

Course Catalogue for Erasmus students - 2025-26/1

FINB118 Accounting and Finance for Managers

ECTS credits: 5

Aims of the module

The aim of the module is to introduce students to the use of accounting and finance information and concepts for both internal and external purposes. Students will have an introduction to the accounting process and financial statements, costing concepts, and financial budget planning. In addition to this, basic concepts and theories in finance will be covered, such as: time value of money, annuity, loan amortization, net present value. Students will also have the chance to learn about financial markets and intermediaries, company financing needs, bonds, and shares.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Introduction to Accounting and Double Entry Bookkeeping
- Financial Statements
- Cost Classification and Cost-Volume-Profit Analysis
- Time Value of Money
- Investment Criteria (Net Present Value, Internal Rate of Return, etc.)
- Financial Markets, Bonds and Shares Valuation
- Financial Needs of a Corporation

MANM129 Alternative Organizing

ECTS credits: 5

Aims of the module

To be added soon

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

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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

The aim of the module is to prepare students for mathematical modelling through real-life problems. In addition to demonstrating and mastering the use of basic mathematical tools (interest calculation, equations, function analysis, probability), students will have the opportunity to combine abstract calculations with practical knowledge through experiments and interactive programmes. The module will lay the foundation for future courses in statistics and other subjects requiring quantitative knowledge.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Series, percentages
- Calculation of interest and annuities
- Solving equations, inequalities, and systems of equations using ICT tools
- Interpreting and creating charts and graphs using ICT tools
- Function analysis with ICT tools
- Probability calculation
- Probability distributions

Aims of the module

The module aims 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: 50 Exam: 50

Indicative content

- Accounting: External and Internal Needs
- The Financial Statements
- Inventory Valuation, Depreciation, Accruals
- Cost Accounting – Cost Classification, Definitions
- Cost Allocations, Absorption and Marginal Costing, ABC Costing
- Cost-Volume-Profit Analysis
- Decisions Based on Accounting Information: Short-term Decisions, Pricing, Limiting Factors

Aims of the module

The aim of this module is to introduce the economic way of thinking about issues such as the national economy, sustainable development, the ideal performance vs. failures of local and global markets. For that purpose, the basic terminology and tools of economic analysis that can be applied in subsequent modules and professional life will be practiced.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Introduction to the “economic way of thinking” and markets.
- Supply – Demand analysis
- Market failures, government interventions
- The national economy, measuring macroeconomic performance
- Drivers and constraints of sustainable economic growth
- The dilemmas of economic policy

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 aims to equip students with the essential skills in data visualization and interpretation necessary for presenting data-driven insights. Through this module, students will learn how to transform complex data into compelling visual stories that can be easily understood by various stakeholders. The module will cover data collection, visualization techniques, and the use of industry-standard tools. By engaging in practical exercises, students will develop the ability to present data-driven insights in a clear and persuasive manner, enhancing their strategic thinking and communication skills.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Data collection: methods and practices
- Exploratory data analysis using graphics
- Advanced data visualization
- Analysing relationships between variables
- Time series

Aims of the module

Building on basic statistical skills, this module aims to introduce students to business intelligence. Students will learn the basics of data literacy, which is the ability to explore, understand, and communicate with data effectively. They will gain practical experience in using business intelligence tools to analyse large datasets, enabling them to perform more straightforward business intelligence analyses.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Data Quality and Accuracy
- Designing for the Audience
- Choosing the Right Chart Type
- Effective Use of Colour
- Effective Use of Text
- Telling a Story

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. It introduces the sources and systems of law, offering insights into how laws are created and executed, in domestic and international settings. Students will explore the roles and legal characteristics of various entities, including individuals and organizations, and learn how to navigate and manage contractual obligations and liabilities. Additionally, it addresses key aspects of Labour Law, emphasizing the legal framework governing employment relationships. Through this comprehensive approach, students will develop a solid foundation in business law, enabling them to identify and manage legal risks and responsibilities effectively.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Sources and system of law
- Creation and execution of law
- Entities (individuals and organizations) and property in business
- Contract Law
- Tort Law
- Labour Law
- International Law

