



AMERICANOS COLLEGE

Course Descriptions

The number of ECTS credits each course is carrying is indicated in the parenthesis following the course title. Under the title of each course the pre-requisite and core-requisite courses are listed (if any).

Department of Academic Affairs
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ACCOUNTING

ACC101 FINANCIAL ACCOUNTING (6)

This course provides an introduction to the field of accounting and to the use of accounting information as a basis for business decisions. It provides students with a better understanding of the environment in which accounting information is developed and used. This course concentrates on a user-oriented approach, thus enabling students to become life-long information users. More emphasis is placed on interpretation and use as opposed to the preparation of accounting information.

ACC105 BOOK-KEEPING I (6)

This course covers such areas as: The Double Entry System; Definitions and relative Accounting Treatment of Assets, Liabilities, Capital, Purchases, Sales, Expenses and Incomes; The preparation of Final Accounts for Profit and Non-Profit Organizations, Subsidiary Books; and the Cash Book.

ACC106 BOOK-KEEPING II (6)

Prerequisite: ACC105

This course covers the Accruals and prepayments, the Depreciation of Fixed Assets, Bad Debts and Provision for Bad Debts, Stock Valuation, Capital and Revenue expenditure, Journal and Club and Society accounts.

ACC107 BOOK-KEEPING III (6)

Prerequisite: ACC106

This course deals with the nature of incomplete records, manufacturing accounts and the valuation of stock. It also covers the accounts of Non-Trading Organizations, Branch accounts, Bills of exchange and Consignment accounts. Furthermore it deals with the Sales and purchases control account, the errors and the use of suspense accounts and accounts interpretation.

ACC108 BOOK-KEEPING IV (6)

Prerequisite: ACC107

This course covers the nature of a partnership, the preparation of partnership final accounts, admission or retirement of a partner, the dissolution of a partnership, the nature of a limited company, the preparation of the final accounts of a limited company, the purchase of a partnership by a limited company, issue of shares or loan stock and the repayment of loans. Furthermore, it deals with the nature and calculation of accounting ratios.

ACC201 FINANCIAL ACCOUNTING II (6)

Prerequisite: ACC101

The purpose of this course is to develop students' abilities to understand accounting information and to use this information in making economic decisions. To understand accounting information, students must also understand the economic activities that the information describes. This course focuses primarily on business activities. However, many of the accounting concepts discussed also apply to the economic activities of individuals, government and nonprofit organizations.

ACC401 MANAGERIAL AND COST ACCOUNTING (6)

Prerequisite: ACC101

The goal of the course is to introduce students to the principles involved in designing and evaluating management and cost accounting information systems that assist employees within an organization in their decision-making, planning, control and performance measurement activities. Topics include; Cost Accumulation for Inventory Valuation; Information for Decision-making; Cost Management and Strategic Management Accounting; and, Application of Quantitative Methods to Management Accounting.

ACC601 FINANCIAL AND MANAGERIAL ACCOUNTING (6)

This MBA course deals with the accounting concepts and principles from the user view point. Financial accounting is presented in terms of a management decision-making approach. The course explores the principles applied to financial transactions of monetary assets and revenue, cost of sales and inventory, fixed assets, debt and owners equity. In summary, cash flow and sources & uses of funds statement are presented and discussed through cases.

COMPUTER SCIENCE

CSC101 INTRODUCTION TO COMPUTING (6)

An introduction to computers and their environment, and an overview of applied areas of computer science. Emphasizes input/output devices, networking, database management systems, programming and languages, the programming process, operating systems, systems analysis and design, artificial intelligence and expert systems.

CSC102 COMPUTER APPLICATIONS (6)

An introduction to the most popular computer applications such as word-processing, spreadsheet, Internet navigation and Microsoft access. Creating a document window, moving around in a document, formatting paragraphs, printing documents, proofing a document, arranging text developing special project documents, concepts of spreadsheets, support of spreadsheets by various operating systems, managing files in spreadsheets, use of formulas and functions, creating and displaying graphs and preparing worksheet reports. Manipulating data using Microsoft access. These are some of the issues thoroughly examined.

