

# Course Catalogue for Erasmus students - 2021/22/1

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## SKIB101 Academic Skills 1

ECTS credits: 4

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### Aims of the module

To equip students with the essential study skills required for successful study in a university environment. To enable students to understand the importance of independent learning in higher education and to develop their reading and writing skills, using appropriate strategies, for collecting information, organising ideas, planning writing and structuring paragraphs.

### Indicative assessment scheme

Coursework: 100 Exam: 0

### Indicative content

- Learning styles
- Self management (time management, reflective skills)
- Basic research skills - Selecting and using on-line and off-line sources
- Reading effectively
- Taking control of the writing process
- Developing paragraphs

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## SKIB109 Academic Skills 2 (BU4)

ECTS credits: 4

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### Aims of the module

Building upon the Academic Skills 1 module, the module further develops processing (critical reading and thinking) and productive (critical writing) skills. Students will have the opportunity to apply their writing, referencing, and information management skills to a more extended research paper with a view to preparing them to successfully complete written assignments in other courses of their programme. Because the ability to critically assess, advance, and substantiate claims is central to participating both in a tertiary education and in a real-life business context, emphasis will be placed on identifying, analysing, and evaluating the arguments put forward in sources located by the student and the ways in which these may be used to support a coherent argument and on communicating effectively both in a written and an oral form.

### Indicative assessment scheme

Coursework: 100 Exam: 0

### Indicative content

- Finding and evaluating sources of evidence
- Critical selection, interpretation, and noting of source material
- Identifying cogent arguments, fallacious arguments, and non-arguments
- Recognising underlying assumptions and implicit arguments

**Aims of the module**

To introduce students to the use of accounting information for both external and internal purposes. Students will be made familiar with the basics of financial accounting and the requirements of external reporting. Following this a detailed introduction to management accounting will be offered, which aims to develop students' understanding of the role of accounting in the management of a business organisation and the techniques used in assisting the management of organisations in planning, control and decision-making activities. Students will also be given an opportunity to apply the techniques learnt on the module.

**Indicative assessment scheme**

Coursework: 60 Exam: 40

**Indicative content**

- Accounting: External and Internal Needs
- The Balance Sheet and the Double Entry Bookkeeping Principle
- The Income Statement and the Statement of Changes in Equity
- Cost Accounting – Cost Classification, Definitions
- Cost Allocations, Absorption and Marginal Costing, ABC Costing
- Cost-Volume-Profit Analysis
- Standard Costing and Variance Analysis

**Aims of the module**

What is the 'art world' and what is understood under this umbrella terminology in the 21st century? The module explores the current state of the visual art world with a concentration on fine art. During seminars, field trips and travels, key institutions, managers and artists are introduced, and there is a concentration on varying managerial strategies for delivering art to the public. What is shown, how and why are discussed and contrasted. There is a focus on the art of old times, modernism and contemporary art, and it is pondered upon just what might be effective ways for delivering art in the 21st century.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Various forums for showcasing art: museum, gallery, biennale, digital etc.
- Why is the 'art of the past' shown today?
- Modernism - its drives and art
- Contemporary art
- Effective ways of showcasing art

**Aims of the module**

To introduce students to the business function and structure of the banking industry and extending that knowledge to management of financial risk. The module also aims to facilitate analysis of the operation of commercial banks, to identify different strategies determining different sizes, goals, customer and business bases. Students will also be enabled to identify the financial risks that can emerge through the nature of the business and to recognise similar risks existing in normal trading and manufacturing organisations. Students will also be given the opportunity to study management issues involved in avoiding substantial losses made as a result of inadequate financial management. As such the course will be of practical use to those students entering the Financial Services industry as well as users of the services of that industry. The underlying emphasis in the teaching will be based on providing an understanding of the theoretical foundations thus linking into economics, investments, trade and risks.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Bank Strategy and Organisational Structures
- Financial Structures of Banks and Operating Performance for Financial Institutions
- Management of Financial Risks
- Financial Risk Exposures and Management
- Capital Adequacy: Measures, Rules and Their Effects
- Credit Risk
- Quantifying and Reporting of Financial Risks