Aims of the module

The aim of this module is to equip students with the necessary skills with which they can convey and interpret messages effectively in oral communication situations. By focusing on negotiation skills, audience analysis, rapport building, and active listening, students will learn to navigate complex business environments confidently. Classes on leading and attending meetings will focus on enhancing listening and collaboration skills. The presentation component of the module will guide students in selecting relevant information and structuring compelling presentations, while mastery of body language and vocal techniques will enhance their delivery. Further emphasis will be placed on designing effective visuals in Microsoft PowerPoint. Developing these skills enable students to communicate ideas clearly, build strong relationships, and influence decision-making processes.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Negotiation skills: bargaining, active listening and summarizing
- Attending and leading meetings: effective collaboration with peers
- Analysing the audience, building rapport, and giving feedback
- Speaking in public: selecting information and structuring a presentation
- Mastering and reading body language and voice
- Using effective images both visually and verbally
- Asking and answering questions

Aims of the module

The course aims to provide an introduction to different social scientific perspectives and approaches to enable students to understand and evaluate their current and quickly changing social environment from various points of view. The course thus sets out to explore diverse social scientific aspects of one over-arching topic, namely health, including the different anthropological understandings of health, sickness and healing, the rise of biomedicine, the growing popularity of complementary and alternative medicine, the medicalization of society, basic questions of health policy and healthcare, the connectedness of human health to the biosphere, as well as the main challenges of the 21st century with respect to health.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Body, mind, and biomedicine
- Social and political determinants of health
- Medicalization and pharmaceuticalization
- “Mental health” and the psychologization of everyday life
- Addiction
- Health policy
- Health services and healthcare
- Complementary and alternative medicine
- Recent trends in healthcare and “health management”
- The politics of life and epidemics
- Challenges for the 21st century

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 the module is to enhance students' reading, critical thinking, and writing skills essential for achieving success both professionally and academically. The module focuses on improving reading skills by applying different reading strategies, ensuring that students can efficiently comprehend and retain information from various texts. The module further aims to develop students' ability to evaluate sources critically and reference accurately while improving their analytical capabilities across various types of writing. Additionally, the module aims to provide practical instructions in e-mail etiquette and basic techniques for using Large Language Model (LLM) prompts effectively. By mastering a general essay structure, students will acquire the skills necessary to become adept readers, thinkers, and writers capable of navigating diverse challenges in their academic studies and future careers.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Source use and evaluation
- Reading strategies
- The limitations of using different sources
- Communication styles for different audiences
- Report writing
- E-mail etiquette
- General essay structure
- Large Language Model prompt techniques

Aims of the module

The module aims to provide students with foundational skills in understanding and applying essential mathematical and statistical concepts. Through a comprehensive exploration of equations and functions, statistical indicators, and an introduction to probability theory, students will develop critical analytical skills. The module also focuses on practical problem-solving techniques using optimization (linear programming) and equips students with fundamental competencies in Microsoft Excel. By integrating theoretical knowledge with hands-on application, this module prepares students to utilize Microsoft Excel as a powerful tool for solving mathematical problems, thereby enhancing their data literacy and analytical proficiency.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Equations and functions
- Statistical indicators
- Introduction to probability theory
- Optimization (LP)
- Microsoft Excel basics
- Microsoft Excel as a tool to solve mathematical problems
- Organizing and cleaning data in Microsoft Excel

Aims of the module

Provide an overview of the field of digital tools, the different genres and forms and their potentials. Evaluate the significance of various marketing concepts in the field of marketing and understand the increased importance of online business and communication in our daily lives. Develop an understanding of the factors determining different concepts and tools of digital marketing. Understand basic approaches to various types of content creation.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Development of the online space - a historical overview
- Social media, platforms and their publics
- Storytelling, content creation on different platforms
- Vocabulary, semiotics and images in the online space
- Genres of social media communications (blogs, vlogs, videos, etc.)
- The role of personalities and brands
- E-business vs. E-commerce
- Search engine marketing
- Mobile marketing
- Future trends in digital marketing

Aims of the module

The module aims to equip students with the skills and knowledge required to transform a group of individuals into a cohesive and high-performing team. Students will learn the principles of team dynamics, including the distinctions between groups and teams, and the processes of setting missions, visions, and goals. The module provides a foundational understanding of project management and delves into key aspects of teamwork, such as team roles, interpersonal relations, conflict resolution, problem-solving, and decision-making. Students will need to work together in multinational groups to identify, plan, execute, and reflect on a project, enhancing their ability to work effectively in diverse and dynamic environments.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Groups vs. Teams
- Team Mission, Vision and Goal-Setting
- Project Management 101
- Teamwork and Team Roles
- Interpersonal Relations, Conflict Resolution
- Team Operating Processes, Problem Solving and Decision Making