CSC103 COMPUTER PROGRAMMING (6)

An introduction to the fundamental concepts of programming in a widely used high-level language such as C++. The course emphasizes problem solving and stepwise development of algorithms through the application of software engineering principles to help students develop a good programming style. The importance of developing programs that are readable, maintainable, portable and efficient is also stressed.

CSC105 DIGITAL LOGIC (6)

An introduction to logic, design, digital systems and computer architecture concepts. Studies the design of digital electronic circuits. Topics include digital computer systems, number systems and arithmetic operations, combinational logic circuits and design, sequential circuits, registers and counters, memory and programmable logic devices, and an introduction to sequencing and control.

CSC106 WORD PROCESSING (6)

The features and use of word-processing. Areas of content include creating and editing a document, formatting paragraphs and pages, finding and replacing text, checking spelling and grammar, saving time with wizards and templates, creating reports, newsletters, tables and merged documents and mastering envelopes and form letters.

CSC109 INTERNET AND ELECTRONIC COMMUNICATION (6)

The course explains the scope of the Internet and electronic communication. The course covers the basic functions of the Internet and electronic communication.

CSC112 COMPUTER PROGRAMMING II (6)

Prerequisite: CSC103

Continuation of CSC103 with emphasis on the advanced features of the C++ language and an introduction to object oriented programming using the C++ language. Topics include pointers and multidimensional arrays, linked lists, sorting algorithms, dynamic memory allocation, the C++ pre-processor, classes and objects, inheritance, encapsulation, and polymorphism.

CSC113 SPREADSHEET (6)

An introduction to Excel, one of the most widely used spreadsheet software applications. Coverage includes workbooks and worksheets, getting information into Excel and formatting it, adding graphics and working with Excel charts, printing with Excel, working with Excel databases, working with macros and the web.

CSC114 PRESENTATIONS APPLICATION (6)

PowerPoint is an appropriate name for Microsoft's presentations application because it enables students to make a point in a powerful way. Students will learn how to use PowerPoint's tools to build a presentation – a series of slides that utilizes text, tables, and charts to express ideas and important information in an entertaining way maintains the attention of the audience.

CSC115 INTRODUCTION TO BUSINESS COMPUTING (6)

An introduction to computers and their environment, what computers can and cannot do in business and an overview of applied areas of computer science. Emphasizes input/output devices, how network can help at business area, database management systems, programming and languages, the programming process, operating systems, systems analysis and design, artificial intelligence and expert systems.

CSC116 COMPUTER APPLICATIONS TO BUSINESS (6)

An introduction to the most popular computer applications for all kinds of business, such as word-processing, spreadsheet Internet navigation and Microsoft access. Creating a document window, moving around in a document, formatting paragraphs, printing documents, proofing a document, arranging text developing special project documents, concepts of spreadsheets, support of spreadsheets by various operating systems, managing files in spreadsheets, use of formulas and functions, creating and displaying graphs and preparing worksheet reports. Business graphics.

Manipulating data using Microsoft access. These are some of the issues thoroughly examined.

CSC202 DATA STRUCTURES AND ALGORITHMS (6)

Prerequisite(s): CSC103 & MTH104

The course focuses on abstract data types, their specification, their implementation, and their application from a modern object-oriented perspective, using C++ to illustrate design patterns.

Topics include algorithm analysis and asymptotic notation, multidimensional arrays, data abstraction, stacks, queues, deques, lists, hash tables, trees, searching and sorting algorithms.

CSC203 MANAGEMENT INFORMATION SYSTEMS (6)

Introduction, importance and concepts of MIS. Management reports, organization of MIS data, decision support, the essence of MIS for corporate planning, control in MIS and the role of MIS in the structure of an organization are evaluated throughout the course.

CSC206 COMPUTER ARCHITECTURE (6)

Prerequisite(s): CSC105

The course focuses on the fundamental techniques for designing real machine architectures. Topics include register transfers and datapaths, sequencing and control, instruction set architecture, CPU designs CISC-RISC, input/output and communication, memory systems.

CSC209 VISUAL PROGRAMMING (6)

Prerequisite: CSC103

A study designed to enable students develop applications using a Visual Integrated Development Environment. Introduces event driven programming and windows on-screen objects such as command buttons, text boxes, option buttons, frames, images and ActiveX controls.

