communication *Empowerment*: devolution of responsibility/authority to line managers/employees, the role of human resource management, approach to employee relations (link to unitary and pluralist perspectives) *Employee involvement techniques*: sharing information, consultation, financial participation, commitment to quality, developing the individual, involvement of other stakeholders *Industrial democracy and employee participation*: European Works Councils (European Objectives), the social dimensions of the European Union and supervisory boards, national cultural differences towards democracy and employee participation **Outcomes and assessment criteria:** **1. Explore the context of employee relations against a changing background** • explain the unitary and pluralistic frames of reference • determine the role of a trade union and its contribution to effective employee relations • differentiate the roles taken by the main actors in employee relations • review the development of trade unions and nature of industrial relations **2. Examine the nature of industrial conflict and the resolution of collective disputes** • explain the ideological framework of industrial relations • investigate the different types of collective dispute • review dispute procedures and the resolution of conflict • critically evaluate the effectiveness of dispute procedures in resolving conflict in a given situation **3. Explore the processes of collective bargaining and negotiation** • describe the processes of negotiation • prepare and apply negotiation strategy for a given situation • explore the nature and scope of collective bargaining **4. Investigate the concept of employee participation and involvement** • investigate the effectiveness of arrangements made by two organisations to involve their employees in decision-making • analyse the influence of the EU on democracy in the UK • differentiate between industrial relations and employee relations • evaluate the effectiveness of employee involvement techniques • establish the impact of human resource management on employee relations
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Employee Relations Author Elizabeth Aylott

	Publisher Kogan page Publ. Year 2014 ISBN 9780749469764
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Financial Systems & Auditing				
Course Code	FIN 403				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Georgia Ypermachou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course examines the accounting and management control systems of a business. Learners will analyse these systems and evaluate their effectiveness, particularly in terms of controls and safeguards against error and fraud. The purpose and conduct of an audit will be covered, together with the process of audit reporting.				
Learning Outcomes	On successful completion of this course, students will be able to: 1. Evaluate the effectiveness of accounting systems within a business: • explain the purpose and use of the different accounting records • explain the importance and meaning of the fundamental accounting concepts • assess the factors which influence the nature and structure of accounting systems. 2.Analyse the management control systems of a business: • identify the different components of business risk • describe and evaluate the control systems in place in a business • assess the risk of fraud within a business, and suggest methods for detection of fraud. 3. Contribute to the planning and conduct of an audit assignment define and explain the duties, status and liability of the auditor: • describe the relationship between internal and external audit • plan an audit with reference to scope, materiality and risk • identify and use appropriate audit tests • record the audit process in an appropriate manner. 4.Prepare audit reports. explain the purpose and content of a statutory audit report: • explain and illustrate different types of qualification within an audit report • draft suitable management letters in relation to a statutory audit.				
Prerequisites	None	Required	None		
Course Content	1. Accounting systems Accounting records: books of prime entry (daybooks), accounts and ledgers (sales, purchases, nominal/general), trial balance, final accounts Fundamental accounting concepts: Accruals, prudence, consistency, going concern, materiality, business entity Accounting systems: Manual and computerised, effect of business size and structure 2. Management control systems Business risk: types e.g. operational, financial, compliance; identification of risk and responsibility for risk management, influences on corporate governance e.g. Cadbury Code Control: control systems and procedures within the business e.g.				

	segregation of duties, authorisation Fraud: types, implications, detection 3. Planning and conduct of an audit assignment Regulatory environment: legal duties and status of auditors, liability of auditors, auditing standards and guidelines Role of the auditor: internal and external audit and the relationship between the two, responsibilities of management as opposed to auditors Audit planning: scope, materiality, risk Audit testing: systems based (compliance) and substantive testing, sampling methods e.g. random, stratified, systematic; confidence intervals Records: audit files and working papers, checklists and programmes, flowcharts and questionnaires 4. Audit reports Statutory reports: purpose, content (opinion of auditor), qualified and unqualified, types of qualification
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Business Essentials Finance: Auditing and Financial Systems and Taxation Publisher: BPP Learning Media Publ. Year: 2015 Edition: 3rd ISBN: 978-4727-3490-7
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Business Strategy				
Course Code	BUS 404				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to develop the learners' ability to evaluate and select strategies appropriate to business organisations. This will involve an analysis of the impacts of the external operating environment and the need to plan organisational strategies to ensure effective business performance.				
Learning Outcomes	On successful completion of this course, students will be able to: **1. Analyse how the business environment is considered in strategy formulation** • define the contexts of business strategy • explain the significance of stakeholder analysis • conduct an environmental and organisational audit of a given organisation • apply strategic positioning techniques to the analysis of a given organisation. **2. Understand the process of strategic planning** • demonstrate an ability to think strategically • prepare a strategic plan for a given organisation, based on previous analysis. **3. Examine approaches to strategy evaluation and selection** • evaluate possible alternative strategies - substantive growth, limited growth or retrenchment • identify and evaluate resource requirements to implement a new strategy for a given organisation • select an appropriate future strategy for a given organisation. **4. Analyse how strategy implementation is realised** • compare the roles and responsibilities for strategy implementation in two different organisations • identify and evaluate resource requirements to implement a new strategy for a given organisation • propose targets and timescales for achievement in a given organisation to monitor a given strategy.				
Prerequisites	None	Required	None		
Course Content	**1. Strategy Formulation** **Strategic contexts and terminology:** role of strategy, missions, visions, strategic intent, objectives, goals, core competencies, strategic architecture, strategic control **Stakeholder analysis:** stakeholder significance grid, stakeholder mapping **Environment auditing:** Political, Economic, Socio-cultural, Technological, Environmental and Legal analysis (PESTEL), Porter's 5 force analysis, the threat of new entrants, the power of buyers, the power of suppliers, the threat of substitutes, competitive rivalry and collaboration **Strategic positioning:** the Ansoff matrix, growth, stability, profitability,				

	efficiency, market leadership, survival, mergers and acquisitions, expansion into the global market place **The organisational audit:** benchmarking, SWOT analysis, product positions, value-chain analysis, demographic influences, scenario planning, synergy culture and values **2. Strategic planning** **Strategic thinking:** future direction of the competition, needs of customers, gaining and maintaining competitive advantage, Ansoff's growth-vector matrix, portfolio analysis **Planning systems:** informal planning, top-down planning, bottom-up planning, behavioural approaches **Strategic planning issues:** impact on managers, targets, when to plan, who should be involved, role of planning **Strategic planning techniques:** BCG growth-share matrix, directional policy matrices, SPACE, PIMS **3. Strategy evaluation and selection** **Market entry strategies:** organic growth, growth by merger or acquisition, strategic alliances, licensing, franchising **Substantive growth strategies:** horizontal and vertical integration, related and unrelated diversification **Limited growth strategies:** do nothing, market penetration, market development, product development, innovation **Disinvestment strategies:** retrenchment, turnaround strategies, divestment, liquidation **Strategy selection:** considering the alternatives, appropriateness, feasibility, desirability **4. Strategy implementation** **The realisation of strategic plans to operational reality:** communication – selling the concepts, project teams, identification of team and individual roles, responsibilities and targets, programme of activities, benchmark targets at differing levels of the organisation **Resource allocation:** finance, human resources, materials, time **Review and evaluation:** an evaluation of the benchmarked outcomes in a given time period of corporate, operational and individual targets
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Business Essentials Business Strategy Author: BPP Learning Media Publisher: BPP Learning Media Publ. Year: 2015 Edition: 4th ISBN: 978-1-4727-3483-9 Title: Financial Times. Essential Guides. Developing a Business Strategy: How to Use Strategic Planning to Start Up or Grow Your Business

