

Course Title	Introduction to the Hospitality & Tourism Business Environment				
Course Code	CHOS-100				
Course Type	Required				
Level	Bachelor				
Year / Semester	1 st semester				
Lecturer's Name	Mr. Yiannis Kouis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course will assist students to gain a comprehensive grounding in the theoretical and practical elements of tourism, and an understanding of the highly competitive global environment within which the travel and tourism sector operates. The module examines the historical evolution of tourism, the current structure of the hospitality and tourism sector, and the external forces that influence and shape changes in hospitality and tourism.				
Learning outcomes	<ul style="list-style-type: none"> • Describe the scale and importance of tourism through the ages; • Describe the different approaches towards conceptualizing, defining and measuring tourists and tourism activities; • Discuss the inter-related economic, social, cultural, political and technological factors that have facilitated or inhibited the development of tourism as an activity and an industry; • Evaluate the different approaches to modelling tourism destination development and change; • Describe the main private, public, quasi-public and other agencies involved in the tourism and related sectors and their inter-relationships at the local, regional, national and international levels; 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Historical development of hospitality & tourism from 17th century elitist origins and the role of industrialization in the development of mass tourism, to the package tour boom and other trends from the late 20th century 2. Definitions, measurement and significance of tourism, and its relationship to work, leisure, recreation and travel 				

	<ol style="list-style-type: none"> 3. Demand for hospitality & tourism including motivations for travel 4. Tourist typologies 5. Evolution of tourism destinations-influences, patterns and the role and significance of destination models 6. Tourism supply-accommodation, attractions and transport sectors-their structures, ownership and roles 7. The growth and importance of tour operating, travel agents and other ancillary tourism services; 8. The role of public sector bodies in supporting, quantifying, controlling and regulating tourism activity 		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required:</p> <p>Cooper, c., Gilbert, d., Fletcher, j., Wanhill, s., and Shepherd, R., 2008. Tourism: Principles and practice, 4/e. Harlow: Pearson Education Limited.</p> <p>Recommended:</p> <ol style="list-style-type: none"> 1. Cooper, C; Hall, C.M., 2008. Contemporary Tourism: An international approach. Oxford: Butterworth-Heinemann. 2. Goeldner, C. R., and Brent ritchie, J. R., 2009. Tourism: Principles, practices, philosophies. 11/e. Hoboken: John Wiley & Sons. 3. Holloway, C., 2002. The business of tourism, 6/e. Harlow: Pearson Education Limited. 4. Page, S. J., 2009. Tourism Management: Managing for Change, 3rd ed. Oxford: Butterworth-Heinemann. 5. Weaver, D., and Lawton, L., 2006. Tourism management. 3rd ed. Milton: John Wiley & Sons. 		
Assessment		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	Computer Applications				
Course Code	CCOM-100				
Course Type	Required				
Level	Diploma				
Year / Semester	3 rd Semester				
Lecturer's Name	Dr. Stavros Shiaeles / Mr. Christos Papadopoulos				
ECTS	6	Lectures / week	3 hours per week	Laboratories / week	N/A
Course Aim	An introduction course in computer applications, focusing on microcomputer technology emphasizing file management, utilizing Microsoft Windows operating system, statistical tools such as excel, database software such as Access, Presentation software such as PowerPoint, and other popular software, such as word and outlook.				
Learning outcomes	<ul style="list-style-type: none"> • Utilize the internet to research information • Learn to use browser and search hyperlink capabilities • Demonstrate strategies for merging and integrating data for multiple applications • Explain the impact of computers on society and identify the components of the computer • Explore computer careers and discuss current issues associated with security, ethical, and legal issues, and identify fundamental programming structures • Demonstrate proficiency in basic operating system functions • Describe uses of the internet and design a simplistic web page using HTML coding and demonstrate proficiency in the use of email • Demonstrate proficiency in the use of word processing, spreadsheet, database, and presentation applications • Demonstrate a basic understanding of network topology and connections 				
Prerequisites	NONE		Corequisites	NONE	
Course Content	<ol style="list-style-type: none"> 1. Identify the components of a computer system and demonstrate basic proficiency in commonly used applications. 2. Prepare, manage, and print documents using application software. 				

	<ol style="list-style-type: none"> 3. Access the Internet and learn to use the browse, search, and hyperlink capabilities of Web browsers. 4. Create, design, and produce professional documents using word processing software (i.e., MS Word). <ol style="list-style-type: none"> A. Apply design options for formatting and layout. B. Demonstrate strategies for working with multiple documents. 5. Process, manipulate, and represent numeric data using the basic functions of spreadsheet software (i.e., MS Excel). <ol style="list-style-type: none"> A. Demonstrate techniques for preparing a spreadsheet. B. Create and test formulas. C. Manipulate data using multiple worksheets, and Convert chart formats within a worksheet 6. Demonstrate strategies for merging and integrating source data from multiple applications. 7. Utilize the internet to research information. 8. Learn to use browser and search hyperlink capabilities. 9. Demonstrate strategies for merging and integrating data for multiple applications. 											
Methodology	The course is delivered through a mixture of lectures, lab presentations, lab tutorials and practical exercises, assignments and project(s). Additional media and student/lecturer supplements are used.											
Bibliography	<p>Shelly G.B., (2010, 1st ed.), <u>Microsoft Office 2010: Introductory</u>, Cengage Learning;, ISBN-13: 978-1439078389</p> <p>Andrews J., (2012, 1st ed.), <u>Jump Right In: Essential Computer Skills Using Microsoft Office 2010</u>, Prentice Hall, ISBN-13: 978-0132975704</p> <p>Marmel E., (2013, 1st ed.), <u>Teach Yourself VISUALLY Office 2013</u>. Visual, ISBN-13: 978-1118517680</p>											
Assessment	<table border="1"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	
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0 – 30 %	Assignments / Projects											
0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	ENGLISH											

Course Title	English Composition				
Course Code	CENG-100				
Course Type	Required				
Level	Bachelor				
Year / Semester	1 st Semester				
Lecturer's Name	Mrs. Panayiota Vassiliou				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course aims at giving students the opportunity to develop creative writing skills on a mature level, emphasizing the literary effects of language. The program will provide work on writing letters, memoranda reports, resumes and personal essays and research papers.				
Learning outcomes	On completion of the course students should be able to summarize precisely the content of texts of particular interest, recognize the need for effective English communication, make social, business and other conversations, expressing their thoughts with clarity and precision. They should also be able to communicate within a business environment and choose the tone, form and content appropriate to the requirements of a particular business situation.				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<p>Students are familiar with all basic grammatical features of the English language. Thus, English is taught in a different perspective. The course is mainly concerned with the improvement of writing skills whether this is composition/essay, letter or report writing. Emphasis is also given to the enrichment of vocabulary as to structure. Students are also encouraged to participate actively in class by the means of presentations and discussions help in class, thus, reinforcing their speaking skills. On completion of the course, students should be able to social, business and other conversation expressing their thought with clarity and precision.</p> <p>In particular, the course covers the following:</p> <p>Composition writing (Narrative, descriptive, argumentative/discursive), letter writing (Formal- letters of</p>				

	application, complaint etc./Informal), curriculum vitae (C.V.), summary writing, report writing, minutes, memoranda, research paper writing, vocabulary enrichment.	
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.	
Bibliography	<p>Required:</p> <p>Latham-Koenig, C., Oxenden, C. & Seligson, P. (2011). New English file: Advanced: Student's Book. Oxford University Press.</p> <p>Recommended:</p> <p>Latham-Koenig, C., Oxenden, C. & Seligson, P. (2011). New English file: Advanced: Work Book. Oxford University Press.</p>	
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	0 – 30 %	Assignments / Projects
	0 – 20 %	Homework
	0 – 10 %	Class Attendance & Participation
Language	ENGLISH	