**Aims of the module**

To enable students, through teaching the basic concepts and theoretical frameworks of Business Ethics and analysing a variety of ethical dilemmas and wrongdoings, to critically evaluate individual and organisational behaviour and business processes from an ethical perspective. In so doing the module hopes to nurture the development of future ethical managers capable of acting with integrity and contributing to managing responsible organisations.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Ethical issues in Business Ethics: the organisation and its external environment
- Individual and organisational values shaping behaviour
- Ethical decision-making
- Theoretical frameworks of Business Ethics
- Managing ethical companies and the benefits of ethical behaviour

**Aims of the module**

The module will examine the role of corporate communication in organizational contexts. It will cover traditional academic theories, contemporary ideas and provide an opportunity for discussion of corporate communication from the point of view of today's practice.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Corporate Communication as a strategic business tool
- Relationship of Marketing, PR and Corporate Communication
- Corporate Branding
- Internal Communication
- Crisis, Issues and Reputation Management
- Consumer Public Relations
- Media Relations (Traditional and Social media)
- Corporate Responsibility
- Public Affairs
- The Ethical Dimension of Corporate Communication

**Aims of the module**

The module aims to introduce students to the main theoretical concepts underlying the financial decisions of a firm, particularly those related to its financing and the use of its funds. Student learning will be facilitated by putting these issues into a practical context.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Introduction to risk and return
- Capital asset pricing model and weighted average cost of capital
- Debt policy; the Modigliani–Miller Theory
- How corporations issue securities and how to price these securities
- Basics of international financial management
- Basics of options

**Aims of the module**

The aim of this first year module is to provide an introduction to the different decision-making situations and to the various techniques used in them. The goal is to familiarise students with the context in which decisions are taken, to make them understand what uncertainty is and why it's important and how the quantity and scope of the information gathered impacts the quality of the actual decision making process.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- The decision making situation
- Decision matrix, decision tree, T-Charts and other tools
- Present, future and expected values
- Cost-benefit analyses
- Strategic situations, multi-person decisions
- Asymmetric information

**Aims of the module**

To deliver a holistic understanding of the EU's institutional set up, decision-making mechanisms and the most important common policies. The module will also examine the challenges facing the EU now and in the future and the need for reforms. The module will also enable students to develop a critical approach towards the functioning and the policies of the EU.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Pre-history of European integration
- Developments on the basis of the Treaties (deepening) and enlargements
- The institutional set up and decision-making mechanisms of the EU
- The EU budget
- EU policies: competition policy, customs union, external trade policy, single market, etc.

**Aims of the module**

The module will deliver the basic elements of finance needed by managers. It will cover the history of finance, personal finance, financial markets. Students will also be introduced to the concepts of Net Present Value and company-specific application of the financial budget.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- History of money
- Basic concepts of accounting
- Financial Analysis using financial Ratios
- Personal Finance
- Financial markets and financial instruments (basic valuation of bonds and stocks)
- Net Present Value and its applications
- Company specific application of the financial budget
- Company financing: funding options available

**Aims of the module**

The aim of the Module is to provide the skills and knowledge necessary for students to analyse, interpret and criticise accounting information, both internal and external. The module aims to build on knowledge acquired previously and continue the discussion of accounting results in the dual structure already seen in the Accounting for Managers module, i.e. both financial and managerial accounting issues will be discussed in this module.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- The Elements of Financial Statements: Producers, Customers and the Caveats
- Financial Statement Analysis: What You Can Learn From Externally Published Accounts
- Relevant Costing for Decision-making
- Budgeting and Budgetary Control
- Performance Measurement

**Aims of the module**

Provide a methodological and theoretical foundation for international relations  
Highlight the evolution of international relations  
Encourage students to question the nature of the relations between states  
Investigate the reasons behind power and conflicts

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Actors and interests in international politics
- Foreign policy decision-making
- US, EU, Russian and Chinese foreign policy
- Economic and military parameters of power
- Emerging global Issues

**Aims of the module**

The purpose of this module is to provide an insight into how people can be effectively managed at work.