	Author Vaughan Evans Publisher Pearson Publ. Year 2013 ISBN 978-1-292-00261-3 Title Exploring Strategy Text & Cases Authors Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér Publisher Pearson Publ. Year 2014 ISBN 978-1-292-00254-5
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Tourism Planning and Policy				
Course Code	TOU-405				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Aris Moussoulides				
ECTS	6	Lectures / week	3	Laboratories /	

				week	
Course Purpose and Objectives	Objective: • to develop understanding of the usefulness of tourism from a series of perspectives (economic, social, cultural and environmental) • to provide knowledge concerning the role of planning for tourism development • to familiarize students with the sustainability issues and to introduce solutions for a balanced tourism development based on appropriated planning and sustainable criteria				
Learning Outcomes	Upon successful completion of this course students should be able to: • Demonstrate the main concepts of tourism planning, development, and management. • Examine the components of tourism and the economic impacts of tourism. • Analyze the social and environmental dimension of tourism and how tourism influences positively and negatively host communities and the environment. • Critically assess the aims and the role of planning in the transformation of places into destinations with tourist activity. Evaluate the importance of the hospitality industry for the sustainable tourist development of a destination.				
Prerequisites	None		Required		None
Course Content	Description: Topics to be discussed: - Tourism; a contemporary phenomenon with multiple dimensions: other sectors involved. - The economic impacts of tourism; tourism demand and supply. - The social, cultural and environmental impacts of tourism. - The importance of planning and management for tourism; aims and objectives of planning. - The key players in tourism planning and the role of the visitors. - Natural and cultural assets as resources for the needs of tourism. - Tourism and the host communities. - Planning and the tourist and hospitality industry. - Techniques in tourism planning; the role of education and self-regulation. - The role of tourist policy in tourism planning and development.				

	- The future of tourism: tourism and sustainable development.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: • Lectures and Workshops: 39 hours • Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparations, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours
Bibliography	Title Tourism Impacts, Planning and Management Author(s) Peter Mason Edition 3rd Publisher Routledge Publ. Year 2016 Title Tourism Policy and Planning. Yesterday, today and tomorrow Author(s) David L. Edgell Sr. and Jason R. Swanson Edition 2nd Publisher Routledge Publ. Year 2013
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	DESTINATION MANAGEMENT AND MARKETING				
Course Code	TOU-406				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Aris Moussoulides				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides students with a comprehensive review of the main issues and concepts related to destination management and marketing. The course analyzes in theoretical and practical terms the factors that contribute to the competiveness of tourist destinations by placing emphasis on the need for collaboration between the various stakeholders of both the public				

	and the private sector in the management and marketing of tourist destinations.		
Learning Outcomes	At the end of the course, students should be able to: · Characterize the major ongoing trends and issues in the tourism sector · Describe and analyse the competitive trends of tourism destinations · Apply methods for strategic destination marketing and management · Develop marketing strategies and plans for destinations · Design effective organizational structures for Destination Management Organizations (DMOs) with an emphasis on inter-organizational relationships and cooperation		
Prerequisites	None	Required	None
Course Content	The course illustrates the major characteristics of tourism destinations with a managerial perspective. More specifically it deals with Destination Management Organizations (DMOs) such as Convention and Visitors Bureaus (CVBs), with an emphasis on their organizational features and functions. Topics that will be discussed include the following ones: 1) Tourism destinations and markets: facts, figures, relevant phenomena and ongoing trends 2) Concepts and definitions of destination marketing and management 3) Destination planning and marketing planning, implementation and performance evaluation 4) Destination Management research 5) Destination Product Development and Innovation 6) Destination Management Organizations (DMOs). Objectives, organizational structures, legal status, functions, relationships with the local governments, community and stakeholder relations, members, partnerships, team-building, governance and leadership 7) Destination Integrated Marketing Communications 8) Destination Information and Communication Technologies 9) Pricing and distribution 10) Managing tourism destinations within an experience economy context		
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. Teaching and learning activities: •Lectures and Workshops: 39 hours •Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) Total student effort: 150 hours		
Bibliography	Title Marketing and Managing Tourism Destinations Author(s) Morrison, Alastair M Publisher Routledge Publ.Year 2013 Edition 1st		

	ISBN-10 0415672503 ISBN-13 978-0415672504
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Advertising and Promotion				
Course Code	MKT 405				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course is designed to provide learners with a comprehensive understanding of the key areas of advertising and promotion as part of an integrated approach to marketing communications. Learners will develop the ability to determine specific promotional activities in response to target audience and other stakeholders' characteristics, and to apply and justify appropriate promotional mixes within a strategic and tactical framework.				
Learning Outcomes	On successful completion of this course, students will be able to: 1.Explore the scope of marketing communications • explain the structure, role and relationships between trends in advertising and promotion and evaluate their parties in the communications industry • identify current impact • use models to assess the impact of advertising and promotion on customer behaviour 2.Investigate the role and importance of advertising • explain and demonstrate how advertising can be designed to differentiate, remind, inform and persuade • evaluate appropriate uses and applications for advertising in two given situations • evaluate the role, organization and functions of agencies in the advertising process • Assess the role of below-the are used line techniques and how they are used • differentiate between the characteristics and objectives of the various below-the-line promotional techniques • recommend the use of individual techniques in two commercial situations 3.Prepare an integrated promotional strategy • explain the principles and process of campaign management • combine appropriate techniques into an integrated and cost-effective campaign • present promotion recommendations in the form of a promotion plan • suggest appropriate measures for assessing campaign effectiveness				
Prerequisites	MKT-303	Required	None		
Course Content	Marketing communications *Communication process*: nature and components of marketing communications, model of communication process, adoption process and adoption categories, consumer buying decision-making process, influences on consumer behaviour — personal, psychological, social; response-hierarchy models, integration of marketing communications				