CSC210 WEB DESIGNING (6)

Prerequisite: CSC103

This course is an introduction to web design and WWW technologies. Topics include an introduction to the Internet, HTML and XML, cascading style sheets (CSS), Java Script, and Java Applets.

CSC215 COMPUTER ORGANIZATION AND ASSEMBLY PROGRAMMING (6)

Prerequisite(s): CSC105 & CSC112

The aim of the course is to give an introduction to the modern computer organization and technology, with emphasis on the programming and interfacing aspects of the popular Intel family of microprocessors. Topics include an introduction to computer organization, the microprocessor and its architecture, addressing modes, registers, data movement instructions, arithmetic and logic instructions, program control instructions, programming the microprocessor, using assembly language with C/C++, 8086/8088 hardware specifications, memory interface, basic I/O interface, interrupts, DMA, bus interface.

CSC302 DATABASES (6)

Prerequisite: CSC103

The aim is to introduce the fundamental concepts of database design and management, data base languages and system implementation. An introduction to database research areas will also be given. Topics include: features of database systems, data models, the relational model, E-R model and design issues, relational algebra, SQL and query languages, integrity constraints, normalization, object-oriented databases, indexing and hashing, and an introduction to current database research areas. A project will be assigned during the course which will involve the design and implementation of a real world database system application using the methods taught throughout the course and the implementation using Microsoft Access.

CSC307 SOFTWARE ENGINEERING (6)

Prerequisite: CSC103

The aim is to provide a broad coverage of the principles of Software Engineering using the classical and object-oriented paradigm. Topics include the scope of Software Engineering, the software process, the software life-cycle models, team approach and organization, stepwise refinement, cost and benefit analysis, CASE tools, testing and quality assurance, an introduction to objects, and a detailed coverage of the phases of the software life cycle.

CSC308 OPERATING SYSTEMS (6)

Prerequisite: CSC202

The aim of the course is to provide the fundamental concepts that underlie operating systems and their design. Topics include multiprogramming, time-sharing, real-time systems, computer system structures operation and architecture, system services, system calls, virtual machines, process

management, interprocess communication, CPU scheduling, scheduling algorithms, algorithm evaluation, process synchronization, deadlocks, memory management, virtual memory, file system, I/O systems, security, the UNIX system, and Windows.

CSC309 THEORY OF COMPUTATION (6)

Prerequisite(s): MTH104 & CSC202

The aim is to introduce the concepts of the theory of computation, and provide the students in computer science a way of thinking that leads to the understanding of the structure, behavior, and fundamental limitations and capabilities of computers. Topics include sets, relations and languages, finite automata, context-free languages, Turing machines, undecidability and the Church-Turing thesis, and an introduction to complexity and NP completeness.

CSC310 PROGRAMMING IN JAVA (6)

Prerequisite: CSC103

Programming techniques using the platform-independent, object-oriented JAVA language for conventional, Internet, Intranet, and multimedia-intensive based applications and applets. The course emphasizes the principles of good software engineering, stresses program clarity and challenges the students to solve interesting real-world problems.

CSC401 OBJECT ORIENTED PROGRAMMING (6)

Prerequisite: CSC103

The aim of this course is to introduce the principles and concepts of Object-Oriented programming and the efficient usage of Object-Oriented methodology for solving problems with OO programs. The concepts and techniques will be presented in a language independent fashion, but practical programming examples demonstrating how these concepts can be practically implemented using the OO features of C++ and JAVA will be given.

CSC407 COMMUNICATIONS AND NETWORKS (6)

Prerequisite(s): MTH102 & CSC206

The goal is to give skills needed to understand networks for companies, local area networks, metropolitan and wide area networks. Coverage includes the OSI model, TCP/IP reference models and relevant layers. Emphasis is placed on high-speed local and wide area networks with multimedia and multi service connections such as 100 Mbit/sec Ethernet, Gigabit Ethernet, FDDI-II, ATM and ISDN, as well as on satellite networks (FDM, TDM and CDMA).