Course Title	ACCOUNTING I				
Course Code	CACC-100				
Course Type	Required				
Level	Bachelor				
Year / Semester	1 st Semester				
Lecturer's Name	Mrs. Nectaria Hadjiyianni				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The aim of this course is to explore accounting as an indispensable part of business activities from different industrial domains and as a basis, upon which important decisions are planned, analyzed and implemented. Students will become familiar with a number of fundamental entities in accounting such as managers, investors and creditors.				
Learning outcomes	<ul style="list-style-type: none"> • To deliver students the basic principles underlying the recording of business transactions and the ability to prepare accounts for sole traders. • To encourage innumeracy and literacy. • To develop an ability to assess the financial position of an organisation drawn from final accounts. • To prepare accounts in a clear, metrological manner and to understand the accounts that a person is likely to meet in everyday life. • To prepare everyday accounts of an organisation and explain them to a person without accounting knowledge. • To apply accounting principles to the solution of relevant problems. 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Basic accounting equation 2. Double entry system. Asset, liability, capital 3. Double entry. Revenues and expenses 4. Purchase and sale of goods/returns 5. Balancing the accounts 6. The ledger and its possible sub-divisions. The distinction between Personal, real and nominal accounts 7. The journal proper. Books of original entry 8. Trade and Cash discounts 9. Introduction to Final accounts 				

	<p>10. The extraction of the Trial Balance 11. Bank Reconciliation statement 12. Types of errors and their effect upon the Trail Balance and on Net Profit , Correction of errors 13. Adjustments to final accounts. Accruals, depreciation, prepayments and control accounts. Vertical presentation of final accounts</p>		
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>		
Bibliography	<p>Required: Wood,F. (2012, 12th ed.). <u>Business Accounting</u>, Volume 1, Prentice Hall, ISBN-13: 9780273759188</p> <p>Recommended: Horngren C., Harison W., <u>Accounting</u>, 10th edition, Prentice Hall, 2015. Jerry J. Weygandt, Paperback Volume 1 of Accounting Principles Chapters 1-12, 10/E, Wiley, John & Sons, 2011 John J. Wild, Ken W. Shaw, Barbara Chiappetta, Fundamental Accounting Principles, Volume 1: Chapter 1-12 with Working Papers, 20/E, McGraw-Hill, 2010 Robert Libby, Patricia Libby, Fred Phillips, Stacey Whitecotton, Principles of Accounting Ch 1-17, 1/E, McGraw-Hill, 2009</p>		
Assessment		50 %	Final Exam
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		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	Introduction to Microeconomics				
Course Code	CECO-100				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 rd Semester				
Lecturer's Name	Dr. Ioannis Violaris				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The aim of this course is to demonstrate the ways that businesses use economics as a basis for their everyday decision making in different industrial domains and across national and international borders. Students will become aware of how to solve economic problems in different contexts by breaking it down to its smaller constituent parts.				
Learning outcomes	<ul style="list-style-type: none"> • To give an overview of the modern market economy and understand how it works as a system. • To provide a basic knowledge of the Microeconomic environment in which consumers and businesses operate. • To understand the issues of, scarcity, supply and demand analysis, resource allocation, and the rationale of government intervention. • To evaluate and analyze the interactions between consumers and producers • To understand the significance of uncertainty for making economic choice 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Introduction; (a) Economic Problem-Scarcity and choice, (b) Economic Systems 2. Overview of the market economy; (a) Demand and supply and market equilibrium; (b) Demand and Utility and elasticity of demand; (c) Income and Cross elasticity of supply. 3. Government intervention and market failure; (a) Price controls, (b) Tax Policy – Taxes and elasticity, (c) Subsidies. 4. Consumer Theory; (a) The Marginal utility Theory, (b) The Law of 				

	<p>Diminishing Marginal Utility.</p> <p>5. Business Organization and Behavior – Revenues, costs and profits.</p> <p>6. Developing the Theory of Supply – Costs and Production</p> <p>7. Perfect Competition and Pure Monopoly.</p> <p>8. Market Structure and Imperfect Competition.\</p> <p>9. Analysis of Factor Markets: Labor – Capital – Land</p> <p>10. Coping with risk in Economic Life- Welfare Economics</p> <p>11. Taxes and Government spending.</p> <p>12. Industrial Policy and Competition Policy. Privatization and regulation.</p>											
Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>											
Bibliography	<p>Required:</p> <p>Hubbard, G. & O'Brien, A. (2015, 5th ed.), <u>Microeconomics</u>, Prentice Hall. ISBN-13: 9780133826685</p> <p>Recommended:</p> <p>Robin Bade, Michael Parkin, Foundations of Microeconomics, 6/E, Prentice Hall, 2013</p> <p>Karl E. Case, Ray C. Fair, Sharon C. Oster, Principles of Microeconomics, 10/E, Prentice Hall, 2012</p> <p>Roger LeRoy Miller, Economics Today: The Micro View, 16/E, Prentice Hall, 2012</p>											
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0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	<p>ENGLISH</p>											

Course Title	Food & Beverage Service Management				
Course Code	CHOS-106				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 rd semester				
Lecturer's Name	Mr. Yiannis Kouis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This module is to enable students to increase their understanding of F&B operations through exposure to a number of theoretical concepts and operational issues in an F&B setting. The course will expose students to the various food and beverage service methods, areas and equipment. Students will have an opportunity to study various types of menu, menu knowledge and accompaniments. Also, students will learn about beverages and the food and beverage service sequence. The course will assist students in learning the supervisory aspects of the food and beverage service, performance measures and customer relations. Students will be prepared to the required level of proficiency in order to provide quality service within the context of a foodservice operation.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Gain basic knowledge and skills of Food and Beverage Service Management Process; • Understand the Food and Beverage service industry, the sectors, types of premises, service methods and the reasons for eating out; • Perform F&B department individual tasks and procedures under supervision; • Understand the fundamental of Food & Beverage operations, management and marketing; • Describe the basic elements of facility design; • Learn service areas and equipment, dishes and all types of Beverages; • Practice the service sequence for a variety of service settings; and • Gain supervisory aspects including legal requirements, control, performance measurement, staffing and sales promotion 				
Prerequisites	CHOS-100	Corequisites	NONE		