Students will be encouraged to think about events occurring in organisations from a human resources perspective and to help develop strategies for managing these events. An understanding that there is no "correct" way of managing human resources in organisation will be delivered and that in fact there are alternative managerial approaches to particular areas of HRM. Students will be introduced to ways to analyse the various costs and benefits typically associated with any given approach.

**Indicative assessment scheme**

Coursework: 60 Exam: 40

**Indicative content**

- The Strategic Importance of Managing and Planning Human Resources
- Recruiting and Selecting Employees to Fit the Job and the Organisation
- Training and Developing a Competitive Workforce
- Conducting Performance Management and Designing Compensation Systems
- Managing Human Resources of Global Organisations

**Aims of the module**

Develop an understanding of the concepts, theories and explanatory practice of global political economy in relation to the major themes of the discipline. Enable students to analyse the interaction of international economic and political factors that shape the global economy.

Develop a range of appropriate diagnostic/analytical skills to analyse the global economy.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Introduction to GPE - concepts, methods and theories
- Historical overview
- Global trade
- The global financial system
- Transnational production
- Global division of labour
- Economic development
- Global environmental change
- Global security and global governance

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**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

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**Aims of the module****Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

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**Aims of the module**

This module introduces students to the technical basics of Information Technology like computer hardware, software and networking tools.

Basic skills in using office automation software packages) and searching the Internet will be delivered, with a focus on personal information management, word processing and presentations.

**Indicative assessment scheme**

Coursework: 60 Exam: 40

**Indicative content**

- Computer hardware, software and ergonomics
- Computer networks, mobile computing
- Data security
- Information Systems, File Management
- Creating presentations, Managing documents
- Managing Personal Information
- Online software solutions

**Aims of the module**

To examine all major parts and elements of international public law from the aspect of politics.  
To deliver an understanding of scope and limitations of the actions of states and international organisations.

**Indicative assessment scheme**

Coursework: 60 Exam: 40

**Indicative content**

- The development and characteristics of international law
- Sources of international law
- States as subjects of public international law
- International organizations on a global level
- Various aspects of international law

**Aims of the module**

The primary aim of this General Orientation Option (GOO) module, is to serve both as an introductory module for the selected programme and also to broaden the students' general knowledge.

This module aims:

- to give first-year students a grasp of the main conceptual approaches, schools, methods, and sub-disciplines in Politics.
- to critique common assumptions and understanding of political institutions and processes
- to provide a foundation of the kind of analytical skills they will require in subsequent years.
- to familiarize students with key subject areas within political science

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Introduction: What is Politics?
- Political Systems and Tendencies
- Political Legitimacy and the Historical Rise of the State
- Legislature, Executive, and Judiciary
- The Politics of Equality and Group Differences
- Citizen Participation and the State: Parties, Interest Groups, and Elections

**Aims of the module**

The primary aim of this General Orientation Option (GOO) module, is to serve both as an introductory module for the selected programme and also to broaden the students' general knowledge.

The 21st century is dominated by a culture of images. Visual cultural studies explore how the images that surround us project different world-views, value-systems and interpretations of our reality. The module will enable students to map the chain of meanings behind visual imagery by looking at the different kinds of imagery that surround us (painting, sculpture, photography, advertising, film), revealing the complexity of human creativity, the world of fantasies and the power of images.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- What is visual culture?
- Visual culture and the arts
- What is an image?
- Interpreting visual culture
- Images of different cultures

**Aims of the module**

To provide an introduction to the investment and securities business and a range of financial products. To deliver a theoretical background on valuation of different securities, portfolio management and risk management and increase the range and depth of knowledge about financial markets and their participants.

