

Erasmus Subject Guide - 2026-27/1

SKIM107 Academic Writing Skills for Psychologists

ECTS credits: 5

Aims of the module

The module aims to provide a bridge between secondary education and higher education by enhancing learners' study and (academic) writing skills. With a view to this aim, the module focuses on evaluating the quality of different types of secondary sources, on instilling good academic practice by providing space to apply APA-style referencing, and on producing text in a writer-responsible manner. Further, the module promotes self-awareness in terms of identifying preferred learning styles and introduces general study skills to assist students in successfully completing their studies.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Library and Internet search skills
- Identifying and avoiding plagiarism
- APA-style referencing
- Paragraph structure
- Essay structure
- Argumentative writing
- Reflective writing
- Study skills and strategies

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 (may change!)

Coursework: 50 Exam: 50

Indicative content

- Introduction to Accounting and Double Entry Bookkeeping
- Financial Statements
- Time Value of Money
- Investment Criteria (Net Present Value, Internal Rate of Return, etc.)
- Financial Markets, Bonds and Shares Valuation

Aims of the module

This module covers theories and research on human development from adolescence to late adulthood in Developmental Psychology. It offers a critical overview of important topics and asks learners to integrate their understanding of various psychological domains when examining debates. The purpose of the module is learning to evaluate the various theoretical perspectives in understanding human growth and development, including cognitive, psychosocial, humanistic, social-cognitive, learning and ecological approaches.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Development in adolescence
- Development in adulthood, late adulthood
- Ecological theory of development
- Family systems
- Late adulthood

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 (may change!)

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

The aim of the module is to provide students with an understanding of the role and application of Artificial Intelligence, specifically Large Language Models (LLMs), in the business environment. The module is designed to be forward-thinking, addressing the anticipated advancements and trends in AI and LLMs. Through a blend of theoretical learning and practical exercises, the module aims to equip students with the skills to understand the solutions of business problems applying AI technologies, particularly LLMs.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Understanding Large Language Models (LLMs)
- Engineering Prompts for Text Generation
- Generating and Utilizing Visual and Video Content with AI
- LLMs in Marketing and Customer Service
- LLMs in Human Resources and Talent Management
- Ethical, Societal, and Environmental Implications of AI
- Evaluating AI Solutions
- Future Trends in AI and LLMs

Aims of the module

The aim of this module is to introduce students to the business function and structure of the banking industry and extend that knowledge to the management of various types of financial risk. It facilitates the analysis of the operation of commercial banks, helping students identify different strategies that determine various sizes, goals, customer bases, and business models. Students will also learn to identify financial risks that can emerge through the nature of banking and recognize similar risks in trading and manufacturing organizations. Additionally, the module provides opportunities to study management issues involved in avoiding substantial losses resulting from inadequate financial management. This course is practically useful for students entering the financial services industry as well as those using its services, with an emphasis on understanding theoretical foundations that link economics, investments, trade, and risks.

Indicative assessment scheme (may change!)

Coursework: 50 Exam: 50

Indicative content

- Bank Strategy and Organisational Structures
- Organization Structures of Banks and Operating Performance of Financial Institutions
- Types and Management of Financial Risks
- Cases of Recent Mismanagement of Client Concentration, Liquidity and Market Risks
- Capital Adequacy: Measures, Rules and Their Effects
- Management of Credit Risk
- Quantifying and Reporting of Financial Risks

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 (may change!)

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 (may change!)

Coursework: 50 Exam: 50

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

The aim of this module is to enable students to critically evaluate individual and organisational behaviour and business processes from an ethical perspective. By analysing a variety of ethical dilemmas and teaching the basic concepts and theoretical frameworks of Business Ethics, the module aims to nurture the development of future ethical managers capable of acting with integrity and contributing to managing responsible organisations.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Unethical behaviour and ethical issues in business organisations
- Stakeholder approach: assessing impacts on internal and external stakeholders
- Social norms, and individual & organisational values shaping behaviour
- The process of ethical decision-making
- Theoretical frameworks of Business Ethics
- Managing ethical behaviour in organisations: the role of ethical leaders
- The business case for ethical and responsible companies

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 (may change!)

Coursework: 20 Exam: 80

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

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 (may change!)

Coursework: 30 Exam: 70

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 (may change!)