Aims of the module

The aim of the module is to present to the students the history of the EU as it developed through the Treaties. In parallel of deepening, widening or enlargements and the boundaries of the EU will be discussed. Understanding of European integration will continue with analysing its functioning; i.e. financing (the budget) and institutions (decision-making, EU law). Finally, the most important EU policies will be reviewed.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Prehistory, philosophical antecedents
- Developments on the basis of the Treaties (deepening) and enlargements (widening)
- The institutional set up, decision-making mechanisms, basics of EU law
- Financing of the EU: the EU budget
- EU policies

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 module introduces students to how markets and firms work, and to making business decisions - through the eyes of an economist. It aims to provide students with a framework for thinking, an overview of key concepts and methods, that can help them make better decisions in business as well as their daily lives.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- The successful enterprise and the "good" decision. Aims, motivations, incentives.
- Feelings, intuition, moral considerations. Meanings of "right" and the circular economy.
- The basic model of rational decision-making. Relevant costs and benefits. The question of profit.
- Intertemporal decisions, interest and time preference. Uncertainty and risk.
- Division of labour, value, exchange. Fair trade. The market mechanism.
- Public goods, externalities, and income distribution. State intervention, market regulation.
- Characteristics of consumer decisions, the elasticity of demand.
- Changing trends in consumption. Social economy. Modesty and conscious consumption.
- Firm structure, its stakeholders and operational processes, production and price decisions.
- The labour demand of firms. The myth of cheap and flexible labour. New trends in employment.
- Market power and industrial organization. The market as a network. Co-opetition.
- Corporate case studies - student presentations

Aims of the module

The module continues the previous introductory studies in economic thinking: it aims to prepare students for entrepreneurship. In the first half of the semester, the economic and legal aspects of entrepreneurship are discussed, and the main calculations and statements required for financial planning are introduced. In the second half of the semester, we will look at the macroeconomic environment of entrepreneurship and the impact of public economic policies. The aim is to make students better informed about macroeconomic issues. On the other hand, to be able to interpret macroeconomic trends and news; to recognise economic policy developments and to be able to react to changes affecting their business.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Business start-up and investment decisions. Time preference, risk and interest
- The economics of organising. Incentives and wages
- Basic indicators of the operation of the enterprise: balance sheet, cash flow, P&L
- Macroeconomic objectives, indicators, tools. The causes of economic fluctuations.
- Credit economy, credit market. Monetary policy of the central bank
- The instruments and mechanisms of fiscal policy. The issue of public debt.
- Inflation and unemployment. Anti-inflationary policy.
- International trade, balance of payments, exchange rate systems.
- Global processes, fair trade. Types of economic integration. Eurozone.
- The Hungarian economy in the light of opportunities, constraints and economic policies
- Alternative approaches. The basic income debate. Local money experiments around the world
- The impact of economic policy, taxation, inflation and exchange rates on businesses.

Aims of the module

The module aims to provide students with a broad and deep understanding of international relations through the integration of IR theories, regional studies, and international law. By exploring different regions of the world, students will gain insights into the diverse factors shaping global politics and develop the ability to apply theoretical frameworks to real-world situations. The module seeks to foster critical thinking, interdisciplinary analysis, and a nuanced understanding of international legal principles, preparing students to engage thoughtfully and effectively with global challenges.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Introduction to International Relations
- Key IR theories: realism, interpretivism, Marxism, etc.
- Foundations of international law
- Understanding regional studies in a global context
- International relations in contemporary regional applications
- International security, war, and conflict in international relations
- The nature of the international environment

Aims of the module

The aim of the module is to give students a solid foundation for understanding organizations and their practical setup, operational models, functions, processes, systems, and everyday activities. The module focuses on practical understanding of modern organisations and key characteristics of organisational life. Examining both a managerial and a critical point of view, the module delivers an understanding of the everyday life of modern organisations and human and behavioural issues, which are necessary for a realistic and practical view of modern corporations and smaller organisations.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- A brief history of organisations
- Organisational design
- Modern organisational practices
- Industry standard systems
- Leadership and management
- Employee lifecycle and development
- Human behaviour, personalities, generational differences, motivation
- Challenges of the 21st century
- Organisational culture