<p>Course Content</p>	<p>The Food And Beverage Service Industry: Types of Food and Beverage Operations; Sectors of the Food and beverage Service Industry; Variable in Food and Beverage Operations; The Meal Experience; Food and Beverage Service Methods; Food and Beverage Service Personnel; Attributes of Food and Beverage Service Personnel.</p> <p>Food And Beverage Service Areas And Equipment: Stillroom; Silver Room or Plate Room; Wash-Up; Hotplate; Spare Linen Store; Dispense Bar; Automatic Vending; Lighting and Colour; Furniture; Linen; China; Tableware; Glassware; Disposable. The Menu, Menu Knowledge And Accompaniments: Food, Accompaniments and Covers.</p> <p>Beverages – Non-Alcoholic and Alcoholic: Tea; Coffee; Other Stillroom Beverages; Non-Alcoholic Dispense Bar Beverages; Wine and Drinks Lists; Cocktails; Bitters; Wine; Tasting of Wine, Matching Food and Drinks; Spirits; Liqueurs; Beer; Cider and Perry; Storage.</p> <p>The Food And Beverage Service Sequence: Basic Technical Skills; Interpersonal Skills; Taking Bookings; Preparation for Service; The Order of Service; Taking Customer Food and Beverage Orders; Service of Food; Service of Alcoholic Bar beverages and Cigars; Service of Non-Alcoholic Beverages; Clearing; Billing Methods; Clearing Following Service.</p> <p>Specialized Forms Of Service: Floor/Room Service; Lounge Service; Hospital tray Service; Home Delivery; Airline Tray Service; Rail Service. Function Catering: Function Administration; Function Organization; Weddings; Outdoor Catering; Supervisory Aspects of Food And Beverage Service: Legal Considerations; Food and Beverage Revenue Control; Beverage Control; Performance Measures; Customer Relations; Staff Organization and Training; Sales Promotion.</p>
<p>Methodology</p>	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p>
<p>Bibliography</p>	<p>Required:</p> <p>Cousins, J. (2014). Food & Beverage Service, 9th edition. Trans-Atlantic Publications, ISBN-10: 1471807959</p> <p>Recommended:</p> <p>Cousins, J., Lillicrap, D. (2010). Essential Food and Beverage Service: Levels 1 & 2. Hodder Education, ISBN-10: 144411252X</p> <p>Davis, B., Lockwood, A., Pantelidis, I., Alcott, P., 2008. Food and beverage management. 4th ed. Elsevier</p>

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

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

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

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

Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	Walker, B. (2012) English Vocabulary for Academic Success: Practicing Academic English Words and Grammar. USA: University of Oregon McCarthy, M. and F. O'Dell (2008) Academic Vocabulary in Use. Cambridge: Cambridge University Press		
Assessment	50 %	Final Exam	
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	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course Title	Business Law				
Course Code	CLAW-200				
Course Type	Required				
Level	Bachelor				
Year / Semester	5 th Semester				
Lecturer's Name	Mr. Ioannis Ioannou				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	This course provides the students with a basic understanding of the legal system of different countries and its consequent effect and involvement as an essential tool for managers in any business environment. The role of the government, the relationships between different private businesses and the protection of customers is explored in depth.				
Learning outcomes	<ul style="list-style-type: none"> • Understand the legal science and aspects of the legal process and all the main features pertaining to contract law in business • Identify the essential elements of the legal system and the main sources of law • Recognize and apply appropriate legal rules relating to the law of obligations • Understand the legal aspects on issues like product safety, liability in business and the main rules applicable to partnerships and companies • Examine the key legal concepts arising from the employment relationship • Identify and compare the main business organizational structures in terms of legal personality, status, formation, termination and administrative and legal requirements • Analyze the concept of corporate governance and ethical issues in the context of companies and their management 				
Prerequisites	Sophomore standing	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Introduction to Legal Process 2. Contract Law 3. Types and Terms of Business Contract 4. Business Property 5. Supply and Sale of Goods 6. Partnership Law 				

	7. Company Law 8. Tort Law 9. Credit 10. Consumer Protection 11. Employing Labor		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required:</p> <p>McIntyre, E. (2015, 5th, ed.). <u>Essentials of Business Law</u>, Pearson Higher Education. ISBN-13: 9781292082707</p> <p>Adams, A. (2014, 8th ed.). <u>Law for Business Students</u>, Pearson Higher Education ISBN-13: 9781292004013</p> <p>Recommended:</p> <p>August, R., Mayer, D.& Bixby, M. (2013, 6th, Intl Edition). <u>International Business Law</u>, Pearson Higher Education. ISBN-13: 9780273768616</p> <p>Keenan D., and Riches S. Business Law, 7th ed., Pearson 2005, London, UK.</p>		
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		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	Destination Management				
Course Code	CTOU-200				
Course Type	Required				
Level	Bachelor				
Year / Semester	5 th Semester				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This course discusses the theories and concepts of destination management with a comprehensive approach that emphasizes planning, development, and marketing a destination. Students will learn about the challenges and issues faced by locations pursuing tourism as an economic (business) and community development (social, cultural and environmental) strategy. It focuses on the management of the destination and provides an understanding of the skills and issues involved in this evolving aspect of tourism management. It, also, looks at the relationship of tourism to 1) business and economic development, 2) natural resources and the environment, 3) culture and history, and 4) community and society. Select examples of tourism from destinations throughout the country, Europe and the world will be presented and discussed.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Identify and critically appraise the main components of a destination development plan; • Critically appraise the principles and practice of destination marketing and distribution and their application to the strategic management of a destination; • Assess the main methods of monitoring the performance of a destination; • Synthesize good practice in destination management and planning in a variety of destination contexts; • Be aware of the process of tourism development and the associated impacts; • Develop a critical approach to the examination of tourism development issues in fragile environments; • Analyze and interpret tourism development proposals from a social, cultural and environmental perspective 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<p>Destination Life cycle/Model Destination Management Tourism destination market positioning and branding strategies</p>				

	Destination Product development Destination Marketing Tourism destination - policy and planning strategies	
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.	
Bibliography	Required: Klimek, K. (2013). Destination Management and Sustainable Tourism Development: A Cross-Country Analysis. LAP LAMBERT Academic Publishing, ISBN-10: 3659456462	
Assessment	50 %	Final Exam
	0 – 40 %	Mid –Term / Tests / Quizzes
	0 – 30 %	Assignments / Projects
	0 – 20 %	Homework
	0 – 10 %	Class Attendance & Participation
Language	ENGLISH	

Course Title	Introduction to Macroeconomics				
Course Code	CECO-102				
Course Type	Required				
Level	Bachelor				
Year / Semester	5 th Semester				
Lecturer's Name	Dr. Ioannis Violaris				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	Particular attention is given to the description, analysis and application of economic forces within the context of contemporary businesses and their relationships with the society and other main stakeholders in the external environment. Emphasis is given on the application and effect of economic principles on the ways that businesses operate in the long-term.				
Learning outcomes	<ul style="list-style-type: none"> • To analyze and provide a basic knowledge of the Macroeconomic environment in which consumers, firms and government operate. • To provide the students with an understanding of the various notions and concepts of macroeconomics. • To evaluate aggregate economic activity • To analyze the composition of national income • To understand the significance of the use of money for economic activity and inflation • To distinguish between the closed and the open economy • To understand the significance of international trade for the level of national income 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Introduction to National Income; (a) the circular flow, Injections vs. withdrawals. (b) National Accounting and methods of measuring National Income. 2. Aggregate Demand, Fiscal Policy and Foreign Trade. 3. Money and Modern Banking. 4. Central Banking and the Monetary System. 5. Aggregate Supply, the Price Level and the Speed of Adjustment. 6. Unemployment and Inflation. 				