	The impact of ICT: role of IT, internet and on channels of communication, cyber consumers, global media reach, computerised home shopping — interdependence, disintermediation, and reintermediation; the ability to develop relationships through ICT, business-to-business and business-to-consumer communications *Regulation of promotion*: Sale of Goods Act, Trade Descriptions Act, Consumer Credit Act, Data Protection Act; Statutory authority — Independent Television Commission and Radio Authority; self-regulation — Advertising Standards Authority; consumerism, ethics and public opinion as a constraint *Current trends*: media fragmentation, micro-marketing, brand proliferation, media costs, increasing use of sales promotion techniques at the expense of advertising and their effect on branding and awareness, new media, e.g. payslips, till receipts, petrol pumps, increased sophistication and use of marketing research; the role of marketing communications in globalisation e.g. media availability, culture, religion, education and literacy *Organisation of the industry*: structure and roles of marketing communications agencies, advertising agencies, media owners, advertisers, triangle of dependence, types of agency — full service, à la carte, media independents, hot shops, concentration in buying and selling, media sales houses; other supporting services — PR, sales promotion, marketing research *Working with advertising agencies*: agency structures, role of account handler and account planner, process and methods of agency selection, agency appointment including contracts and best practice guidelines, agency/client relationships, remuneration — commission, fee, results, media planning; key account management and the stages in developing key account relationships *Branding*: definition, purpose, objectives and dimensions of branding, benefits, concepts, branding strategies — blanket, family, individual, multi-branding, brand extension, own brands, situations when branding is inappropriate, brand image, personality and equity, brand evaluation techniques *Creative aspects of advertising*: positioning, messages, message-appeals, advertisement design and testing, copy writing, visuals, creative briefs, creative strategies and tactics, impact of IT on advertisement design, measuring advertising effectiveness; key media concepts (reach, duplication, frequency, GRPs, flighting); principles in measuring media effectiveness Advertising *Role of advertising*: definition, purpose, and objectives of advertising, functions of advertising — remind, inform, persuade, sell; advantages and disadvantages of advertising, advertising process, role of advertising within marketing mix, within promotional mix, characteristics of advertising media — press, TV, radio, cinema, posters/outdoor, advertising objectives Below-the-line techniques *Other techniques*: an overview of the role and uses of corporate communications, image and identity, exhibitions, word-of-mouth, personal selling, miscellaneous and new media *Primary techniques*: sales promotion, public relations, sponsorship and product placement, direct marketing, packaging and merchandising; for

	each of the above techniques detailed consideration of role, characteristics, objectives, advantages/disadvantages, appropriate uses, evaluation measures Integrated promotional strategy *Measuring campaign effectiveness*: customer response, recall, attitude surveys, sales levels, repeat purchases, loyalty, cost-effectiveness, degree of integration, creativity, quantitative and qualitative measures *Developing a promotional plan*: communication goals — AIDA, DAGMAR — SOSTT + 4Ms, SOSTAC, situation analysis, objectives, target audiences, creative strategy, promotional strategy and tactics, media selection, scheduling, budget allocation, evaluation measures, inter and intra-media decisions, burst versus drip *Integration of promotional techniques*: benefits, methods, role of positioning, positioning strategies, push and pull strategies, importance of PR, corporate identity and packaging in aiding integration, barriers to integration — e.g. company and agency organisation structures, cost, methods of overcoming these barriers, levels of integration, award-winning campaigns *Budget formulation*: methods — percentage of sales, per course, marginal analysis, competitive parity, task, executive judgement, overview of media costs, budget determination process, guidelines for budget allocation, relative costs of various promotional techniques and low-and high-budget campaigns, new product considerations.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** Lectures and Workshops: 39 hours Student centered learning: 111 hours (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Advertising and Promotion: An Integrated Marketing Communications Perspective Authors: George E. Belch, Michael A. Belch, Michael A. Belch Publ. Year: 2014
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Marketing Intelligence				
Course Code	MKT 501				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to enable learners to understand the purchase decision-making process and to recognise the variables and situations that influence buying behaviour. The learner will explore the marketing research process and assess the importance of different types of information and marketing research requirements needed for effective marketing management in a competitive environment. This course will also provide learners with the specialist knowledge and skills to prepare and present a research proposal.				
Learning Outcomes	On successful completion of this course, students will be able to: **1. Explore and evaluate behaviour and the purchase buyer decision-making process** • describe the main stages of the purchase decision making process • identify approaches and theories of buyer behaviour in terms of individuals and markets • explain the factors that affect buyer behaviour • evaluate the relationship between brand loyalty, corporate image and repeat purchasing **2. Identify the nature and purpose of marketing information and marketing research requirements** • review and evaluate different types of market research techniques • identify and use sources of secondary data in two marketing contexts • assess the validity and reliability of market research findings • propose a marketing research plan to obtain information in a given situation **3. Assess current and potential market size and demand** • identify market size growth and trends within a given market • plan and carry out a competitor analysis for a given organization • evaluate an organisation's opportunities and threats for a given product or service **4. Discuss the importance of customer satisfaction and feedback** • identify and evaluate techniques of assessing customer response • design and complete a customer satisfaction survey				
Prerequisites	MKT-303 Marketing	Required	None		
Course Content	**1. Buyer behaviour and the purchase decision-making process** *Branding*: relationship between brand loyalty, company image and repeat purchase *Buyer behaviour*: influences on buyer behaviour, stimulus response models, models of purchase behaviour, diffusion and innovation, model diffusion and				

	decision-making courses *Buying motives*: psychological factors, socio-psychological factors, sociological factors, economic factors and cultural factors influencing customer behaviour, lifestyle and lifecycle factors, customer and prospect profiling *Customers and markets*: purchase decision-making process, buying situations and types of buying decision, dimensions of buyer behaviour **2. Marketing information and marketing research techniques** *Market research*: role and importance of marketing research, research process, objectives, issues relating to the use of primary and secondary data sources and methods, existing sources of primary and secondary market research, internal *Use of research data*: research data supporting marketing planning, producing actionable recommendations, evaluating research findings for business decision making *Types*: face-to-face, telephone/postal, electronic, focus groups, depth interviews, omnibus surveys, psychological research, mystery shoppers, sales, price and distribution research *Reliability of research*: validity, sampling process, sample size, sample and interviewer bias, methods of recruitment *Researching developing and established markets*: issues associated with researching developing as well as the established consumer, industrial and service markets sources, external sources, competitor data and sources and customer data, ethics *Market research companies*: benefits and limitations of use, cost, reliability and types *Research techniques*: stages of the market research process, research proposals, use of qualitative and quantitative methods, use of surveys, sources of information, value and interpretation of data. **3. Market size and demand** *Measuring*: defining the market, estimating total market size, value and volume, growth and trends, forecasting future demand *Competitive analysis*: competitor analysis — market/product profiles of competition, brand and market share, characteristics of the competition — market innovator/follower, objectives of the competition, strategies of the competition, strengths and weakness of competition, future behaviour of the competition and their strategic intent **4. Customer satisfaction and feedback** *Customer care*: customer care programmes, objectives, use and value in data collection, customer care as a means of adding value and influencing purchase/repeat purchase behaviour, customer retention *Measuring customer satisfaction*: post-sale surveys, guarantees, complaint handling and suggestion systems, 'mystery' shopping, product placement, service agreements, customer follow-up
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours)