CSC409 SOFTWARE ENGINEERING II (6)

Prerequisite(s): CSC302 & CSC307

A continuation of CSC307 Software Engineering I. The aim is to provide practical experience in the design and implementation of large scale programming projects using all the techniques and methods taught in CSC307. The development of the projects will be under the supervision of the instructor and the class will meet at normal hours for evaluating the work of each team member.

CSC410 INTRODUCTION TO ARTIFICIAL INTELLIGENCE (6)

Prerequisite: CSC202

Introduction to the core concepts and techniques of artificial intelligence including search, inference and knowledge representation, heuristic and AI algorithmic methods and data structures, production systems, symbolic logic, machine learning and neural networks, rule-based reasoners, inheritance systems and expert systems. The PROLOG language will also be introduced early in the course for implementing data structures and techniques as they are encountered.

CSC411 THEORY AND PRACTICE OF COMPILERS (6)

Prerequisite: CSC309

The aim is to introduce the fundamental principles of compiler design and architecture and the relationship between formal languages, automata theory and translators. Topics include lexical analysis, syntax analysis, syntax-directed translation, type checking, run-time environments, intermediate code generation, code generation and optimization.

CSC412 NUMERICAL ANALYSIS (6)

Prerequisite(s): MTH202 & CSC202

The aim of the course is to give a broad coverage of the field of numerical analysis emphasizing its practical applications. Throughout the course, students will be using numerical procedures for solving problems. The students will be also required to develop computer programs in a high level programming language for implementing numerical procedures and algorithms. Topics include error analysis, iterative methods for solving equations such as Newton's and secant methods, interpolation,

approximation of functions, numerical integration and differentiation, solution of systems of linear equations.

CSC413 INTRODUCTION TO COMPUTER GRAPHICS (6)

Prerequisite(s): MTH203 & CSC112

Introduction to computer graphics algorithms and applications. Focuses on the fundamentals of two- and three-dimensional raster graphics, such as clipping and transformations, and introduces concepts in computer animation.

CULINARY ARTS

CUL110 FUNDAMENTALS OF CULINARY ARTS (6)

As a foundation for developing a professional skill level, students learn about tools, equipment, basic cooking procedures, recipe structure, recipe use and basic kitchen sanitation and safety procedures. Emphasis is given to the structure and history of each group food, in order students to be ready to understand the different methods of cooking. Practical experience is also included, which enables students to understand how a modern kitchen is organized and operated. In addition to that the course aims to provide students with the fundamental principles of stocks, soups, sauces, gravies and thickening agents.

CUL131 GARDE MANGER AND BUTCHERY (6)

To expose the student, through theory and demonstration, to cold food preparation and cold food display techniques. Also to provides students with the fundamental principles of fish and poultry fabrication. Course content will include the study of the art of Garde Manger; The concept and study of Salads, Salad Dressings, Pickling, Smoking, Sandwiches, Hors d'oeuvres; finger food, canapés and other related subjects. In addition it covers the processing of fish and poultry items.

CUL132 GARDE MANGER AND BUTCHERY II (6)

Prerequisite: CUL131

Students will be able to explain the significance of the use of: garnishes, fruit and vegetable carvings, forcemeats, aspic, pâtés, terrines and galantines. Also elements of charcuterie will be studied; sausage making and the curing of meats in production areas of food service operations and demonstrate their abilities to apply such uses. In addition this course provides students with the fundamental principles of meat and game fabrication. Covers the processing of meat and game items.

CUL133 PASTRY ARTS AND BAKING (12)

To expose the student, through theory and demonstration, to pastry and baking preparations. Course content will include the study of the pastry and baking art like: hot sweets, cold sweets, ice creams and sorbets, gateaux, breads, puff pastries, croissants, danish pastries, flans and pies. Furthermore, students will enrich and expand in depth the theory and practical experience to the advancement arts of pastry & baking methods in the modernized catering world.

CUL134 HOT FOOD PREPARATIONS (12)

Prerequisite: CUL110

As a basis for learning more advanced food preparation techniques, the student learns the science of scratch cookery through small batch assignments. Areas of study include meats, poultry, game, shellfish, and fish. The student also practices preparation, presentation and garnishing as well as purchasing methods and specifications in a modern foodservice operation. Students gain realistic experience by writing foodservice specifications, based on general purchasing methods, requirements, procedures, and ethics.