	<p>7. Open Economy Macroeconomics. 8. Economic Growth. 9. The Business Cycle. 10. International Trade and Commercial Policy 11. The International Monetary System and International Finance. 12. European Integration and the European economy. 13. Problems of Developing Countries.</p>		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required: Hubbard, G. & O'Brien, A. (2015, 5th ed.), <u>Macroeconomics</u>, Prentice Hall. ISBN-13: 9780133826692</p> <p>Recommended: Robin Bade, Michael Parkin, Foundations of Macroeconomics, 6/E, Prentice Hall, 2013 Karl E. Case, Ray C. Fair, Sharon C. Oster, Principles of Macroeconomics, 10/E, Prentice Hall, 2012 Roger LeRoy Miller, Economics Today: The Macro View, 16/E, Prentice Hall, 2012</p>		
Assessment		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language	ENGLISH		

Course Title	E-Tourism				
Course Code	CCOM-110				
Course Type	Elective				
Level	Diploma				
Year / Semester	1 st and After				
Lecturer's Name	Dr Stavros Shiaeles				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>This course provides an understanding of the nature of innovation and technology related to the growth, success and future development of tourism within Australia and internationally, on a local to global scale. The tourism industry expects its employees to have a fundamental understanding of a variety of innovative technological methods and their application within the industry. Consequently, the course addresses aspects of key management problems, needs, developments and approaches that effectively utilise technology and innovation within the tourism industry.</p>				
Learning Outcomes	<ul style="list-style-type: none"> • Introduction and effects of technology and innovation in tourism • Information and Communications Technologies for tourism • Technology application in tourism: Suppliers and Distribution enterprises • Technology application in tourism: Public tourism organizations 				
Prerequisites	NONE	Corequisites	NONE		
Course Content	<p>This course also encompasses an understanding of a variety of information and other technological methods utilised in the functional areas of development, operations, management, marketing and financial management within the tourism enterprise. Future trends and developments are discussed and an applied approach is adopted in assessing various technological techniques within examples of tourism organisations.</p>				

Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																																															
Bibliography	<p>Required:</p> <p>Buhalis, D. (2003) eTourism, Prentice Hall: UK Summers, J. & Smith, B., 2003, Communication Skills Handbook, John Wiley, Milton, Australia</p> <p>Recommended:</p> <p>Buhalis, D. Tjoa, A.M. and Jafari, J. (eds) (1998) Information and Communication Technologies in Tourism: Enter 98, Springer Verlag: Vienna,</p> <p>Inkpen, G. (1998) Information Technology for Travel and Tourism, 2nd Longman: UK</p> <p>Klein, S., Schmid, B., Tjoa, A.M. and Werthner, H. (eds) (1996) Information and Communication Technologies in Tourism: Enter 96, Springer Verlag: Vienna</p> <p>Poon, A. (1993) Tourism, Technology and Competitive Strategies, CAB: UK Sheldon, Pauline J., (1997) Tourism Information Technology, CABI Publishing, Oxford, England.</p> <p>Sheldon, P., Wober, K. and Fesenmaier, D. (ed) (2001) Information and Communication Technologies in Tourism: 2001. Springer Wien: Montreal</p>																																															
Assessment	<table border="1" data-bbox="532 1129 1149 1423"> <tr> <td>50 %</td> <td colspan="3">Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td colspan="3">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td colspan="3">Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td colspan="3">Homework</td> </tr> <tr> <td>0 – 10 %</td> <td colspan="3">Class Attendance & Participation</td> </tr> </table> <table border="1" data-bbox="532 1423 1279 1902"> <thead> <tr> <th colspan="4">Estimated student's work time distribution in hours:</th> </tr> <tr> <th colspan="2">Contact hours</th> <th colspan="2">Student's private time</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>39</td> <td>Private study</td> <td>39</td> </tr> <tr> <td>Mid-Term Test</td> <td>1</td> <td>Homework / Assignments / Projects</td> <td>42</td> </tr> <tr> <td>Final Exam</td> <td>2</td> <td>Test preparation</td> <td>9</td> </tr> <tr> <td></td> <td></td> <td>Final Exam Preparation</td> <td>18</td> </tr> </tbody> </table>				50 %	Final Exam			0 – 40 %	Mid –Term / Tests / Quizzes			0 – 30 %	Assignments / Projects			0 – 20 %	Homework			0 – 10 %	Class Attendance & Participation			Estimated student's work time distribution in hours:				Contact hours		Student's private time		Lecture	39	Private study	39	Mid-Term Test	1	Homework / Assignments / Projects	42	Final Exam	2	Test preparation	9			Final Exam Preparation	18
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	Total:	42	Total:	108
Language	ENGLISH			

Course Title	Sustainability for Change				
Course Code	CENV-200				
Course Type	Required				
Level	Bachelor				
Year / Semester	8 th Semester				
Lecturer's Name	Dr. Achilleas Karayiannis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	The main aim of the course is to enable, students understand the basic issues related with sustainability and change. It provides an overview on problems, responses and responsibilities of businesses, governmental policies and legislation associated with sustainability. The course will introduce students to communication theories relative to voluntary environmental programs in business and corporate communities, in order to evaluate and create mechanisms for stimulating behavioral change and education amongst individuals and organizations.				
Learning outcomes	<ul style="list-style-type: none"> • Develop a clear understanding of the role and significance of voluntary environmental programs such as, eco-labels, environmental awards, and environmental standards in supporting sustainability. • Critically appraise the nature of voluntary environmental programs • Critically examine the requirements of voluntary environmental programs to communicate on the environmental aspects and performance of an organization • Critically assess the tension between people and business perception of responsible environmental behavior • Understand one of the principal approaches in the public policy mix of advancing and promoting behavior change for sustainability • Critically appraise the credibility of voluntary environmental programs in relation to behavior change for sustainability 				
Prerequisites	Sophomore Standing	Corequisites	NONE		
Course Content	<ol style="list-style-type: none"> 1. Business and corporate communication to stakeholders. 2. Public policy tools for sustainability. 3. Nature of voluntary environmental programs. 				

	<p>4. Environmental aspects and indicators. 5. Role of individual and business in attitude change. 6. Communication theory and practice. 7. Behavior change and sustainability 8. Stakeholder engagement 9. Education, learning and professional practice 10. Green Issues in Business</p>											
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.											
Bibliography	<p>Required: Epstein, M.J., and Buhovac, A.R., (2014, 2nd ed.), <u>Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts</u>, Berrett-Koehler Publishers, ISBN-13: 978-1609949938</p> <p>Recommended: Cornelissen, J., (2014, 4th ed.), <u>Corporate Communication: A guide to Theory and Practice</u>, SAGE Publications Ltd, ISBN: 1446274942 Wilhelm, K., (2014), <u>Making Sustainability Stick</u>, Pearson, ISBN-13: 9780133445572 Soyka, P., (2012), <u>Creating a Sustainable Organization: Approaches for Enhancing Corporate Value Through Sustainability</u>, Pearson, ISBN-13: 9780133886573</p>											
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0 – 30 %	Assignments / Projects											
0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	ENGLISH											

Course Title	Business Statistics				
Course Code	CMAT-200				
Course Type	Required				
Level	Diploma				
Year / Semester	4 th Semester				
Lecturer's Name	Mr. Avraam Pekris				
ECTS	6	Lectures / week	3 hours per week	Laboratories / week	N/A
Course Aim	This course aims to make students aware of the various statistical concepts and techniques that could be of use to aid decision making in organizations in different industries. Emphasis is given on issues such as the role of statistical computer packages, the different data collection methods and the choice of sample sizes for different surveys.				
Learning Outcomes	<ul style="list-style-type: none"> • Give an overview of various types of sampling and the importance of randomization. • Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphics. • Understand the concept of probability and its applications in a business context. • Understand discrete and continuous random variables be able to use their distributions to compute probabilities and understand the concept of sampling distributions. • Understand how to estimate population parameters using point and interval estimates. • Use hypothesis testing as a tool for statistical decision making in a business context. • Use hypothesis testing to compare two populations within the business context. • Understand and be able to test the hypothesis of <i>Independent</i> of two categorical variables. • Understand and apply simple & multiple linear regression analysis in a business context. • Understand and apply Analysis of Variance in a business context. 				
Prerequisites	CMAT-100	Corequisites	NONE		
Course Content	1. Introduction; population and samples, descriptive and inferential statistics.				