**Indicative assessment scheme**

Coursework: 60 Exam: 40

**Indicative content**

- Financial instruments, markets and actors
- Efficient Market Hypothesis, conditions and resulting equilibrium. The behavioural critique.
- Pricing bonds and managing bond portfolios
- Equity valuation: macro environment, DCF and ratio-based approaches
- Derivative instruments, forwards, futures and options
- Fund management and portfolio performance evaluation

**Aims of the module**

The module aims to provide practical knowledge for future managers by focusing on business issues involving legal aspects, and by raising students' awareness of legally relevant issues.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Sources and system of law
- The making, the execution and the enforcement of law
- Entities (individuals and organizations) and property in business
- The law of contract
- Labour law

**Aims of the module**

The aim of the module is to get a broad insight into the world of business through highlighting the key layers.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Sustainability in the context of business,
- Leadership, organisational culture
- Balance sheets and finance basics
- Conversing with markets and customers
- Layers of the business environment; markets, competition, SWOT analysis

**Aims of the module**

The module aims to provide insights in general economic issues that managers and businesspeople face in their day-to-day operations. Students will be encouraged to reflect on the complexity of each issue, to weigh advantages and disadvantages of possible solutions to an economic problem and to learn more about the lessons of some critical economic events and decisions.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Economic growth, its sources and alternatives
- Patterns of sustainable and unsustainable economic growth
- The role of the State: impact of economics on government policy and vice versa
- Taxation: macro policy and micro reactions

**Aims of the module**

This module combines theory and practice. The theoretical part introduces students to the nature and purpose of information systems. It provides knowledge of the types of information systems used in business, their components and their relationships to the organisations they are applied within. It also offers an overview of the process of systems development along with the relevant security issues. The practical part will focus on spreadsheets (MS Excel or equivalent) and their usage for basic managerial decision making. In addition, students will also be given an opportunity to take part in exercises with a database management package (MS Access or equivalent) enabling them to experience how information systems can support business operations.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Business processes and operational information systems
- Collaboration systems and knowledge management
- Decision support systems & business intelligence
- Social media information systems
- Systems development, computer system evaluation and acquisition
- Security of information systems
- EXCEL: terminology, basic functions, data sort and filter, charts, statistical functions, goal seek
- ACCESS: data manipulation in a sample database, generating queries, forms and reports

**Aims of the module**

This module aims to give an introduction to the marketing concept and an exploration of the principles and practices of marketing. The module is designed to provide an overview which can be used by non-specialists who may be required to oversee or manage marketing functions.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- The 4 Ps
- The other 3Ps (Service Marketing)
- Ethical marketing
- Elements of Marketing Research
- Segmentation, Targeting & Positioning
- Pricing
- The Marketing Plan
- Branding, Integrated Marketing Communications
- International Marketing Decisions
- Business To Business Marketing
- Retail Marketing

**Aims of the module**

To develop a comprehensive understanding of Organisational Behaviour (OB) processes and practices, the module focuses on the behavioural characteristics of organisational life. Examining both a managerial and a critical point of view, the module delivers an understanding of human and behavioural issues, which co-exist in organisations on the three levels of the individual, the group, and the whole organisation in its complex environment.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Rational and social organisation
- Personality and motivation
- Power, politics, and ethics
- Knowledge and learning
- Leadership and managing change
- Challenges for managers in the 21st century

**Aims of the module**

The course introduces presentation skills to students in their second semester on the BSc level. Students will have to identify a business scenario and deliver a presentation in a specified business context. Because the ability to effectively deliver claims orally is central to participating both in a tertiary education and in a real-life business context, emphasis will be placed on using coherent arguments and communicating them effectively in an oral form. The assessment of the Academic Skills - Presentations module is a joint assignment with the Academic Skills 2 module. Academic Skills 2 focuses on argumentation skills and requires students to write an extended argumentative essay on a thesis statement of their choice from a set list of topics. For the Academic Skills – Presentations module, students need to develop their presentation on a topic from the same list (preferably but not necessarily the one they write their own paper on), where the role of the presenter, the audience and the context are also specified.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Audience analysis, credibility, and rhetoric
- Structuring the presentation
- Visual aids
- Delivery (voice and body language)
- Handling questions