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: 50 Exam: 50

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

The objectives of this module are to explore the concepts and practices of marketing and to provide an introduction to the marketing idea. The module is constructed to provide non-specialists who might have to supervise or manage marketing functions an overview that they can use.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- The Concept of Marketing – Satisfying Customer Needs
- Marketing Strategy (STP)
- Consumer Behaviour, Purchasing Patterns
- Marketing Research – Managing Market Information
- The (Extended) Marketing Mix – 4Ps (7Ps)
- Product & Services and Brands
- Pricing
- Marketing Channels
- Distribution
- Marketing Communication

Aims of the module

The module introduces students to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics, and ethics. The module provides a broad coverage with a historical overview focusing on famous figures and landmark studies as well as key concepts and recurring issues in psychology which will resurface throughout their degree. Students will be familiarized with basic principles and themes within psychology.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Psychology as a science: history, roots and schools of psychology
- Psychological research and data collection
- Ethics in psychology and in research
- Disciplines of psychology
- Sensation, learning, memory, intelligence

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

Aims of the module

The aim 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 emphasised and that in fact there are alternative managerial approaches to particular areas of HRM. Students will analyse the various costs and benefits typically associated with any given approach.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- The strategic importance of managing people effectively at work
- Recruiting and selecting employees to fit the job and the organisation
- Training and developing a competitive workforce
- Designing fair and motivating compensation systems
- Implementing Performance Management
- Managing employee engagement, well-being and retention

Aims of the module

To be added soon

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

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Aims of the module

To be added soon

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

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Aims of the module

The module introduces students to the fundamental concepts, operations and practices of organisations, while simultaneously fostering a business mindset. Through a primarily practice-oriented approach, the module equips students with knowledge on the establishment, key characteristics, structure and operation of successful business organisations and enterprises. It covers the impact of external and internal environmental factors, psychological traits influencing organisational behaviour, the basics of marketing, and the essential economic elements of business.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Types of businesses, business sectors, functions, startup ecosystem, micro- and macroeconomics
- Business modelling, business planning, fundamentals of financial modelling
- Entrepreneurship skills, entrepreneurial success and failure stories, financing
- Idea validation, Minimum Viable Product
- Conducting market research
- Resource planning and resource management
- Developing the organisation. Adapting to challenges. Running your business economically
- Pitching and presenting a business
- Owner, management, employee. Team, key characteristics of HR
- Organisational culture. Business ethics. Sustainable business

Aims of the module

The aim of the module is to cultivate an understanding of the basics of information technology, including hardware, software, and networking. Equally, the goal is to develop students' fundamental skills, such as using automated office solutions and online search engines, with a particular focus on information management, word processing, creating presentations.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Creating presentations
- Managing documents
- Managing personal information
- Managing personal information
- Online software solutions
- Search engines
- Ergonomics
- Data security

Aims of the module

This module aims to provide students with a grasp of the main conceptual approaches, schools, and methods in politics. Students will understand the working of political institutions and processes. The module will highlight the nature of political power and present conflicting ideas and values among political ideologies. It will provide a foundation for analytical skills in political matters, including election systems and outcomes. Contemporary issues of world politics will also be discussed.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Political systems
- Power and legitimacy
- Branches of power: legislative, executive, and the judiciary
- Political ideologies and parties
- Election systems
- Communication in politics: political campaigns

Aims of the module

The module introduces students to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics, and ethics. The module provides a broad coverage with a historical overview focusing on famous figures and landmark studies as well as key concepts and recurring issues in psychology which will resurface throughout their degree. Students will be familiarized with basic principles and themes within psychology.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Psychology as a science: history, roots and schools of psychology
- Psychological research and data collection
- Ethics in psychology and in research
- Disciplines of psychology
- Sensation, learning, memory, intelligence

Aims of the module

The aim of this module is to provide an introduction to the structure and functions of the Travel & Tourism Industry, internationally, domestically and locally. The many facets of the industry are explored and the connectivity with other areas of social, environment and economic areas are identified. Current issues with AI and robots are discussed in the context of the visitor experience but also the effect on jobs and career opportunities. The vital area of environmental sustainability is also covered extensively, since the industry is reliant on this for its survival.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Introduction to Tourism: Define tourism and its significance in the global economy
- Explore the concept and need to balance sustainable tourism, (environmental, social and economic)
- AI in tourism: ways to maximise the visitor experience and improve operational efficiency.
- Tourism impacts: Over-tourism, the dangers of poor or limited planning and regulation
- Marketing tourism: influencers and social media against traditional means
- Future trends in tourism: the effects of developments in transportation, emerging economies