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 module aims to equip students with the necessary skills and knowledge to effectively navigate the job market and enhance their employability prospects. The module provides a comprehensive understanding of career development strategies, including self-assessment, job search techniques, networking, and professional branding. Through a blend of theoretical insights and practical activities, students will gain confidence in their ability to market themselves, prepare for interviews, and understand workplace dynamics. The ultimate goal is to empower students to make informed career choices and successfully transition from academia to the professional world.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Identifying Skills and Strengths
- Job Market Research
- CV and Cover Letter Writing
- Building an Online Presence
- Networking Skills
- Interview Techniques
- Job Offers and Negotiation
- Career Development and Goal Setting

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 (may change!)

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 module aims to introduce the students to the basic concepts and theories of criminal psychology and how they can be applied to understand, prevent, and intervene in criminal behaviour. Learners will explore the psychological factors that influence the development, maintenance, and cessation of criminal behaviour, as well as the impact of crime on victims, offenders, and society. The module equips students with methods and techniques of psychological assessment, intervention, and research in criminal justice settings, such as police, courts, prisons, and forensic mental health services. Students will be encouraged to reflect on the ethical, legal, and professional issues that arise in the practice of criminal psychology.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to criminal psychology
- Theories of crime: biological, psychological, and social explanations
- Psychological aspects of specific types of crimes (e.g. violent, sexual, serial) and offenders
- Mental illness and criminality
- Victimology
- Eyewitness testimony, interrogation and confession
- Offender profiling
- Psychological aspects of specific types of crimes and offenders

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 (may change!)

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 aim of the module is to equip students with the knowledge, skills, and cultural insights necessary to effectively navigate communication challenges within diverse Arabic-speaking environments. Through an exploration of cross-cultural communication theories, examination of Arabic cultural values and communication norms, and practical application of strategies, the module aims to foster intercultural competence and proficiency in communication within Arabic contexts. By the end of the module, students should be able to understand and adapt to cultural differences, communicate effectively with Arabic speakers, and cultivate respectful and productive relationships in multicultural settings.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Cross-Cultural Communication
- Cultural Dimensions and Identity in Arabic Context
- Arabic Communication Styles and Etiquette
- Language and Dialects in Arabic Communication
- Cultural Symbols and Communication
- Business Communication in Arabic Contexts
- Cross-Cultural Communication Challenges in the Arabic World

Aims of the module

The aim of the module is to equip students with the knowledge, skills, and cultural insights necessary to effectively navigate communication challenges within diverse French-speaking environments. Through an exploration of cross-cultural communication theories, examination of French cultural values and communication norms, and practical application of strategies, the module aims to foster intercultural competence and proficiency in communication within French contexts. By the end of the module, students should be able to understand and adapt to cultural differences, communicate effectively with French speakers, and cultivate respectful and productive relationships in multicultural settings.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Cross-Cultural Communication
- Cultural Dimensions and Identity in French-speaking Contexts
- French Communication Styles and Etiquette
- Language and Dialects in French Communication
- Cultural Symbols and Communication
- Business Communication in French-speaking Contexts
- Cross-Cultural Communication Challenges in French-speaking Contexts

Aims of the module

The aim of the module is to equip students with the knowledge, skills, and cultural insights necessary to effectively navigate communication challenges within diverse Japanese-speaking environments. Through an exploration of cross-cultural communication theories, examination of Japanese cultural values and communication norms, and practical application of strategies, the module aims to foster intercultural competence and proficiency in communication within Japanese contexts. By the end of the module, students should be able to understand and adapt to cultural differences, communicate effectively with Japanese speakers, and cultivate respectful and productive relationships in multicultural settings.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Cross-Cultural Communication
- Cultural Dimensions and Identity in Japanese Context
- Japanese Communication Styles and Etiquette
- Language and Dialects in Japanese Communication
- Cultural Symbols and Communication
- Business Communication in Japan
- Cross-Cultural Communication Challenges in Japan

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 (may change!)

Coursework: 30 Exam: 70

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

Explore both from a company and from a consumer's perspective the fundamentals of online marketing and place it into a broader marketing context. Apply basic marketing terms and approaches in the digital environment. Understand the theory, practice and specifics of planning, managing, and measuring digital marketing campaigns and budgets. Enable decisions on when to use internal and external resources to design and execute a digital marketing campaign.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- History of digital marketing
- Segmentation, targeting, differentiation and positioning strategies
- Digital budgeting and spending
- Collaboration with influencers and celebrities
- Customer relationship management (CRM)
- Designing a digital marketing campaign
- Using social media metrics to measure success
- Legal, data protection, and privacy in the digital ecosystem
- Integrating digital marketing into a complex marketing plan

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 (may change!)