	<ol style="list-style-type: none"> 2. The role of computer packages in statistics. 3. Data Collection; sources of data for research, types of data 4. Designing the questionnaire instrument 5. Choosing the sample size for the survey, types of Samples, drawing the sample, 6. Data Collection: collecting the data, data preparation: editing, coding and transcribing 7. Presentation; ordered array, stem and leaf display frequency distribution, histogram, frequency polygon and cumulative frequency polygon (ogive). 8. Exploratory data analysis; measures of location, mean, median, mode, quartiles, percentiles 9. Measures of dispersion, variance, standard deviation, skew ness, coefficient of skew ness, exploratory data analysis techniques. 10. Probability; permutations, Venn diagrams, basic probability rules, Baye's theorem. 11. Probability distributions and the binomial distribution 12. The poisson distribution and the normal distribution
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.
Bibliography	<p>Donnelly, R., (2015, 2nd ed.), <u>Business Statistics</u>, Pearson, ISBN-13: 9780133865004</p> <p>David Anderson, Dennis Sweeney and Thomas Williams, <u>Statistics for Business and Economics</u>, 7th Edition, West Publishing, 2004</p>

Assessment	50 %	Final Exam		
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	0 – 10 %	Class Attendance & Participation		
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	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	
Total:	42	Total:	108	
Language	ENGLISH			

Course Title	Sustainable Tourism				
Course Code	CTOU-202				
Course Type	Required				
Level	Bachelor				
Year / Semester	7 th Semester				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	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	<ul style="list-style-type: none"> • 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 well being 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	Corequisites	NONE		
Course Content	The impact of Sustainable tourism: Development and advancement in the reconciliation of economic, cultural, social, scientific and environmental interests 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				

	<p>products; Types of alternative tourism Potential problems of the alternative tourism.</p> <p>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.</p> <p>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.</p>											
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.											
Bibliography	<p>Required:</p> <p>Donald V. L. Macleod, Steven A. Gillespie. (2010). Sustainable Tourism in Rural Europe: Approaches to Development. Routledge, ISBN, 0415547997</p> <p>Recommended:</p> <p>Birnbaum, J., Fox, L., Hawken, P., Erika Rand E. (2014). Sustainable Revolution: Permaculture in Ecovillages, Urban Farms, and Communities Worldwide. North Atlantic Books, ISBN 1583946489.</p>											
Assessment	<table border="1"> <tr> <td>50 %</td> <td>Final Exam</td> </tr> <tr> <td>0 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>0 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 20 %</td> <td>Homework</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	
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0 – 20 %	Homework											
0 – 10 %	Class Attendance & Participation											
Language	ENGLISH											

Course Title	Hospitality Animation				
Course Code	CHOS-402				
Course Type	Required				
Level	Bachelor				
Year / Semester	7 th Semester				
Lecturer's Name	TBA				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Course Aim	<p>Introduction to the recreation and animation in accommodation. Development of animation in hotels (features of animation). The quality of tourist accommodation services - a good animator build "good atmosphere". Profit from animation in accommodation establishments. The role of the animator and recreation instructor during the organization of leisure in accommodation establishments. Types of animation conduct in accommodation establishments. Encouraging participation in animation - a case of study. Measures, forms and methods of organizing and conducting recreational activities in the accommodation establishments in various age of groups. Planning and organizing animation action in accommodation establishments- examples: body movement, creative, entertainment, education, relaxation, adventure.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Introduction to the problematic of recreation and animation in accommodation, • Development of animation in hotels, the role of the animator during the organization of leisure in accommodation establishments, • Types of animations conduction accommodation, profit from animation in accommodation, measures, forms and methods of organizing and conducting animation. • Analyze and critically evaluate the concepts, development and defining characteristics of the entertainment industry as an area of academic and applied study in the context of intercultural, international and global societies 				

	<ul style="list-style-type: none"> • Demonstrate a range of skills and aptitudes to build competence in entertainment planning, development and delivery within live events, the media and visitor attractions; • Develop the student's knowledge of the Entertainment industry and the key issues, trends and developments facing it. • Critically explore contemporary issues within the management and development of hotels and resorts. 		
Prerequisites	NONE	Corequisites	NONE
Course Content	<ul style="list-style-type: none"> • Principles of animation • The entertainment industry • Employability, skills and knowledge • Scheduling the animation department • Animation in hotel clubs and cruise ships • The team of the animator • New trends in the animation art 		
Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	Required: 1983, <u>Tourism Management Volume 4, Issue 1</u>		
Assessment	50 %	Final Exam	
	0 – 40 %	Mid –Term / Tests / Quizzes	
	0 – 30 %	Assignments / Projects	
	0 – 20 %	Homework	
	0 – 10 %	Class Attendance & Participation	
Language	ENGLISH		

Course title	College Algebra				
Course code	CMAT-100				
Course type	Required				
Level	Bachelor				
Year / Semester of study	1 st Semester				
Lecturer's name	Mrs. Georgia Mouzoura				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	This course aims to equip students with the relative mathematical knowledge which is essential as a basis for students who will follow a degree in economics, finance and other associated study fields. Rectangular coordinates, graphs of equations, sequences, permutations and combinations are some of the topics that this course focuses on.				
Learning outcomes	<ul style="list-style-type: none"> • Produce solutions to various algebraic equations. • Demonstrate the use of elementary graphing techniques. • Use theorems of algebra to analyze the zeros of polynomials. • Describe exponential and logarithmic functions. 				
Prerequisites	NONE	Corequisites	NONE		
Course content	<ol style="list-style-type: none"> 1. Linear equations and inequalities in one variable (Equations, Quadratic Equations, Inequalities, Linear Inequalities, Polynomial and Rational Inequalities) 2. Graphs (Rectangular Coordinates, Graphs of Equations, Lines, Parallel and Perpendicular Lines; Circles) 3. Functions and their graphs (Functions, Graphing Techniques: Transformations, Operation on functions; Types of functions) 				

	<p>4. Systems of equations and inequalities (Systems of Linear Equations; Substitution; Elimination, Systems of Linear Equations; Matrices; Matrix Algebra, Systems of Linear Equations; Determinants</p> <p>5. Sequences; Induction; Counting (Sequences, Arithmetic Sequences, Geometric Sequences; Geometric Series, Mathematical Induction, Sets and Counting, Permutations and combinations)</p>			
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.			
Bibliography	<p>Required:</p> <p>Sullivan M.,(2016, 10th ed.), <u>College Algebra</u>, Pearson, ISBN-13: 978032197949</p> <p>Recommended:</p> <p>Sullivan, M.,(2016, 10th ed.), <u>Algebra and Trigonometry</u>, Pearson, ISBN-13: 978013393558</p> <p>M. Dugopolski, <u>Intermediate Algebra</u>, Mc Graw Hill (2011, 7th ed. ISBN: 9780073384573)</p>			
Assessment policy		50 %	Final Exam	
		0 – 40 %	Mid –Term / Tests / Quizzes	
		0 – 30 %	Assignments / Projects	
		0 – 20 %	Homework	
		0 – 10 %	Class Attendance & Participation	