CUL300 FOOD SCIENCE (6)

Prerequisite: HOT103

This course serves as an introduction to the realm of food science, food technology and food processing. It provides an overview of the largest industry with emphasis on the science of food and the technology of food preservation from harvest through processing and packaging to distribution and consumer utilization. Current controversies in food science are also discussed.

CUL301 INTERNATIONAL AND CYPRUS CUISINE (6)

Prerequisite(s): CUL132, CUL133, CUL134

This course covers international cuisine, and exposes the student to culture, history, diversity in foods, and flavor profiles from around the world with special reference to the Cyprus Cuisine.

CUL401 DIETARY CUISINE (6)

Prerequisite(s): CUL132, CUL133, CUL134, HOT103

Basic nutritional concepts that lead to healthy living and the eating habits of customers, patrons and clients are identified and studied. The basic nutritional requirements of various age, social groups and at-risk health groups are evaluated and those needs analyzed in relation to recipe and menu development. Study is directed to the use of low-calorie, low-fat, healthy food choices and the proper cooking techniques used in raising the nutritional benefits of special diets while maintaining taste, texture and appeal.

CUL402 PROJECT (6)

Prerequisite: Junior Standing

Students will enrich and in depth their research skills in Culinary Arts by choosing a topic relevant to their studies and prepare a research project. For the award of the Higher Diploma in Culinary Arts, a student is required to undertake a study on a specific topic and submit a project report of at least 6000 words (excluding Tables and Appendices).

ECONOMICS

ECO101 PRINCIPLES OF MICROECONOMICS (6)

The course introduces students to those principles essential to an understanding of the fundamental economic challenges and problems consumers, firms and governments face. Topics covered include: General introduction to economics; Tools of economic analysis; Supply, demand and the market; Behavior of the consumer; Behavior of the producer; Market Structures and business organization; Factor markets; Public sector and the economy.

ECO201 PRINCIPLES OF MACROECONOMICS (6)

Prerequisite: ECO101

The course is an introduction to the principles of macroeconomics. It exposes students to the theory of national income accounting, aggregate supply and demand, income and spending, money and banking, economic growth and economic fluctuations, inflation and unemployment, fiscal and monetary policy and international linkages.

ECO301 INTERNATIONAL ECONOMICS (6)

Prerequisite: Junior Standing

This course is designed to provide students with an up-to-date analytical framework for discussing concepts, theories and current events relevant to International Economics. The course covers topics in the areas of International Trade and International Finance. Includes Ricardian and Heckscher-Ohlin theories of comparative advantage, analysis of tariffs and other trade barriers, international factor mobility, balance of payments adjustments, exchange rate determination, fiscal and monetary policies in an open economy, optimum currency areas and the European experience.

ECO601 MANAGERIAL ECONOMICS (6)

Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. Topics covered include economic optimization, demand analysis and optimal pricing, demand estimation, production and cost analysis under different market conditions, forecasting and decision making under uncertainty. A research project using modern statistical packages is an integral part of the course.

ENGLISH

ENG020 ELEMENTARY ENGLISH LANGUAGE I (0)

This course aims to provide a foundation in the structure of the English language, gradually building the students' understanding of the basic grammar, vocabulary and functions of English.

ENG021 ELEMENTARY ENGLISH LANGUAGE II (0)

This course aims to provide a foundation in the structure of the English language, gradually building the students' understanding of the basic grammar, vocabulary and functions of English.

ENG030 INTERMEDIATE ENGLISH LANGUAGE I (0)

Prerequisite: Knowledge of Elementary English Language

This course follows Elementary English language and aims to widen the students' understanding of English and to extend their abilities to use the language for communicative purposes.

ENG031 INTERMEDIATE ENGLISH LANGUAGE II (0)

Prerequisite: Knowledge of Elementary English Language.

This course follows Elementary English language and aims to widen the students' understanding of English and to extend their abilities to use the language for communicative purposes.

ENG101 ENGLISH COMMUNICATION (6)

Business is changing faster now than ever. This is a distinctive new business English course which reflects this global change. Drawing on the extensive media assets of the Financial Times and other sources, this course offers a highly authoritative and flexible range of material for business English learners worldwide. This course has been designed to develop real-life communicative skills and powers of self expression.