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 inspire and equip students with the knowledge, skills, and mindset needed to start and manage their own ventures. Students will understand the entrepreneurial process, from ideation to business planning and execution. They will learn to identify and evaluate business opportunities, assess market needs, and develop innovative solutions. The course will foster critical thinking, problem-solving, and decision-making skills, enabling students to navigate the challenges of entrepreneurship. Ultimately, the goal is to prepare students to become successful entrepreneurs who can drive economic growth and innovation or taking responsibility for an organisational role with an intrapreneurial mindset.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- What's entrepreneurship (pros and cons), basics or team forming
- Unleash creativity; How to create ideas – Idea pads
- Business Model Canvas – The major tool for testing
- MVP and Validation – Test ideas/How to do that?/ MOM test
- Pitching techniques; Different audiences
- How to work with AI: website creation, app prototypes; promo video for crowdfunding
- How to get funding? Basic rules and techniques

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 (may change!)

Coursework: 30 Exam: 70

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 module aims to introduce learners to various perspectives on the study of the human cognition and behaviour, to explore the interplay among experimental, behavioural and neurological evidence, and to familiarise students with the different levels of explanation used in modern experimental psychology. Focusing on experimental and observational methods, students will learn how they can induce and measure human cognition and behaviour. The module will also introduce learners to specific considerations in experimental research design, control, and ethical considerations.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Brain, mind, and behaviour
- Perception and attention
- Emotion and motivation
- The principles of experimental research design
- Statistical analysis of simple experimental data
- Implementation devices, tools, and techniques
- Methodological and ethical reflection

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 (may change!)

Coursework: 100 Exam: 0

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 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 (may change!)

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 (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction
- Management schools and approaches
- Organizational structures
- Corporate Culture
- Groups and teams
- Personality and individual differences
- Leadership, power, and politics
- Well-being, stress, emotional and aesthetic labour
- Motivation, happiness
- Managing change
- Technology and communication, challenges
- Review

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 (may change!)

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 (may change!)

Coursework: 30 Exam: 70

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 teach students brand building strategies and explore the various strategies available for global brands to build brand equity. This allows students to learn new strategies in product policy and brand building along with understanding the concept of brand equity and some of techniques in measuring it.

Indicative assessment scheme (may change!)

Coursework: 50 Exam: 50

Indicative content

- Global megatrends and their effect on the brands and marketing
- The brand concept, brand equity
- Brand elements
- Brand creation and positioning
- Brand strategies
- Building brand marketing programs
- New product development and brand extensions
- Measuring brand equity and managing brands over geographic boundaries and segments

Aims of the module

The aim of this module is to present some of the most pressing issues facing global business in today's international political and economic environment. Current and relevant topics like globalized business, international cultural aspects or legal backgrounds are discussed and debated. Students will gain knowledge and skills needed to operate effectively in an international business environment.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction and module overview
- International business and global environment
- Cross-cultural aspects
- Dimensions of business environment
- Drivers of international business
- Global challenges and sustainability

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 (may change!)

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 (may change!)

Coursework: 100 Exam: 0

Indicative content

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Aims of the module

The aim of this module is to provide students with an overview of the principles and practices of psychological interventions and therapies, such as cognitive-behavioural therapy, trauma-informed practice, and motivational interviewing. The module will enhance students' understanding of the theoretical and empirical foundations of psychological interventions and therapies, and their applications to various mental health problems and disorders. Students will develop the skills and competencies required to conduct effective and ethical psychological interventions and therapies with diverse client groups and settings. Students will also be invited to critically reflect on and evaluate case studies of various interventions. The module aims to prepare students for further training in psychological intervention and therapy.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to psychological intervention and therapeutic practice
- Cognitive-behavioural therapy
- Person-centred and humanistic approaches
- Brief dynamic therapy (time-limited psychodynamic approaches)
- Systemic and family-based therapies
- Trauma-informed practice
- Motivational interviewing
- Other psychological interventions and integrative approaches
- Conducting assessments and formulating intervention plans
- Evaluation of interventions and use of supervision
- Ethical and professional practice in therapeutic settings

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 (may change!)

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 (may change!)

Coursework: 100 Exam: 0

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 (may change!)

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 (may change!)

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

The aim of the module is to introduce students to the investment and securities business, covering a variety of financial products. It seeks to provide a theoretical foundation in the valuation of different securities, portfolio management, and risk management. Additionally, the module aims to deepen students' understanding of financial markets and their participants, while equipping them with the professional knowledge necessary for making informed investment decisions.