	Total student effort: 150 hours	
Bibliography	Title Author(s) Publisher Publ. Year ISBN	Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques Steven Struhl KOGAN 2017 978-0-7494-7955-8
	Title Author(s) Publisher Publ. Year ISBN	Intelligence marketing Jean-Paul Aimetti, Jean-Michel Raicovitch Eyrolles 2013 978-2-212-55689-6
	Title Author Publisher Publ. Year Edition ISBN	Marketing Research: An Integrated Approach Alan Wilson Pearson 2014 3rd 978-93-325-3557-2
	Title Course Book Author(s) Publisher Publ. Year Edition ISBN	Business Essentials. Marketing Intelligence and Planning: BPP Learning Media BPP Learning Media 2013 3rd 978-1-4453-6834-4
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	Entrepreneurship: New Venture Development				
Course Code	BUS - 502				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to introduce students to both theoretical and practical concepts of entrepreneurship and new firm formation. Entrepreneurship: New Venture Development provides an overview of the intellectual, physical and emotional demands associated with starting a new business. The aim of this course is to give participants a rigorous and honest insight into the realities of entrepreneurial activity and an understanding of the role small and medium sized businesses play in a modern economy. This may be via the creation of a new independent firm or the organisation of a new enterprise within an existing firm.				
Learning Outcomes	On successful completion of this course, students will be able to: • analyse the component details of a proposal for a new commercial enterprise • understand the key elements and resource demands of the entrepreneurial process • be familiar with the alternative sources of business finance and their relevance to a young business • appreciate the perspective/interests of those parties which might finance the new enterprise • make introductory contact with the entrepreneurship and small business research literature • apply concepts learned in management to the specific area of entrepreneurial young firms including • finance, accounting, strategy and organisational behaviour. • demonstrate the capacity to be organised and to take personal responsibility for their own learning.				
Prerequisites	BUS-201	Required	None		
Course Content	• Small and Medium Sized Enterprises (SMEs) Importance • Assessing Business Opportunities • Business Plan • Sources of Finance – Banks • Business Angels • Venture Capital • Corporate Venturing • International New Ventures / Born Global • The nature of Management and Organizations • Managers and Management • The Evolution of Management Theory • Organizational Environment and Effectiveness • Contemporary Issues in Management - Case Study Analysis • Analysis of Business Articles and Presentations				

	• People in Business • Motivation • Leadership and Influence Process • Communication • Organizational Change
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Entrepreneurship and Small Business: Start-up, Growth and Maturity Author(s) Paul Burns Publisher Palgrave Publ. Year 2016 Edition 4th ISBN-10 1137430354 ISBN-13 978-1137430359
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Business and Society				
Course Code	BUS 504				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 3 / Semester E				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to examine the new challenges managers have to confront as they adopt corporate social responsibility policies, develop a greater awareness of ethical considerations and address issues of diversity. The internationalisation of the world economy with the associated increase in competition has had significant effects on the workplace, the natural environment and social ways of life. Companies, although not totally responsible for these transformations, nonetheless are expected to play apart in addressing problems related to these changes. Current management practices for dealing with such concerns are studied within the course, with reference to recent company experience. Students will be encouraged to be reflective and consider how management practices and strategy can be developed to meet social expectations				
Learning Outcomes	On successful completion of this course, students will be able to: • Understand the range and types of challenges organisations face in today's society. • Know the ethical dimensions of management and responsible management practice. • Apply skills to synthesise ethical, economic and behavioural perspectives within organisations. • Develop analytical skills in assessing management practices; • Construct an argument when analysing various approaches. • Critically appraise current literature on the course subject. • Develop Reflective independent study • Develop group working skills				
Prerequisites	None	Required	None		
Course Content	1. Introduction - The Role of Organisations in Society (Corporate Social Responsibility). 2. Key Imperatives of Sustainability for Business 3. External Communication – Brand Value, Advertising, and Marketing in a New Media Environment 4. Managing Natural Resources: Case Study of Water (Unilever). 5. Managing and Accounting for Multiple Goals 6. Understanding Ethical Perspectives. 7. Problems and Applications of Ethical Perspectives. 8. Globalisation, Capitalism and Colonialism. 9. External Speaker: British Airways – CSR and Sustainability – Issues from Industry 10. Case Study Presentations.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:**				

	• **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Business and Society: A Critical Introduction Author(s) Kean Birch Publisher Zed Books Ltd Publ. Year 2017 ISBN 978-1-78360-448-7 Title Business and society. Stakeholders, ethics, public policy Author(s) Anne T. Lawrence and James Weber Publisher McGrwa-Hill Publ. Year 2014 Edition 14th ISBN 978-1-259-01072-9
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Understanding Social Change				
Course Code	SOC 505				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Vaso Theofanous				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course sets out to examine some of the most consequential changes that have taken place in recent decades. More particularly, it pays attention to new and emergent forms of gender, ethnic and class relationships in contemporary society. A central theme running through the course is examination of the extent to which we are now living in an increasingly individualised and globalising society (that might be conceived as postmodern). It can be argued that in this postmodern world people are coming to be integrated into the wider society if integrated at all through their role as consumers. Such integration might be contrasted with earlier forms of social integration such as holding values in common like an agreed national identity, shared morality, adherence to traditional family forms and a sense of belonging to a particular class. Moreover, the course enquires how all this may be connected with ways in which people appear to be coming involved in changing patterns of gender and ethnic relations and new forms of intimate or love relationships. ***The objectives of the course are:*** 1) To introduce students to a range of debates about the ways in which trends towards globalisation may be interrelated with fundamental shifts towards a completely new form of postmodern, consumer or risk society, characterised by new forms of social inequality, new identities and new patterns of social conflict. 2) To promote a theoretical and empirical understanding of the ways in which different forms of social inequality and social diversity such as gender, ethnicity and class for example, cut across and inter-relate with each other, in different ways, in different social situations. 3) To develop a critical awareness of recent debates about changes in the ways in which people are now coming to construct new forms of identity out of the complexities of consumption, gender, ethnicity, sexuality and so on in contemporary society. 4) To develop a critical awareness and understanding of contested Sociological concepts such as "Japanisation," "consumption," "feminisation," "underclass," "separate spheres" and so on.				
Learning Outcomes	On successful completion of this course, students will be able to: • Relate evidence to theory and evaluate arguments empirically and theoretically. • Appreciate current issues in social life and have the ability to evaluate a range of different approaches to them • Understand and evaluate current debates about the ways in which economic, political and cultural change at the global level may be interrelated with changing patterns of social inequality and social diversity within the UK.				