ENG102 ENGLISH WRITING (6)

This course brings to the learning process a freshness and vitality that further stimulates the learner's active assimilation of material, and encourages the learner to develop self expression through either formal or colloquial English.

ENG108 ENGLISH FOR SECRETARIES I (6)

Prerequisite: Knowledge of Basic English

This course is especially designed to motivate and involve students in effective learning. The course provides systematic preparation for all the skills required for successful communication in both written and spoken form. It introduces new features to the adult learner ensuring that learning English is interesting and motivating. The course combines the best traditional methods with more recent approaches, to help learners use English both accurately and fluently.

ENG109 ENGLISH FOR SECRETARIES II (6)

Prerequisite: ENG108

This course follows English for Secretaries I (ENG108) and it aims to widen the students' understanding of English and to extend their abilities to use the language for communicative purposes. The course provides systematic preparation for all the skills required for successful communication in both written and spoken form. It introduces new features to the adult learner ensuring that learning English is interesting and motivating. The course combines the best traditional methods with more recent approaches, to help learners use English both accurately and fluently.

ENG110 ADVANCED ENGLISH FOR SECRETARIES I (6)

Prerequisite: ENG109

This course follows English for Secretaries II (ENG109), and with the extensive practice of listening, reading, speaking and writing skills, it aims to widen the students' understanding of English. The course consists of reading sections based on cross-cultural topics so as to stimulate the students' interest. There are vocabulary practice sections, which help students, understand and use the vocabulary in the reading text. Further, the grammar development sections build up students' knowledge of the topics under discussion through a variety of tasks. The grammar is thoroughly revised while each writing section presents useful writing skills and gives students step-by-step guidance.

ENG111 ADVANCED ENGLISH FOR SECRETARIES II (6)

Prerequisite: ENG 110

This course follows Advanced English for Secretaries I (ENG110), and with the extensive practice of listening, reading, speaking and writing skills it aims to widen the students' understanding of English. The course consists of reading sections based on cross-cultural topics so as to stimulate the students' interest. There are vocabulary practice sections, which help students, understand and use the vocabulary in the reading text. Further, the grammar development sections build up students' knowledge of the topics under discussion through a variety of tasks. The grammar is thoroughly revised while each writing section presents useful writing skills and gives students step-by-step guidance.

ENG201 ADVANCED ENGLISH (6)

Prerequisite: ENG 101 & ENG102

This course provides material and exercises to develop the advanced language skills and competence required in every day life. It helps students develop their vocabulary and practice the reading, writing, listening and speaking skills needed to efficiently communicate.

FINANCE

FIN101 PRINCIPLES OF FINANCIAL MANAGEMENT (6)

Prerequisite(s): MTH101 & ECO101

An introductory comprehensive analysis of the main concepts prevailing in the area of Finance. The course begins with basic concepts, focusing on the economic environment (including financial markets), risk and the valuation process, and it then shows how specific techniques and decision rules can be used to help maximize the value of the firm.

FIN201 MULTINATIONAL BUSINESS FINANCE (6)

Prerequisite: FIN101

Topics discussed include the scope of multinational business finance, foreign exchange risk, political risk and how companies react to such risks in order to hedge. Emphasis is also given to long-run investment and financing and in particular the foreign investment decision, capital budgeting, international capital markets and the cost of capital and financial structure of international companies. The course will finally cover working capital management and control and performance evaluation of international firms.

FIN601 FINANCIAL MANAGEMENT (6)

The course focuses on the generation and acquisition of financial resources from internal operations as well as from external capital markets, and their efficient utilization and control within the organization. The main topics covered are Capital Budgeting, Long Term Investment Decisions, Working Capital Management, Inventory, Cash and Debtors Management, Financial Decision Making, Long Term Financial Structure Decisions, Cost of Capital and Dividend Decisions. Computer applications are also used as part of the study process.

FIN602 MULTINATIONAL BUSINESS FINANCE (6)

Topics discussed include the scope of multinational business finance, foreign exchange risk, political risk and how companies react to such risks in order to hedge. Emphasis is also given to long-run investment and financing and in particular the foreign investment decision, capital budgeting, international capital markets and the cost of capital and financial structure of international companies. The course will finally cover working capital management and control and performance evaluation of international firms.