Aims of the module

The primary aim of this module is 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 worldviews, 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 (paintings, sculptures, 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?
- Crisis of representation
- Images of different cultures, othering
- Gender and gaze in visuality

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

To be added soon

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

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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: 50 Exam: 50

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

The aim of this module is to provide an understanding of the role and nature of marketing communications within an environment driven by technological advances. It enables students to examine and analyse the use of various communication techniques and channels, distinguish the usage of different promotional approaches, and understand the process of preparing a marketing communications strategy and campaign plan. The module introduces new trends, allowing students to integrate them into their overall marketing experience, and connects this understanding with basic branding concepts, focusing on brand communication through well-known brand examples.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Global megatrends and their influence on the practices of marketing communications
- Integrated marketing communications and branding
- Advertising and sales promotion
- Direct marketing and merchandising
- Sponsoring and CSR
- The role of social media in marketing communications
- Corporate identity and brand communication

Aims of the module

To deliver an understanding of the role and nature of marketing communications. To enable students to examine and analyse the use of various communication techniques and channels. To facilitate students ability to distinguish the usage of different promotional approaches, understand the process of preparing a marketing communications strategy and campaign plan. To introduce new trends and enable students to integrate them into their overall marketing experience.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- 4Ps or more; push and pull strategies; above, below, and through the line
- Theories of communication, buyer behaviour and target groups
- Integrated communications and branding
- Corporate identity and corporate design
- Advertising, agency and client relationship
- Sales promotion, direct marketing and merchandising
- Sponsoring, donation and CSR
- The role of social media in marketing communication

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 aim of the module is to clarify the meaning and core concepts of organization development and the key approaches of coaching. The module also wants to educate students about the relevant individual and team skills, tools, and concepts, enabling organizational and individual development, and to enable students to apply these tools - for teamwork, collaboration, development of self and others - in their daily professional work and in managing and influencing organizational culture and changes.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- What is OD? Organizational development principles in the VUCA BANI world
- Connectedness: personal and organizational values and visions
- "Drivers" of performing and nonperforming organizations
- Managing team roles, dynamics, and dimensions, in a humanistic way
- Coaching for performance (phases and non-negotiables in coaching)

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

This module introduces learners to biopsychology as a discipline, and focuses on relationship between brain and behaviour, and the basic understanding of structure and function of the nervous system. This course provides understanding of how these systems (e. g. central or peripheral nervous systems) work, and the impact of these functions on human body and behaviour. Learners will explore a range of biopsychological techniques and relevant topics within the discipline of psychobiology.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Foundations of physiological functioning: the nervous system and the brain
- Cellular anatomy and neurotransmissions
- Fundamental psychopharmacology
- Brain development and behaviour
- Physiological basis of stress

Aims of the module

The module aims to provide students with a comprehensive understanding of project management principles and best practices and equip them with the skills necessary to plan and manage projects effectively in various industries and organizational settings. Real-world case studies and hands-on activities are part of the learning experience to allow students to apply core concepts, techniques and methodologies in actual or simulated project scenarios.

Indicative assessment scheme

Coursework: 50 Exam: 50

Indicative content

- Value creation and quality in projects
- Project leadership and teamwork
- Systems thinking and managing complexity
- Stakeholder management
- Adaptability and change
- Managing risks

Aims of the module

This module aims to equip students with essential skills in productivity and digital collaboration using key Microsoft Office tools. Students will gain practical experience in creating and formatting professional documents with Microsoft Word, designing impactful presentations with Microsoft PowerPoint, managing communications and scheduling with Microsoft Outlook, collaborating effectively through Microsoft Teams, organizing ideas with Microsoft OneNote, and sharing files through Microsoft OneDrive. By the end of the module, students will be proficient in utilizing these applications to enhance their productivity and facilitate seamless digital collaboration in professional environments.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Microsoft Word: creating and formatting documents
- Microsoft PowerPoint: creating and designing presentations
- Microsoft Outlook: e-mails and more
- Microsoft Teams: communication, sharing and meetings
- Microsoft OneNote: sharing ideas
- Microsoft OneDrive: collaboration and file sharing