	• Appreciate the complexities of changing patterns of employment, gender and ethnic relations in contemporary society and have an ability to evaluate a range of different theoretical and empirical approaches to them. • Understand and evaluate the ways in which different theoretical approaches to ethnicity, gender and class tend to be associated with different types of research and different research findings. • Undertake an accurate exposition and critical analysis of research findings in a wide variety of different contexts		
Prerequisites	• None	Required	None
Course Content	***Outline Content*** 1) Globalisation. 2) Refugees and asylum seekers. 3) Toyotism. 4) Consumption. 5) New cultural approaches to class, gender and intimate relationships. 6) Ethnicity. 7) New forms of social identity based on consumption, gender, ethnicity and so on (such as for example, new masculinities and new ethnicities).		
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**		
Bibliography	Title: Leadership for a Better World: Understanding the Social Change Model of Leadership Development Author(s): NCLP, Susan R. Komives and Wendy Wagner Publisher: Jossey Bass Publ. Year: 2016 Edition: 2nd ISBN-10: 1119207592 ISBN-13: 978-1119207597		
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%		
Language	English		

Course Title	Social Marketing				
Course Code	MKT 601				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	Students will acquire knowledge and understanding the definition of social marketing and how utilised as a tool for public services such as charities, government and the health service. They will examine other public services which communicate and collaborate in social campaigns such as museums and arts organisations, study the business and social environments in terms of their target audiences, resources, planning, education and current changes.				
Learning Outcomes	On successful completion of this course, students will be able to: • define the extent of social marketing and its role within public services demonstrate a critical understanding of the specific factors that may affect the social marketing environment • analyse the various audiences for social marketing (primary, secondary, tertiary) • demonstrate a critical understanding of social research techniques and planning • understand the role of behaviour change, goals and coping strategies in social marketing • demonstrate how communications and the other parts of the social marketing • mix position the social marketing product				
Prerequisites	MKT - 303	Required	None		
Course Content	Defining social marketing; where the concept originated; dispelling the myths; how it has evolved; who carries out social marketing; what social issues can benefit from social marketing The social marketing environment; analyzing the factors within the macro environment and the micro social context of the consumer/client Establishing a consumer orientation ' who are the varied target audiences for social marketing? Social marketing plans; formative research ' setting objectives and goals for planning Social Marketing Research ' what is the best methodological approach to understand the problem? Behaviour Change and Social Marketing ' creating a position within the market Assessment One: Presentation of Social Marketing campaign evaluations on story-boards Positioning the social product and social goals; voluntary exchange and benefit focused positioning				

	Marketing Communications; shock campaigns; charity campaigns, charities and the Arts The Social Marketing Mix; the cost of changing behaviour Accessible Social Products ' where are the 'hard to reach' consumers? How consumers cope with social marketing messages such as shock campaigns
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Social Marketing: Changing Behaviors for Good Author(s) Nancy R. Lee, Philip Kotler Publisher Sage Publications Publ. Year 2016 Edition 5th ISBN 978-1-4522-9214-4 Title: Social Marketing: Changing Behaviors for Good – 2015 Authors: Nancy R. Lee & Philip Kotler
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	International Business				
Course Code	BUS 602				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 4 / Semester H				
Teacher's Name	Christakis Sourouklis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The rapid growth of the global economy raises crucial questions: how does trade affect labour standards and the environment? What are the effects of global investment? What are the effects of the 'clash of cultures' produced by the globalisation of markets and production? These questions help us to realize that the process of globalisation brings both opportunities and challenges to businesses. The objectives of this course are to: • Provide an understanding of the economic, social, political and technological forces influencing and transforming the competitive landscape of the global economy • Appreciate the distinctive characteristics of managerial processes within the international business environment • Outline the importance of key managerial issues for companies operating internationally – including market entry strategies, global marketing and research issues and human resource management challenges				
Learning Outcomes	On successful completion of this course, students will be able to: • appreciate the complexities that characterise international business operations • understand core theoretical concepts that relate to international business • understand the range of strategies available for managing a business in an international environment. • critically evaluate the models, theories and concepts commonly used to analyse and understand international business • select and synthesize material from a range of sources (both academic and practitioner based) to support key ideas and recommendations • conduct research both independently and in groups • analyse, communicate and present ideas, principles and evidence (in both oral and written form) that support a reasoned and consistent argument				
Prerequisites	Sophomore	Required	None		
Course Content	1. Globalisation 2. Differences in political economy 3. Culture and ethics 4. International trade theory 5. Political economy of international trade 6. Global strategy and entering foreign markets 7. Foreign direct investment 8. Global production and outsourcing				

	9. Global marketing, human resource issues and research & development 10. Contemporary issues for international business
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Global Marketing Author(s) Svend Hollensen Publisher Pearson Publ. Year 2017 Edition 7th ISBN 978-1-292-10011-1 Title International Business, Global Edition Authors John D. Daniels, Lee H. Radebaugh, Daniel Sullivan Publisher Pearson Publ. Year 2015 Edition 15th ISBN-10 1-292-01679-5 ISBN-13 978-1-292-01679-5
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Change and Creativity in Organisations				
Course Code	BUS 604				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 3 / Semester E				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to examine how organizations cope with crises and manage profound change. The complex cultural, political and ethical issues faced by change agents will be examined in detail. Consideration will be given to how managers can be better prepared for the unpredictability, unintended outcomes and possible harmful consequences of change. The course aims to provide an understanding of both particular approaches and techniques for managing change, *and* the limitations of these approaches/techniques when applied in practice. The course aims to pay particular attention to the role of the consultant in the change management process. This course is concerned with the development of transferable skills – students will act as facilitators on real organisational change problems using a variety of creativity techniques, thus enabling the students to operate as change agents.				
Learning Outcomes	On successful completion of this course, students will be able to: • understand different approaches to the management of change • critically evaluate change concepts and techniques • identify the characteristics of different change programmes • understand change agent skills, and be capable of facilitating a change intervention • critically evaluate current management concerns in the areas of change management, crisis management and creativity and innovation management against the background of the body of organisation theory • review and critically assess academic literature and change management techniques • work in client relationship on change projects • and work effectively in creative problem-solving teams				
Prerequisites	None	Required	None		
Course Content	• Understanding organizational change • Understanding and managing crises • Culture, resistance and cynicism • Communication, narration and change • Consultancy and change • Organizational development and change • Continuity • Creativity and change • Creative problem-solving workshop • Group project presentation				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc.				