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

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

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

Course title	Introduction to Management				
Course code	CMGT-100				
Course type	Required				
Level	Bachelor				
Year / Semester of study	1 st Semester				
Lecturer's name	Dr. Erasmia Leonidou / Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course aims to provide an understanding of the main theories associated with the management of businesses and the ways that human behavior translates such theories into everyday practice. Attention is given to the different types of organizational structures and cultures, to the fundamental differences between private and public organizations and emerging trends at a local, national and global level.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Evaluate the concepts and theories relating to the management of people, including personality, perception, motivation and group dynamics • Describe the roles and responsibilities of managers and leaders, and acknowledge the needs, expectations and attitudes of people • Explore how group behavior and team processes can impact upon organizational success • Understand the communication process that occurs within an organization and apply the theory in practical problem solving • Identify the concepts of control and conflict by appreciating those of leadership, power and language and apply these concepts through directed team tasks. 				

Prerequisites	NONE	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. The nature of Management and Organizations 2. Managers and Management 3. The Evolution of Management Theory 4. Organizational Environment and Effectiveness 5. Contemporary Issues in Management (selected topics of current interest management). 6. Case Study Analysis 7. Analysis of Business Articles and Presentations 8. People in Business 9. Motivation 10. Leadership and Influence Process 11. Communication 12. Organizational Change 13. Case Study Analysis 14. Analysis of Business Articles and Presentations 		
Lecturing methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.</p> <p>Starting from a historical overview of the main directions of thought in managerial sciences, the management process of the company is discussed in detail. Apart from strategic and organizational aspects, the decision-making – and planning processes and implementation, motivation, managing and control (financial control included) are also discussed. This is all systematically discussed using a textbook and supplemented with cases, exercises and background material. During class examples and cases are frequently discussed.</p>		

Bibliography	<p>Robbins, S. and De Cenzo, D. (2015, 9th ed.). <u>Fundamentals Of Management</u>, Pearson Higher Education. ISBN-13: 9781292056548</p> <p>Michael A. Hitt, Steward Black, Lyman W. Porter, Management, 3/E, Prentice Hall, 2012</p> <p>Luis R. Gomez-Mejia, David Balkin, Management, 1/E, Prentice Hall, 2012</p> <p>Samuel C. Certo, Trevis Certo, Modern Management: Concepts and Skills, 12/E, Prentice Hall, 2012</p> <p>Readings from Harvard Business Review and Sloan Management Review</p>
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Assessment policy	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	Estimated student's work time distribution in hours:			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	2	Homework / Assignments / Projects	38
Final Exam	2	Test preparation	12	
		Final Exam Preparation	18	
Total:	43	Total:	107	

Language of instruction	ENGLISH
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Course title	Accounting II				
Course code	CACC-102				
Course type	Required				
Level	Bachelor				
Year / Semester of study	3 rd Semester				
Lecturer's name	Mr. Marios Athanasiou / Mrs. Nectaria Hadjiyianni				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course focuses on the preparation, use and interpretation of relative accounting information coming from the financial and operating statements of a business. The purpose is to guide students in the understanding and making sense of the fundamental ways that business activities partially arise from and relate to financial and managerial decisions.</p>				
Learning outcomes	<ul style="list-style-type: none"> • To expand on the principles developed in the Introductory Accounting I, by preparing accounts for different types of companies, according to the International Accounting Standards. • To foster the ability to quantify, to judge relevance and to write clear and concise explanations. • To prepare a set of final accounts for sole traders, partnerships, companies. • To develop an ability to assess the financial position of an organization from drawn final accounts. • To prepare everyday accounts of an organization and explain them to a person without accounting knowledge. • To apply accounting principles to the solution of relevant problems. 				

	<ul style="list-style-type: none"> • To make elementary decisions which are based on accounting information and support these with rational argument. • To prepare and interpret objectively final accounts 		
Prerequisites	CACC-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. Incomplete Records (single entry) 2. Accounts of Non Trading organizations. Trading Account, Income and Expenditure Account, Receipts & Payments Account. Define Subscriptions. Statement of Financial Position 3. Manufacturing account. Define variable and Fixed/Overhead Manufacturing Expenses, work in progress. Provision for Unrealised Profit Account 4. Capital and Revenue Expenditure 5. Ratio Analysis 6. Stock Valuation. Basic Principle of Stock Valuation, Net Realisable Value, goods on sale or return. Stock Valuation Statement 7. Limited Liability Companies, an Introduction 8. Partnerships, an introduction 9. Cost Accounting. Cost units. Cost centers. Cost classification 10. Costing for Materials, Labor, Overheads 11. Break-Even Analysis 12. Cash Budgets 13. Standard cost and Variance Analysis 		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Reimers, Jane L., (2018) Financial Accounting: A Business Process Approach, 3rd Edition, Textbook ISBN-13:9780136115274</p> <p>Wood, F. (2012, 12th ed.). <u>Business Accounting</u>, Volume 1, Prentice Hall, ISBN-13: 9780273759188</p> <p>Horngren C., Harrison W., <u>Accounting</u>, 10th edition, Prentice Hall, 2015.</p> <p>Jerry J. Weygandt, Paperback Volume 1 of Accounting Principles Chapters 1-12, 10/E, Wiley, John & Sons, 2011</p>		

John J. Wild, Ken W. Shaw, Barbara Chiappetta, Fundamental Accounting Principles, Volume 1: Chapter 1-12 with Working Papers, 20/E, McGraw-Hill, 2010

Robert Libby, Patricia Libby, Fred Phillips, Stacey Whitecotton, Principles of Accounting Ch 1-17, 1/E, McGraw-Hill, 2009

Assessment policy

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

Estimated student's work time distribution in hours:

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

Language

ENGLISH

Course title	Small Business Management				
Course code	CMGT-200				
Course type	Required				
Level	Bachelor				
Year / Sememster of study	3 rd Semester				
Lecturer's name	Dr. Anthony Koyzis / Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The ultimate scope of this course is the analysis of the most important determinants that shape the beginning and eventual operation of a small business and the ways that employee and managerial ideas are turned into opportunities. Essentially, students will become aware of the content, nature and scope of entrepreneurship and its association with issues such as culture and diversity.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Appreciate entrepreneurial characteristics and behaviors and identify entrepreneurial and enterprise ambitions • To acquaint students with the problems of small businesses, particularly with tasks in the business, start-up and successful development of small trade company. • Recognize and engage in entrepreneurial and enterprise activity • Understand business ventures and the approaches of a number of entrepreneurs • Recognize and appreciate the importance of entrepreneurship and enterprise and understand international business methods, cultures and practices 				