**Aims of the module**

To provide an introduction to the structure and functions of the Travel & Tourism Industry, internationally, domestically and locally. Students will be enabled in identifying career possibilities and the touch-points with other industries and disciplines. To provide a foundation of understanding upon which the programme specialisations can be built, including the history of tourism and travel for leisure.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Historical background & rationale for tourism
- Role of transportation in tourism product development
- The 4A's framework for developing & analysing tourism products
- Impacts on HR, finance and other business functions
- Good and bad practice examples of tourism product development

**Aims of the module**

The module will examine the importance of the project in the modern organisation and the interdisciplinary nature of project management. It will cover the essential knowledge and skills needed for a project manager from both human and technical perspectives. A forum will also be provided to discuss how projects are chosen, planned, monitored and controlled in order to be completed successfully.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Projects in contemporary organisations, project life cycle, project organization
- Concept phase and defining project scope
- Project planning: WBS, scheduling, resource allocation and risk planning
- Monitoring project performance (costs, physical progress, milestones) and closure

**Aims of the module**

To provide a broad overview of terms, theories, concepts and models of organisation psychology at the macro level.

To provide professional understanding of human behaviour at the workplace.

To identify and explore the relationship between organisational structures, performance and psychological issues.

To enhance students capability to practically apply theories and concepts of organisational psychology to organisational issues.

To develop an interest in and basic understanding of organisation development and change programmes.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- Individual characteristics at the workplace (attitudes, emotions)
- Theories and role of personality
- Motivation
- Perception, decision making and conflict management
- Management theories, power and leadership
- Organisational change and change management



**Aims of the module**

The goal of the course is to provide mathematical background for complex interest calculating problems (amortization, inflation, pension) and to set up models for financial issues that needs probability calculation.

The module concentrates on interest calculation, probability distributions and the different type of means.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- The time value of money
- Probability distributions
- Expected value, variance and standard deviation
- Elementary portfolio mathematics, means

**Aims of the module**

To deliver an appreciation of the value properly gathered data can provide for a business with regard to improving operational processes, increasing revenues, directing new developments or retaining valued customers. This module will teach statistical techniques for describing and measuring data, and provide an overview of probability concepts.

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Mathematical model building: basic elements of models and of linear programming
- Data collection: methods and practices
- Data presentation and analysis
- Probability and probability distributions

**Aims of the module**

To focus on the historical background of the globalization process. Student will have an opportunity to analyse the dynamics of traditionalism, modernity and globalisation, “the rise and fall” of great powers and the “clash of civilisations”. The students will learn to examine the challenges of the 21st century

**Indicative assessment scheme**

Coursework: 50 Exam: 50

**Indicative content**

- Traditionalism, modernisation and globalisation (the hidden structures of the dynamics of history)
- The globalisation of world politics and definitions
- The evolution of international society and borders
- The global trade and finance, core and periphery and “side-effects” of globalisation
- The power and spatial structure of the cold war and divided nations
- Dilemmas of the post cold-war period and the role of Central Europe
- International political economy in the age of globalisation and regionalisation
- The West and the rest, and the conflict of the North and the South
- The United Nations and international organisations

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**CULB113 World Geography and Economic Development****ECTS credits: 3**

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**Aims of the module**

The course aims to help the students understand the similarities and differences between and within the major regions of our mosaic-like world with an economic and geographical approach, concepts and tools. The topics will center around the regional differences of wealth and poverty, the use of resources, the production, distribution and consumption of goods and the flow of labour and capital. The sessions aim to introduce students to a holistic approach calling their attention to the relationship between the world's different environments, landscapes, people and cultures and the geographic pattern of economic development.

**Indicative assessment scheme**

Coursework: 100 Exam: 0

**Indicative content**

- The social and economic role of Globalisation
- Population Movements, causes and results, including persecution & disease
- The global impacts of developments in Transport & Communication
- Climate change, possible causes and effects
- World religions and their impacts on people and politics
- Ensuring sustainability of Natural Resources