	Teaching and learning activities: • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Manage Innovation: Integrating Technological, market and organizational change Author(s) Joe Tidd and John Bessant Publisher Wiley Publ. Year 2014 ISBN 978-1-118-36063-7
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Development Economics and Policy				
Course Code	ECO 605				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Christodoulos Kakouris				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to introduce students to the contemporary analysis of the economic problems of developing countries through the use of lectures, directed reading and seminar discussions. The course objectives are help students develop an understanding of development economic theory and relevant empirical evidence in the areas of inequality and poverty, population growth and migration, education and the labour market, rural land and credit markets, debt, foreign aid and financial reform as a basis for understanding development policy debates.				
Learning Outcomes	On successful completion of this course, students will be able to: • Discuss recent progress in reducing income inequality or poverty, with the aid of empirical evidence on a developing country or countries of their choosing • Apply relevant economic theory to the development policy debate • Describe and explain relevant economic theory and summarise recent empirical evidence or the main policy options				
Prerequisites	None	Required	None		
Course Content	- Demographic phenomenon - population growth and rapid urbanization - Human capital accumulation or labour market problems - Rural land market characteristics - Rural financial market characteristics - External finance (debt or foreign aid) – causes and consequences ***Special Features:*** Students can focus on topics and particular countries or geographical areas of interest in the extended essay and seminar discussions. Students will develop skills in independent learning through undertaking supplementary reading in preparation for seminar debates, assessed coursework and the written examination.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**				
Bibliography	Title The Pursuit of Development: Economic Growth, Social Change, and Ideas Author Ian Goldin				

	Publ. Year 2016
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	International Marketing Strategy				
Course Code	MKT 412				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to enable students to critically analyze the ever-changing and dynamic International marketing environment and the challenges before an international marketing firm. This course will provide students with an opportunity to study how international marketing efforts can be both a challenge and rewarding experience. The objectives of this course are to: • Enable students to critically analyze the process of International marketing and the key concepts concerning such efforts. ▪ Introduce students to the concept of International marketing management. ▪ Develop an understanding of the key types of international transitions. ▪ Apply and develop linguistic confidence through group-work and presentations. ▪ Introduce students to the international environment for marketing. ▪ Build an appreciation of how they might go about building international activities.				
Learning Outcomes	On successful completion of this course, students will be able to: ▪ Understand and explain the international marketing imperative. ▪ Learn about all aspects of the international marketing environment. ▪ Detail the key strategies for internationalization of marketing. ▪ Describe the key market entry strategies that confront the domestic firm. ▪ Know the elements that comprise the international marketing mix. ▪ Assess the impact of the international marketing transition. ▪ Understand the roles of organization, planning, implementation and control in international marketing.				
Prerequisites	None	Required	None		
Course Content	An Introduction to International Marketing The World Trading Environment Social and Cultural Considerations in International Marketing International Marketing Research and Opportunity Analysis Strategy Development (International Niche Marketing Strategies) Global Strategies Market Entry Strategies International Product and Service Management International Communications The Management of International Distribution and Logistics Pricing for international Markets Technology enabled sustainable International Marketing				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc.				

	Teaching and learning activities: • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title International Marketing Strategy: Analysis, Development and Implementation Author(s) Isobel Doole, Robin Lowe and Alexandra Kenyon Publisher Cengage Publ. Year 2016 Edition 7th ISBN 978-1-4737-2370-2
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	CONSUMER BEHAVIOUR				
Course Code	MKT 703				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Konstantinos Kakoudakis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of this course is to help students understand customer and consumer behaviour in business-to-consumer (B2C) markets although some comparison will be given with buying behaviour in business-to-business (B2B) markets. Background knowledge on consumer behaviour will be given with an emphasis on the need to approach the subject from as scientific a perspective as possible using all the relevant social sciences. Areas to be identified and examined will include; perception, learning, attitude, motivation, social influences, psychological and life-style perspectives as well as ethical and legal considerations. The role of marketing in the process will be constantly discussed illustrating how an understanding of behaviour can benefit both the consumer and the business organisation. Future developments, covering, innovation technology, ethical and legal considerations and the development of customer relationship management programmes will be explored. Theories and empirical practical examples will be given throughout demonstrating how they come together in a market environment. Assessment will be by one, end of semester assignment. One of the main focuses for the design of this course has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. Multiculturalism has been considered during the design of this course and will be considered when the assessment brief is written.				
Learning Outcomes	On successful completion of this course, students will be able to: • Describe and critically evaluate the importance of understanding consumer behaviour and compare differences with organisation buying behaviour • Demonstrate an understanding of the theoretical framework of consumer behaviour, identify key concepts and relate to issues of scientific legitimacy • Analyse and demonstrate the relationship between consumer behavioural theory and marketing in an ever-changing national and global environment • Communicate an understanding of the role of consumer behaviour in the national and global market place giving practical examples				
Prerequisites	MKT-303	Required	None		
Course Content	Identifying theories of consumer behaviour and practical relationships to marketing Describing the background to consumer behaviour and then market place Understanding importance and the limitations on the social and behavioural sciences The role of information and research in the process				

	Perception and consumer behaviour Learning and consumer behaviour Attitude and consumer behaviour Motivation and consumer behaviour Social influences on consumer behaviour Psychological and life-style perspectives Segmentation, consumer behaviour and decision making Examining customer relationship management Development The part that retailer buyer behaviour plays in consumer behaviour Comparisons between consumer and organisational buying behaviour The relationship between the marketing mix and consumer behaviour Understanding the relationship between product, branding, merchandising, packaging, promotion, advertising and consumer behaviour Implications of ethical and legal considerations Speculating on the role of new technology and other future developments
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Consumer Behaviour: A European Perspective Author(s): Michael R. Solomon, Gary J. Bamossy, Soren Askegaard and Margaret K. Hogg Publisher: Pearson Education Limited Publ. Year: 2016 Edition: 6th ISBN: 978-1-292-11672-3
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	European History				
Course Code	HST 705				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Andreas Karyos				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to give students a better understanding of the developments throughout Europe since 1850, focusing on the concepts and causal forces that ultimately shaped world history.				
Learning Outcomes	On successful completion of this course, students will be able to: • Demonstrate knowledge and understanding of the processes and problems of integration as well as Europe's historical, political, social, economic and cultural development. • Demonstrate knowledge of Europe's role in the World both in a historical perspective and in the contemporary era of Globalisation. • Illustrate and understanding of the historic significance of the topics covered. • Illustrate and understanding of various philosophical developments and conceptual models shaping the modern history of Europe. • Discuss the Post World War II progress towards regional integration in Europe, and the historical trends that led to integration, along with the inherent problems that have arisen. • Demonstrate knowledge and understanding of current European affairs and challenges. • Use IT skills (word processing, Internet and e-mail) as study and communication tools. • Present information orally and in writing on European History and be able to organize the available time and cope with deadlines. • Report in English language both orally and in written form at a high level of competence.				
Prerequisites	None	Required	None		
Course Content	**The Politics of Nationalism:** France under Louis Napoleon Bonaparte. The Second Empire. The Unification of Italy under Cavour. The Unification of Germany. Bismark and the State. The Establishment of German Empire. Austria – Hungary and the Creation of the Dual Monarchy. Ethnic Nationalism in Southeastern Europe. **Domestic Reforms and Social Strife:** Rise of Unions, Socialism, Syndicalism and Anarchy. Great Britain after 1850: The Gladstone-Disraeli Era. France after1870: The Birth of the Third Republic Germany after 1870: The New German State Russia: Political Reaction and Economic Progress. The Revolution of 1905. **The Age of Imperialism:**				