Indicative assessment scheme (may change!)

Coursework: 60 Exam: 40

Indicative content

- Financial instruments, markets and actors
- Financial market types and trading methods
- Trading and transactions specifications
- Pricing bonds and managing bond portfolios
- Equity valuation: macro environment, DCF and comparative based approaches
- Derivative instruments, forwards, futures and options
- Fund management and portfolio performance evaluation

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 (may change!)

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 (may change!)

Coursework: 30 Exam: 70

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

The aim of this module is to build upon existing Marketing knowledge to understand the specific needs of Services in terms of promotion and delivery, compared with manufacture goods. Through an examination of theory and practice, this module highlights the increasing role of artificial intelligence in services and the opportunities this provides for creating memorable customer experiences, as well as providing more absorbing and rewarding work roles. The use of AI, particularly omni-channel, is also investigated as way of obtaining invaluable information from and about the customer. The importance of sustainability is also strongly featured, partly because GenZ and others are driving awareness and demanding that service providers comply, but also as a need to preserve the assets that so many sectors of services rely upon.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Marketing concepts and the special characteristics of services
- The AI-Driven Customer Experience, multi-channel and omni-channel approaches
- Strategic planning for sustainability in service promotion and delivery
- Gaining insights into customer behaviour in services
- Training and mentoring staff for service success in an AI world
- Building and maintaining Brand Values in services

Aims of the module

The aim of this module is to enable the development of communication strategies needed for effective business negotiations; to familiarise students with the art and phases of negotiating, and the communication strategies involved in the process; to experience the critical thinking, analytical and business problem solving skills needed for effective business negotiators; and to prepare students for working in a dynamic international business setting by practising strategies and tactics of cross cultural negotiations.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- The nature of business negotiation in the 21st century
- Strategies and tactics of distributive bargaining and integrative negotiation
- Planning, perception, cognition and emotion in business negotiations
- Developing cross-cultural awareness
- Taking account of ethical considerations
- Defusing conflict, mitigation and third-party intervention

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 (may change!)

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

This module provides an introduction to the different theoretical perspectives used in psychology to understand individual differences in personality and intelligence. It presents a broad coverage of personality theories and sources of individual differences. Students shall discover how personality can explain human behaviour across the full range of life. Upon completing the module, students will be able to identify the constructs of the major personality theories, describe how they may be applied to understand behaviour, and critically evaluate each theory on the basis of scientific criteria.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Introduction to personality psychology
- Trait and biological approaches
- Cognitive and socio-cognitive approaches
- Humanistic approaches
- Psychoanalytic approaches
- Behaviourism and the Learning Approach

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 (may change!)

Coursework: 30 Exam: 70

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

This module builds on the foundations of biopsychology acquired earlier in the programme. It serves to further develop understanding of the biological underpinnings of behaviour. In particular, the topics covered highlight the important psychobiological influences in the production of everyday behaviours, neurological and psychiatric disorders. The course offers insight into advanced principles of psychopharmacology and introduces the process and considerations of drug development (including the use of animals in psychological research).

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Ethics in non-human research
- Advanced psychopharmacology
- Connections between the brain and emotions, and brain and movement
- Abnormal behaviour: neurodegeneration
- Regulatory behaviour

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 (may change!)

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 (may change!)

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

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 (may change!)

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

The aim of this module is to introduce students to the concepts and classifications of psychological disorders, such as anxiety, mood, personality, and psychotic disorders. Students will be given a chance to explore the biological, psychological, and social factors that contribute to the development and maintenance of psychological disorders and to examine how these are assessed, diagnosed, and treated, using evidence-based approaches and ethical principles. The module also aims to foster students' awareness and sensitivity towards the experiences and challenges of people with psychological disorders.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to psychological disorders: definitions, models, and perspectives
- Anxiety disorders
- Mood disorders
- Personality disorders
- Psychotic disorders
- Other psychological disorders
- Assessment and diagnosis of psychological disorders: methods, tools, and criteria
- Treatment of psychological disorders: biological, psychological, and social interventions

Aims of the module

The aim of this module is to provide an introduction to and a broad overview of some of the theories, concepts and models of psychology most relevant to understanding workplace behaviour. Classes will cover some of the key theories as well as encouraging students through self-directed learning to process and analyse certain concepts and theories in more detail. Based on a good understanding of psychological theories, students will be able to better understand individual and group behaviour. Exploring the application of some of the theories will make students more effective in understanding, accepting and managing themselves and other people. It is also aimed at enabling students to better cope with challenges faced in relation to workplace effectiveness at both the individual and group level.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Values – individual, generational, national and organisational values
- Attitudes and workplace attitudes
- Theories of motivation and their applications; employee happiness
- Personality – its roles and assessment; social perception
- Social identity; social behaviour; groups and teams
- Diversity and discrimination
- Management and leadership

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 (may change!)