Prerequisites	CBUS-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. Elements of Entrepreneurship and the Environment of Business 2. Failure and Success in Small Business 3. Forms of Business Organization - Becoming a Limited Company 4. Market Positioning 5. Getting the right Idea and evaluating business ideas 6. Types of setting up a new business: <ol style="list-style-type: none"> a. Setting up a new business b. Buying a business, rent a business c. Franchising as a way of running a business d. Preparing a Feasibility Study- Raising Capital- Obtaining a Loan e. Location & Layout f. Purchasing Methods g. Marketing and Merchandising h. Advertising and Promotion i. Human Resource Management j. Inventory Control and Accounting Records and Control k. Valuing a Business for Sale l. Business Expansion – Mergers and Acquisitions m. Tax Management 		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required:</p> <p>Ebert, R. & Griffin, R. ,<u>Business Essentials</u>, Pearson Higher Education. (2016, 11th ed. ISBN: 9781292152240)</p> <p>Recommended:</p> <p>Longenecker J. , <u>Small Business Management</u>, Thomson Learning</p>		

(2016, 18th ed. ISBN: 9781305405745) & William J. Petty, Leslie E. Palich, Frank Hoy

Richard M Hodgetts, Donald F Kuratku, Effective Small Business Management

(2008, 7th ed. ISBN: 9780030319396) Harcourt College Publishing)

T.W.Zimmerer and N.M.Scarborough, Essentials of Entrepreneurship in Small Business. McGraw Hill, 2005.

Assessment policy

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

Estimated student's work time distribution in hours:			
Contact hours		Student's private time	
Lecture	39	Private study	39
Mid-Term Test	2	Homework / Assignments / Projects	38
Final Exam	2	Test preparation	12
		Final Exam Preparation	18
Total:	43	Total:	107

Language of instruction

ENGLISH

Course title	Public Relations & Publicity				
Course code	CMKT-220				
Course type	Required				
Level	Bachelor				
Year / Semester of study	3 rd Semester				
Lecturer's name	Dr. Michalis Chrostophi / Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course provides an understanding of the effects arising from the application of public relations both in the private and the public sector. Emphasis is given in the relationship between businesses and media in shaping their image towards the external environment and the importance of issues such as corporate social responsibility in the strategic planning and development of businesses.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Identify and appreciate the role of public relations to the overall success of an organization • Outline the general theories and the fundamental elements of public relation • Discuss and analyse real life case studies of concrete public relations campaigns • Appreciate the importance of publicity in the contemporary world, especially in relation to the development of mass media • Understand and effectively use the basic principles, practices and various tools of public relations, with emphasis on preparing effective media publicity 				

Prerequisites	Sophomore Standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. Public Relations – definition and history of the field 2. Systems and models of communication: 3. Cultural context – Interpretation – Subliminal persuasion 4. General theory – mass media – Publics – Basic/ composite media 5. Public Interaction/ Presenting information: Speeches, Press Conferences, Group meetings 6. Transmitting messages / Information through different media and the importance of social media 7. Advertising and packaging the information 8. Campaigns and the constructions of News 9. Publicity as a historical phenomenon 10. Public Relations – Ethics and the Law. 11. Consumer, Government and International Relations 12. Public Relations Writing 13. Public Relations and the Internet 14. Crisis Management 		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required:</p> <p>Seitel, F., <u>Practice of Public Relations</u>, Prentice Hall, (2016, 13th ed. ISBN: 9780134170114)</p> <p>Recommended</p>		

Center, A., Jackson, P., Smith, S. & Stansberry, F. (2014, 8th ed.) Public Relations Practices, Prentice Hall. ISBN-13: 9780133127645

Giannini, (2010, 1st ed.) Marketing Public Relations, Pearson Publishing. ISBN-13: 9780136082996

Colin McIver, Case studies in Marketing, Advertising and Public Relations

Assessment policy

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

Estimated student's work time distribution in hours:

Contact hours		Student's private time	
Lecture	39	Private study	39
Mid-Term Test	2	Homework / Assignments / Projects	38
Final Exam	2	Test preparation	12
		Final Exam Preparation	18
Total:	43	Total:	107

Language

ENGLISH

Course title	Advertising				
Course code	CMKT-230				
Course type	Required				
Level	Bachelor				
Year / Semester of study	3 rd Semester				
Lecturer's name	Mr. Marios Stavrakis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course is an introduction to the concept of advertising. It explains the history, the evolution and the role of advertising in today's business environment. Students will gain an understanding of the problems and principles of effective advertising, including a study of advertising media, and evaluation of the advertising program.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Understand and appreciate the role of advertising in an ever-changing business environment • Use market and financial data to set and monitor advertising objectives • Provide an overview of basic advertising principles and show how they are applied in the real world. Students are asked to apply these principles themselves, both inside and outside the classroom. • Develop tactical level advertising plans appropriate to the specific marketing objectives • Be able to prepare an advertisement for magazines and to produce a 30 seconds commercial • Be able to prepare the overall advertising campaign of a product that is going to be promoted in the market 				

Prerequisites	CMKT-100	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. History and Role of Advertising 2. Target Marketing; The Advertising Agency 3. The Advertiser's Operation; Basic Media Strategy 4. Using Television and Radio 5. Using Social Media Platforms 6. Using newspapers and Magazines 7. Outdoor and Direct response Advertising 8. Sales Promotion 9. Research and Creating the Copy 10. The Complete Campaign 11. The Television and Radio commercial 12. Trademarks, Packaging; Retail Advertising 13. International Advertising; Legal Advertising 14. Advertising Effectiveness 15. Temp Paper 		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		

Bibliography

Required:

Clow, K. & Baack, D. (7th ed., 2016). Integrated Advertising, Promotion and marketing Communications, Prentice Hall. ISBN-13: 9780133866339

Recommended:

Williams F. Arens, Contemporary Advertising, 10th/ed, McGraw Hill, 2006

M.Pricken, Creative Advertising, 2004. Wells, Moriarty, Burnet, Advertising Principles & Practice, 7th/e, Pearson Intl, 2006

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

Language ENGLISH

Course title	Managerial Accounting I				
Course code	CACC-200				
Course type	Required				
Level	Bachelor				
Year / Semester of study	5 th Semester				
Lecturer's name	Mr. Marios Athanasiou / Mr. Michalis Pekris				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>This course provides an essential understanding of managerial accounting and its importance in affecting the economic decisions of businesses, especially at an internal level. Students will be introduced to relevant frameworks and the ways that they can utilize associated information to inform operational, tactical and strategic decisions in various competitive environments.</p>				
Learning outcomes	<ul style="list-style-type: none"> • To develop an understanding of cost accounting, the terminology used and methods by which costs of operations, processes, departments, products or services are ascertained using the absorption principle • To use a range of techniques to account for the costs of direct material and labor • To prepare and interpret a range of budgets and variances as part of budgetary control • To use marginal costing and breakeven analysis to evaluate and solve realistic problems 				

Prerequisites	CACC-102	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. Introduction to Cost and Management Account 2. Costing for Materials 3. Costing for Labor 4. Costing for Overheads 5. Pre-determined O/H costing 6. Job order costing 7. Process costing 8. Cost of joint and by Product 9. Accounting for work in progress 10. Cost-Volume-profit Analysis 11. Measuring Relevant Cost and Revenues for Decision Making 12. Pricing Decisions and profitability Analysis 13. Capital Investment Decisions 		
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Bibliography	<p>Required:</p> <p>Braun, K., & Tietz, W. (2015, 4th ed.). <u>Managerial Accounting</u>, Prentice Hall. ISBN-13: 9780133803808</p> <p>Recommended:</p> <p>Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young, <u>Management Accounting: Information for Decision-Making and Strategy Execution</u>, 6/E, Prentice Hall, 2012</p> <p>Ray Garrison, <u>Managerial Accounting</u>, McGraw-Hill (2017, 16^h ed. ISBN: 9781260153132)</p>		