	Causes of the New Imperialism. Exploitation of China and the Awakening of Japan. The Strategic Importance of the Near and Middle East. The Struggle for Control of Africa. **The Country States:** Reconstruction, Reform and Democracy United States and imperialism in Asia. **The First World War:** The Origins of the War. The Causes of the War: Nationalism, Imperialism and Military Alliances. The Different Alliances: Three Emperors League, The Dual Alliance, The Triple Alliance, The Franco-Russian Alliance, The Anglo-French Entente, The Anglo-Russian Entente. The Russo-Turkish War, Moroccan Crisis, Bosnian Crisis, The Italo-Turkish War The First and Second Balkan Wars. The Sarajevo Crisis. The outbreak of the War: War in the West 1914 – 1917. Battles of Marne, Verdun, Somme. The Eastern Front 1914 – 1916. Defeat of Russia. The Italian Front 1915-1917 and the Gallipoli Campaign. The War in the Middle East and at Sea. The Intervention of the Country States and the End of World War I. The Paris Peace Conference and the Treaty of Versailles. The Russian Revolution: The March and November Revolutions. Lenin and Stalin. Bolsheviks and the Civil War. **The Emergence of Totalitarianism:** Fascism in Italy and Benito Mussolini. Nazism in Germany and Adolf Hitler. Communism in Russia. **The Second World War:** Origins of World War II. Two Years of Axis Triumph. The Country States enters the War. The Turning Point: Victories at the Russian and Western Fronts. Europe after 1945. Recent developments and contemporary issues pertaining to the subject-matter of the course.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**

Bibliography	Title Author(s) Publisher Publ. Year ISBN	Europe: A History Norman Davies The Bodley Head 2014 978-1-84792-290-8
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	Business Policy & Corporate Strategy				
Course Code	BUS 802				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Leonidas Efthymiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The main aim of this course is to convey to the students a holistic way of strategic thinking which is needed in the contemporary world of corporations in their struggle to develop and sustain a competitive advantage. To accomplish this objective, the course contains the main theories of strategic management and methods of strategic analysis which have been developed so far, to analyse and appraise the various forms of strategies both at a business level (Business Strategies) and at a corporate level (Corporate Strategies). A chance for the practical applications of the theory is given to the students by the examination of case studies from the international and domestic literature of strategic management and by an optional course term project on the strategic analysis of a domestic or foreign company.				
Learning Outcomes	On successful completion of this course, students will be able to: • Conduct an external and internal analysis using appropriate tools, for the purpose of identifying an organization's strategic capability in view of changing conditions. Case studies are used to assess this ability. • Experience the process of developing and implementing strategy and the implications for the organization. • Develop holistic diagnostic, problem-solving and decision-making skills in situations that involve the whole organization. • Discuss the advantages and disadvantages of different competitive strategies under changing conditions.				
Prerequisites	None	Required	None		
Course Content	**I. Introduction** Why strategy is necessary? Basic concepts and definitions of strategy. The 5p's according to Mintzberg. The different kinds of strategy. Different approaches of strategic analysis. Different levels of strategy. Different types of strategic decision making. The role of business executives in strategy. **Section A. Different Approaches of Strategic Analysis.** **Strategic Analysis** The Environment Based View (PEST Analysis). The 5 Forces' Model of Porter and a sixth force. A Critique of the Porter's Model. The theory of Resources and Competences. A Critique of the Resource-based Theory. Value Chain Analysis.				

	From Value Chain to Value Constellation. Other Approaches. An evaluation of the theory of Value Chain. **Strategy implementation according to the rational model.** The strategic fit between the Resource Based View and the Environment Based View Theory of Competitive Forces. The Strategic Capability. The SWOT Analysis. **The Theory of Strategic Intent.** **The role of Matrix Based Techniques in Strategic Decision Making.** The Boston Consulting Group Matrix. The McKinsey Directional Policy Matrix. The Matrix of Life Cycle of Products and Markets. The Arthur D. Little Matrix. Advantages and Disadvantages of the Matrix based techniques. **Section B. Different Levels of Strategy.** **Strategy at a Business Level (Competitive or Generic Strategy).** Strategy and Competitive Advantage. The Low-Cost/Price Strategy. The Differentiation Strategy. The Focus Strategy. The Hybrid Strategy. The Competitive Strategies and Business Competences. Bases of Competitive Advantage: The Strategic Clock. The Quick Response Strategy. **Strategy at a Corporate Level.** 1. Stability Strategies. 2. Growth Strategies Horizontal Integration Vertical Integration Related and Unrelated Diversification 3. Turnaround Strategies. **Mergers and Acquisitions.** Basic concepts, definitions and types of Mergers & Acquisitions (M&As). Motives for M&As. The Performance of M&As. Why M&As fail? How M&As can be successful? **Strategic Alliances** Basic concepts, definitions and types of Strategic Alliances. The motives for Strategic Alliances. Stages of forming Strategic Alliances. Reasons and ways of breaking up alliances. Practical advices for successful alliances. **International Strategy** Motives for Internationalization. Pros and Cons.

	The theory of stages and other models. The Diamond's Model of Porter. Different kinds of Competitive and Corporate Strategies at an International Level. **Section C. Some other topics.** **Strategy and Organizational Structure.** The concept and the objectives of organizational structure. Different types of organizational structure. The relation of organizational structure with strategy. The link between the competitive strategies and organizational structure. **Benchmarking.** **Outsourcing.** **Evaluation of Strategies**.
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title: Exploring Strategy Text & Cases Authors: Gerry Johnson, Richard Whittington, Kevan Scholes Publisher: Pearson Education ltd Publ. Year: 2013 Edition: 10th ISBN: 978-1-292-00254-5 Title: FT Essential Guides.Developing a Business Strategy: How to Use Strategic Planning to Start Up or Grow Your Business Author: Vaughan Evans Publisher: Pearson Publ. Year: 2013 Edition: 1st ISBN: 978-1-292-00261-3
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	International law in Contemporary Society				
Course Code	LAW 803				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Georgia M. Michaelidou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course will introduce you to the international legal system and the rules that regulate the international law. It will also provide an integrated overview of contemporary international law. There will be an emphasis on international human rights protections and issues relating to this				
Learning Outcomes	On successful completion of this course, students will be able to: • Critically evaluate the structure, institutions, principles, sources and vocabulary of international law • Analyse and apply such knowledge to international problems and issues; • Identify and analyse the relationship between international and municipal law; • Demonstrate competence in the construction and support of a legal argument both orally and in writing; • Demonstrate competence in the use of traditional and electronic retrieval resources in international law and work to deadlines.				
Prerequisites	Law 401	Required	None		
Course Content	Contextual study of the international legal system and the rules that regulate the international law The sources and evidence of international law The relationship between international law and municipal law International personality and recognition International and regional human rights protection systems and issues The use of force and peaceful settlement of international disputes Humanitarian law				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**				
Bibliography	Title: International Law: A Very Short Introduction Author(s): Vaughan Lowe Publisher: Oxford University Press Publ. Year: 2015 Edition: 1st ISBN: 978-0-19-923933-7 Title: Cases and Materials on International Law				