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

This module aims to give a general overview of the basic theoretical concepts of psychoanalysis, putting an emphasis on Freud and his role in the development of psychology as a discipline. Students are expected to gain an understanding of the historical context in which psychoanalytic practice emerged. The concepts of the unconscious and repression are introduced and connected to the genesis of human sexuality. Some important critical perspectives on Freudian psychoanalysis are presented.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Freud's background and work in the social context of Vienna at the turn of the century
- Repression and the Unconscious
- Infantile sexuality, the Oedipus complex and the development of the libido
- The return of the repressed: jokes, slips and dreams
- The structure of the mind: the Ego, the Superego and the Id
- The Drives: Eros and Thanatos and the role of repetition
- Critiques of Freud: Jung, mainstream psychology, feminism

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 module aims to equip students with a robust foundation in Python programming and its application in statistical analysis, tailored for business management contexts. This module introduces essential Python concepts and techniques, alongside fundamental statistical methods, enabling students to perform data-driven decision-making and analysis. By integrating programming with statistical theory, the module prepares students to handle real-world data analytics challenges, developing skills in hypothesis testing, correlation analysis, and regression, which are critical for specialising in AI and data analytics.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Variables: The building blocks in Python and research
- Functions: Constructing basic and using descriptive statistical functions in Python
- Conditionals in Python
- Probability, sampling, and distributions
- Hypothesis testing and statistical significance in Python
- Inferential statistical procedures in Python

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 be added soon

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

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Aims of the module

This module introduces the main themes and issues concerned with the understanding of the individual, the social context, and the relationship between the two within social psychology. Central theories of social psychology will be discussed and will provide the foundation from which to review empirical research. In addition, learners will begin to apply social psychology concepts to real world concerns.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Introduction to social psychology
- Research methods in social psychology
- Self/identity in the social world
- Social cognition
- Social perception
- Attitudes
- Stereotypes, prejudice and discrimination
- Groups and individuals
- Norm and roles in groups, decision making in groups

Aims of the module

The module aims to familiarise students with the role of the supply chain management in economic processes, including the coordinated management and organisation of the various relationships between raw material suppliers, manufacturing plants, distribution service providers and consumers through the flow of materials and information. Students will have the chance to learn various quantitative and qualitative tools that can be used to plan, control, and develop supply chain processes, actors, and relationships.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Approaches to supply chain management
- Supply chains between and within organizations
- Decision-making and logistical information systems
- Lean management, performance management, cost effectiveness
- The circular supply chain
- Material handling and warehousing
- Communication systems
- The uses of e-logistics, cloud computing, and blockchain in SCM

Aims of the module

The aim of the module is to provide students with a foundational understanding of the core functions of business and the principles of sustainable management. This module will explore the interdependencies between business operations and sustainability, highlighting how each business function, including marketing, finance, human resources, and operations, can be managed to achieve sustainable outcomes. By examining real-world case studies and engaging with contemporary theories and practices, students will gain insights into the challenges and opportunities of implementing sustainable practices in business.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Introduction to Sustainable Business
- Environmental, Social, and Governance (ESG) Aspects
- The Concept of Circular Economy
- Introduction to Business Functions
- Ethical Dilemmas in Sustainable Businesses
- Sustainability Reporting and Metrics

Aims of the module

The module provides an insight into business communication on an international level and develops students' intercultural sensitivity. The problem of intercultural communication has several dimensions: individual, linguistic, social, organisational, political. The module will focus on individual and organisational intercultural communication, highlighting the interrelationship between corporate and individual competences. It is essential that the course helps students to develop an adequate self-awareness, which will contribute to the effective development of their cultural competences, and develops the skills related to teamwork, adaptability in work-related situations, motivation and leadership. The aim of the module is to improve those skills that are immediately applicable in entry-level positions through small group, practice-based seminars and workshops.

Indicative assessment scheme

Coursework: 100 Exam: 0

Indicative content

- Concepts and theories of culture
- National culture and organizational culture
- Globalization and culture
- Stereotypes and culture shock
- Team development and appraisal
- Culture-dependent negotiation styles
- Cross cultural collaboration - communication and conflict resolution
- Teamwork across cultures
- The global manager