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

This module aims to equip students with the foundational skills necessary for conducting psychological research. Students will learn to identify and apply appropriate techniques for analysing both qualitative and quantitative data, tailored to specific research scenarios or hypotheses. The course will provide a comprehensive understanding of core psychological research designs, including true and quasi-experiments, survey designs, and qualitative approaches. Additionally, students will gain proficiency in selecting suitable data collection methodologies, such as quantitative behavioural measures, interviews, and observations, aligned with various research designs. Ethical considerations and sampling issues, as informed by a review of existing research, will also be emphasized to ensure rigorous and responsible research practices.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Research strategies
- Sampling
- Ethical issues in research design and sampling
- Avoiding biases and improving data quality
- Ethical issues in research involving human participants
- Codifying professional ethics: APA, BPS, PSI, HPA

Aims of the module

The study and practice of psychology requires strong research methodology and statistical skills. This module builds upon the introductory modules in first year, where learners were introduced to descriptive and inferential statistics. This current module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the appropriate critical and analytical skills in assessing data in research.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- An introduction to qualitative analysis, specifically thematic analysis and the use of Nvivo
- Choosing the appropriate analysis to relevant methodology
- Advanced quantitative analysis skills through the use of SPSS

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 (may change!)

Coursework: 30 Exam: 70

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 advances learners' understanding of the foundational material in social psychology and provides further themes and issues, spanning from the past to contemporary times. The contribution made by social psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the module. Central theories of social psychology will be described and debated, and students will be provided the opportunity to assess empirical research. In addition, the applied nature of social psychology (using social psychological theories, principles, research findings, and experimental methods to understand social issues and to offer real-world solutions for a variety of social problems) will continue to be emphasised to debate, understand and ameliorate issues within a real-world setting.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Prosocial behaviour
- Social influence/conformity and persuasion
- Aggression and antisocial behaviour
- Interpersonal relationships
- Group dynamics
- Group performance and leadership
- Rejection
- Intergroup relations and behaviour
- Cultural social psychology
- Applying social psychology within a community context

Aims of the module

The general aim of the strategy modules is to introduce some of the core issues in strategy and strategic management and to develop students' strategic thinking. Specifically, this module equips students with the most important frameworks for understanding competitive strategies and developing strategies for growing organizations. The module places crucial emphasis on considerations of ethical behaviour and responsible management.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Strategy and innovation: tools for entrepreneurs
- Competitive business strategies: from the strategy clock to blue oceans
- Strategic directions at the corporate level: adding value
- International strategies
- Methods of strategy development: M&As, alliances, co-opetition

Aims of the module

This module examines the role of operations and supply chains in implementing business policy and their relationship with other business functions. It provides a forum for discussion of how operations are designed, planned, controlled, improved and the importance and best practices of modern supply chain management. Students will also be provided with the opportunity to use some important quantitative and qualitative tools which they can apply in real business environment.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Operations Management and Supply Chains
- Process Selection, Layout Planning and Capacity Planning
- Logistics and Supply Chain Management
- Inventory Management
- Operations Planning and Control Systems
- Quality Management

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 (may change!)

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 (may change!)

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

Aims of the module

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the application of psychological principles and theories to work and organisations. The module will enable learners to develop a critical appreciation of human behaviour in the workplace including the nature of employee behaviour; the extent to which the work environment contributes to the physical and emotional wellbeing of employees; effective leadership; group functioning, motivation and performance. Knowledge acquired from this module will both provide a foundation for learners to pursue further study at postgraduate level in basic and applied fields of psychology whilst preparing them for employment through a comprehensive understanding of businesses from a psychological perspective.

Indicative assessment scheme (may change!)

Coursework: 60 Exam: 40

Indicative content

- Psychological and organisational behaviour perspectives, and their histories
- Contemporary developments in work and organisational psychology
- Surveys, self-reports, psychological testing, and quasi-experimental research
- Training and developing employees
- The individual and the organisation, motivation
- The social context at work: groups and teams
- Leadership and power in organisations
- Organisational culture and climate
- Organisational development and theory