M. Suzanne Oliver, Charles T. Horngren, Managerial Accounting, 1/E, Prentice Hall, 2010

Assessment policy

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

Estimated student's work time distribution in hours:

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

Language

ENGLISH

Course title	Business Communication				
Course code	CENG-220				
Course type	Required				
Level	Bachelor				
Year / Semester of study	5 th Semester				
Lecturer's name	Mrs. Elena Pardali				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The course aims to develop students' oral and written communication skills while at the same time enlarge their knowledge of the business world. The emphasis will be on improving both organizational and language skills needed for students to perform more efficiently in the world of international business. The units will focus on business topics such as Marketing, Advertising, Negotiating, Team Building, Meetings, Brand Management, Presentation, Economics Issues, etc.</p>				
Learning outcomes	<p>Through the use of authentic material, all four language skills will be developed and the language encountered will be most relevant to the business world. It will give scope to practice the language and communication skills. It will develop interpersonal skills as the majority of activities will encourage interaction and communication.</p>				
Prerequisites	Sophomore Standing	Corequisites	NONE		
Course content	<ol style="list-style-type: none"> 1. Provision of a variety of realistic writing tasks e.g. writing letters, memos, advertisements, articles, reports. 2. Vocabulary enrichment tasks include matching words from the text to their definitions of synonyms, finding word partnerships, and word-building. 3. Listening material consisting of recorded interviews with business people. 				

	<p>4. Reading authentic texts taken from prominent business publications and the media.</p> <p>5. Speaking which will include activities such as discussion, problem-solving, role-play using a variety of business skills.</p>												
Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.												
Bibliography	<p>Required:</p> <p>Jones, L. & R. Alexander (2011). <u>New International Business English Student's Book: Communication.</u></p>												
Assessment policy		<table border="1"> <tr> <td data-bbox="660 684 802 762">50 %</td> <td data-bbox="805 684 1276 762">Final Exam</td> </tr> <tr> <td data-bbox="660 762 802 846">0 – 40 %</td> <td data-bbox="805 762 1276 846">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="660 846 802 930">0 – 30 %</td> <td data-bbox="805 846 1276 930">Assignments / Projects</td> </tr> <tr> <td data-bbox="660 930 802 1014">0 – 20 %</td> <td data-bbox="805 930 1276 1014">Homework</td> </tr> <tr> <td data-bbox="660 1014 802 1094">0 – 10 %</td> <td data-bbox="805 1014 1276 1094">Class Attendance & Participation</td> </tr> </table>	50 %	Final Exam	0 – 40 %	Mid –Term / Tests / Quizzes	0 – 30 %	Assignments / Projects	0 – 20 %	Homework	0 – 10 %	Class Attendance & Participation	
50 %	Final Exam												
0 – 40 %	Mid –Term / Tests / Quizzes												
0 – 30 %	Assignments / Projects												
0 – 20 %	Homework												
0 – 10 %	Class Attendance & Participation												

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

Course title	Human Resource Management				
Course code	CMGT-212				
Course type	Required				
Level	Bachelor				
Year / Semester of study	5 th Semester				
Lecturer's name	Dr. Ioannis Violaris/ Dr. Constantinos Charalambous				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The course will examine ideas of International Human Resource Management (HRM) in the context of the global business environment and the policies of organisations for the management of people. The issues involved in managing international human resources strategically will be explored. In addition, the links between HR practices and organisational performance will be reviewed. Ideas of best practice in managing people internationally will also be analysed.</p> <p>Specifically, this course assesses the significance of national and international models of HRM, different employment systems and the role of the multi-national corporation. There is a focus on the understanding and analysis of the implications of the global economy, labor standards and the relative convergence of national and organizational practices and policies.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Understand the modern activities concerning the management of people, which includes functions such as recruitment, selection, compensation, development, research, audit, safety, industrial health, performance appraisal, legal environment and labor relations. 				

	<ul style="list-style-type: none"> • Discuss the conceptual problems of comparative analysis of organizational Human Resource practice and national employment systems • Evaluate the HRM models, policies and procedures, under national, cultural, political, institutional and legal constraints • Assess the importance of political ideology as an influence on government actions, policies and legislation and examine the role of management, trade unions and the state 		
Prerequisites	Sophomore standing	Corequisites	NONE
Course content	<ol style="list-style-type: none"> 1. Concept, scope and Importance of HRM. 2. Manpower Planning, Job analysis, Job description and job specifications. 3. Recruitment and selection tests and interviews, Induction and placement. 4. Training and Development, Identifying needs, Methods of Training and Development 5. Motivation 6. Performance Appraisal, Merit rating, Employee service Performance, Effective performance Appraisal. 7. Wages and Salary Administrations, Incentive Schemes, Profit Sharing, Employee Benefits. 8. Discrimination 9. Employees Rights 10. Industrial Relations System, Trade unions, Collective Bargaining. 11. Health and Safety Issues 		

Lecturing methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.
Bibliography	<p>Required:</p> <p>Dessler, G. (14th ed., 2015). <u>Human Resource Management</u>, Pearson Higher Education. ISBN-13: 9781292018430</p> <p>(2017, 16th ed. ISBN: 9781292018430)</p> <p>Recommended:</p> <p>Mondy, R.W., <u>Human Resource Management</u>, Pearson Higher Education. (2015, 14th ed. ISBN: 9780133848809)</p> <p>Beardwell, J. and Thompson, A. , <u>Human Resource Management: A Contemporary Approach</u>, Pearson Higher Education. (2017, 8th ed. ISBN: 9781292119564)</p> <p>Peter Dowling , Marion Festing, (2017) International Human Resource Management, ISBN10 1473719026</p>

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

Course title	Operations Management				
Course code	CMGT-350				
Course type	Required				
Level	Bachelor				
Year / Sememster of study	7 th Semester				
Lecturer's name	Dr. Anthony Koyzis				
ECTS	6	Lectures/ Week	3 hours per week	Laboratories/ Week	N/A
Course aim	<p>The course is designed to provide students with an understanding of the concepts and techniques of operations and production management and the ways to measure and improve internal operations and those in the value chain. It covers issues in both the manufacturing and service environment operations and introduces the students to the relevant tools and techniques of operational improvement and performance management.</p>				
Learning outcomes	<ul style="list-style-type: none"> • Demonstrate an understanding of the nature of operations management in a variety of concepts • Understand quality management tools and techniques and their application in a variety of operational contexts • Appraise the application of theoretical approaches, tools, techniques and practices of operations management in the service and manufacturing environment • Evaluate and select the appropriate tools and techniques for diagnosing operational problems and for improving business processes 				

	<ul style="list-style-type: none"> Assess the business in terms of its value chain and the associated tools, techniques and practices for managing and improving it 		
Prerequisites	CMGT-100	Corequisites	NONE
Assessment policy		50 %	Final Exam
		0 – 40 %	Mid –Term / Tests / Quizzes
		0 – 30 %	Assignments / Projects
		0 – 20 %	Homework
		0 – 10 %	Class Attendance & Participation
Language of instruction	ENGLISH		

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

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

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

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

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

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