FIN603 INVESTMENTS (6)

Prerequisite: FIN601

The course is intended to give emphasis in investment analysis and how one can be professional in finance or simply a sophisticated individual investor. The central theme is the efficiency of well development security markets and the general awareness that competitive markets do not offer free lunches to participants. Also, it gives emphasis in the investment risk and competitive security markets, focuses on the modern portfolio theory, techniques, diversification on portfolio risk analysis. It examines also stocks, bonds, real estates, asset allocation in order to improve the overall investment performance and to reduce the investment risk by using options loan and the investment texts.

FRENCH

FRE101 FRENCH LANGUAGE (6)

The aim of this course is to offer beginners in French Language a basic introduction to the language. Grammar is studied but emphasis is given on vocabulary, oral and reading comprehension.

FRE201 FRENCH LANGUAGE II (6)

Prerequisite: FRE101

The aim of this course is to offer to students the ability to use the French Language. Articles, verbs and pronouns are studied but emphasis is given on vocabulary, oral and reading comprehension.

GERMAN

GER101 GERMAN LANGUAGE (6)

The aim of this course is to offer beginners in German Language a basic introduction to the language. Tenses are studied but emphasis is given on vocabulary, oral and reading comprehension.

GER201 GERMAN LANGUAGE II (6)

Prerequisite: GER101

The aim of this course is to offer an understanding of German Language. Articles are studied but emphasis is given on vocabulary, oral and reading comprehension.

HISTORY

HST101 EUROPEAN HISTORY (6)

The course is a general introduction to modern European history since 1789 and it is indented to familiarize students with the major events, political ideologies and social trends that have shaped the world as we now know it. Topics covered include the European Revolutions, 1750-1848, the rise of nation states, colonialism, the First World War, the Second World War and reconstruction leading to the European Union.

HST102 HISTORY OF CYPRUS (6)

An introduction to the history of Cyprus, from prehistoric times to the present. It presents the chronological succession of civilisations that flourished on the island. In addition to political developments, the course examines the social and cultural conditions of the various eras; particular attention is paid to material remains, such as artefacts and buildings.

HOTEL MANAGEMENT

HOT101 INTRODUCTION TO THE HOSPITALITY INDUSTRY (6)

Surveys the opportunities, careers, responsibilities and trends in the hospitality industry, as well as the evolution of this sector and its relation with the travel and tourism industry. The different elements and types of establishments that make up the hospitality industry and the profile of the work and the activities done in each department of a hotel are also reviewed.

HOT102 FRONT OFFICE OPERATIONS (6)

Designed to expose students to front office operation in a hospitality enterprise. It presents a systematic approach to front office procedures by detailing the flow of business through a hotel, beginning with the reservation process and ending with checkout and settlement. The course also examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations, and to personnel management.

HOT103 SANITATION, HYGIENE AND NUTRITION (6)

Studies the nutrients found in food products, such as proteins, vitamins and carbohydrates as well as food and personal hygiene, food poisoning, hygiene control and legislation concerning the food handler and food premises.

HOT104 FOOD AND BEVERAGE SERVICE (6)

Food and beverage service methods, areas and equipment. Types of menu, menu knowledge and accompaniments. Beverages and the food and beverage service sequence. Supervisory aspects of the food and beverage service, performance measures and customer relations. Practical skills regarding the above are provided throughout the course.

HOT105 FOOD PRODUCTION (6)

The course provides the basic principles underlying the selection, composition and preparation of major food products. Emphasis is given to the structure and history of each group food in order students to be ready to understand the different methods of cooking. Practical experience is also included, which enables students to understand how a modern kitchen is organized and operated.

HOT106 HOSPITALITY SAFETY AND FIRST AID (6)

An examination of safety within the hospitality sector. Particular emphasis is placed upon the application of first aid techniques, such as the treatment of fractures, burns and poisoning, and fire prevention.

HOT202 CONFERENCE AND BANQUETING OPERATIONS (6)

Prerequisite: HOT104

A continuation of HOT104 with increased emphasis upon the Banquet Business and Management of functions.