	Authors	David Harris and Sandesh Sivakumaran
	Publisher	Sweet & Maxwell
	Publ. Year	2015
	Edition	8th
	ISBN	978-0-414-03303-0
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%	
Language	English	

Course Title	Human Rights and the International Order				
Course Code	LAW 804				
Course Type	Elective				
Level	Bachelor				
Year / Semester	TBA				
Teacher's Name	Georgia M. Michaelidou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course introduces students to some core ideas and problems of human rights, before exposing them in some detail to the "nuts and bolts" of international human rights protection – the UN and regional (European, Inter-American and African) systems. Controversial issues of minority and group rights and of the role of transnational corporations are given special treatment. Students then turn to more theoretical concerns, the genesis and universalisation of human rights, and some key criticisms. This enables them to contextualise and problematise what they have absorbed in the first part of the course.				
Learning Outcomes	On successful completion of this course, students will be able to: • Critically evaluate rival conceptions of human rights • Outline and explain the political and legal developments which have shaped the pursuit of human rights in the international arena • Critically analyse the legal and political tensions arising from the pursuit of human rights in specific contexts and suggest reforms as appropriate				
Prerequisites	None	Required	None		
Course Content	This course aims to contextualise and critically evaluate the alternative conceptions of human rights in international relations. It examines the policy-making processes that have established and seek to apply human rights norms through the country Nations, and regional organisations such as the Council of Europe, Organisation for Security and Co-operation in Europe, Organisation of American States, and Organisation of African Country. Attention is also paid to state foreign policy, transnational corporations, and the work of non-governmental organisations. Four themes in particular are addressed: • human rights as an established feature of international relations • the transformation of state sovereignty by human rights discourse and practice • the equal legitimacy of the "soft law" of diplomacy and the "hard law" of treaties and court judgments • the increasing importance of private actors in the process of international human rights and international relation All these issues are problematised in the context of the history and philosophy of human rights, liberalism and its critics, and regimes and systems of international governance and conflict, including "globalisation				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc.				

	Teaching and learning activities: • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title War's Ends. Human Rights, International Order, and the Ethics of Peace Author(s) James G. Murphy Publisher Georgetown University Press Publ. Year 2014 ISBN 978-1-62616-027-9
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	European Integration				
Course Code	BUS 805				
Course Type	Elective				
Level	Bachelor				
Year / Semester	Year 3 / Semester F				
Teacher's Name	Andreas Karyos				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to provide an in-depth analysis of the key issues and debates in European integration. This course covers the substance of institutions and policies of the EU by examining in detail the political, economic, legal and cultural dynamics accounting for the state of European integration today. It focuses on key issues such as the fate of the state in the European integration process, the democratic deficit, identity as a dynamic of European integration, and recent developments such as candidate status of Turkey and relations with the States of America. This advanced course on European integration addresses the theory and practice of European integration in the post-Cold war era and beyond. Students should develop an ability to analyse, compare and critically evaluate fundamental assumptions and arguments in the European integration literature. By the end of the course they should have acquired a sound knowledge of key theoretical debates in European integration.				
Learning Outcomes	On successful completion of this course, students will be able to: • Have a critical understanding the major policy issues and debates in recent European integration • Apply theoretical tools to think and write about the European Union politics and European integration • Be familiar with key concepts and dynamics of political, economic, legal and cultural integration in the European Union • Debate present and future issues in European integration, such as the role of the state, the Turkish enlargement, the democratic deficit, relations with the States of America and the Reform/Lisbon Treaty				
Prerequisites	None	Required	None		
Course Content	The Origins of European integration The Evolution of the EU: theory and practice The Institutionalization of the EU EU governance Member States and Europeanisation Analysing the EU policy Law and implementation of EU policy Legitimizing European integration The Politics of EMU Cohesion and redistribution Europe's 'Social Model' The EU as an 'external' actor Fortress Europe Towards a flexible Europe Constitutionalizing the EU.				

Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:** • **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title The Economics of European Integration Author(s) Richard Baldwin and Charles Wyplosz Publisher Mc Graw Hill Publ. Year 2015 Edition 5th ISBN 978-0-0771-6965-7 Title Five Rising Democracies and the Fate of the International Liberal Order Author Ted Piccone Publisher Brookings Institution Publ. Year 2016 ISBN 978-0-8157-2579-4
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English

Course Title	Maths				
Course Code	MTH 102				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	Year 2 /Semester C				
Teacher's Name	Kyriakos Paridis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The main aim of this course is to improve the mathematics skills that a business student must possess. Emphasis is placed on solving problems that can be formulated using matrix algebra or calculus.				
Learning Outcomes	Upon successful completion of the course, students are expected to be able to: • Solve linear equations in one variable and systems of linear equations in two variables. • Solve linear inequalities in one variable. • Carry out operations involving polynomials, to fact or polynomials and to solve polynomial equations. • Carry out operations involving rational expressions and to solve rational expression equations. • Sketch the graph of a linear equation.				
Prerequisites	None	Required	None		
Course Content	Matrix Algebra: Introduction to Matrix concepts. Matrix operations: Addition, Subtraction, Transposition, Multiplication, Inverse of a Matrix. Determinant of a Matrix. Inequalities and Systems of Linear inequalities: Solution of linear inequalities in one unknown. Absolute value in equation and inequalities. Graphical solution of systems of linear inequalities in 2 variables. Introduction to linear Programming: Graphical solutions. Extreme points and the optimal solution. Differential Calculus: Limit of a Function. (intuitive approach). Continuity. Rates of Change. Instantaneous Rates of Change. The derivative. Rules of Differentiation. Special methods of Differentiation: Chain Rule, Implicit Differentiation, the derivatives of exponential and logarithmic functions. Higher derivatives. Maxima and Minima of a function. Integral Calculus: Area under a Curve. The Definite Integral. The Fundamental theorem of Calculus. Anti-differentiation. Recent developments and contemporary issues pertaining to the subject-matter of the course.				
Teaching Methodology	During this course, different teaching methods will be used: lectures, group work, case studies etc. **Teaching and learning activities:**				

	• **Lectures and Workshops: 39 hours** • **Student centered learning: 111 hours** (of which 39 independent study, 14 midterm preparation, midterm exam 3 hours, final exam preparation 34, final exam 3 hours, project preparation 18 hours) **Total student effort: 150 hours**
Bibliography	Title Business Essentials - Business Maths: Course Book Author(s) BPP Learning Media Publisher BPP Learning Media Publ. Year 2015 Edition 4th ISBN 978-1-4727-3488-4
Assessment	Mid-Term Assessment (i.e. exam, project/quiz/case study) 40%, Final Exam 60%
Language	English