HOT203 FOOD PRODUCTION II (6)

Prerequisite: HOT105

Studies the selection and preparation of major food products. Goes beyond the basic knowledge of food production and introduces some of the complexities that help make the actual food preparation and presentation more practical and adaptable to most solutions. The course gives the tools for kitchen management and has to do with the organization and use of skills in a professional and modern Kitchen.

HOT205 HOUSEKEEPING MANAGEMENT (6)

A study on the administration of the housekeeping department through forecasting, statistics and other procedures. Additional concepts like budgeting, personnel administration, record keeping and work routines are also reviewed. Basic principles of choosing the correct and suitable furniture,

lighting, flooring, ceiling and equipment, as well as decorating is also reviewed. Safety, efficient and effective methods of work are also covered through a practical session of the course.

HOT206 WINES AND SPIRITS (6)

An introduction to wines: history, points of origin, procedures, and handling techniques, flavor characteristics and commercial value. Production, purchasing, storing and serving of other spirits, as well as the principles of bar and cellar management, such as marketing, competition, environment, pricing strategies and sales promotions will also be evaluated. The course has a practical part that aims to make the students develop an ability to evaluate wine through wine tasting sessions and also be able to prepare a variety of spirits for example cocktails and operate a bar.

HOT301 HOSPITALITY MARKETING (6)

This module introduces the important role of marketing as a business philosophy within the unique environment of the hospitality industry. The main concepts are introduced and illustrated with real examples from organizations within the global hospitality and tourism sector. The student is shown the major decisions that industry managers face in their efforts to balance the organizations objectives and resources against varying customer needs and opportunities in the global market place.

HOT302 FOOD AND BEVERAGE MANAGEMENT (6)

Prerequisite: HOT104

Provides a basis for understanding the Food and Beverage areas. Emphasis is placed on the manager's role and responsibilities in commercial or institutional food service and on the information in Food and Beverage training programs.

HOT303 FOOD AND BEVERAGE CONTROLS (6)

Prerequisite(s): HOT203 OR CUL134

The course covers the principles and procedures involved in an effective food and beverage control system, including the determination of standards, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, labor cost control and computer applications.

HOT304 MENU PLANNING (6)

Prerequisites: HOT203 or CUL110

A study on how to design a menu in an existing or new operation. The importance of product and equipment availability, selling prices, flow and skill levels and station capacities when making menu changes are thoroughly examined.

HOT305 CONTROL OF ACCOMMODATION OPERATIONS (6)

Prerequisites: HOT102 & HOT205

An application of the principles of the control cycle to the operational areas of accommodation provision, such as the front office and the housekeeping and maintenance sections, in order to attain set targets and identify the requirements of the consumer/customer and marshal resources to meet these needs.

HOT306 KITCHEN AND RESTAURANT ORGANIZATION (6)

A comprehensive study of kitchen and restaurant organization, covering staffing, layout, equipment and maintenance, menu design and production, food purchasing and controls, marketing, sanitation, and safety.

HOT401 HOSPITALITY HUMAN RESOURCE MANAGEMENT (6)

Examines the relevance of human relations to the hotel and catering industry. Particular emphasis is given to issues such as motivation, communication, interpersonal behavior, leadership, decision-making and planning. Problems with employment today, global economic climate where adaptability and flexibility are now key considerations when following a career path.

HOT402 MANAGING QUALITY HOSPITALITY SERVICES (6)

The complex practicalities associated with the aim of achieving better quality performance are evaluated. The course is integrated through the use of quality improvement illustrations which document the action required to improve performance in the service sector. Through the course the students have the chance to deal with new concepts concerning T.Q.M total quality management in the service sector and also the need of standards at the hospitality services.

HOT403 HOSPITALITY MAINTENANCE MANAGEMENT (6)

PREREQUISITE(S): (HOT102, HOT205 & HOT302) or HOT306

An introduction on how to manage the physical plant of a hotel or a restaurant. Topics covered include plumbing and sanitary systems, electrical installations, heating systems, appliances and fuels, ventilation, lifts, public address systems and internal communication. The whole course deals with

the latest innovative ideas for the maintenance of a hotel and what are the correct and practical appliances for each hotel based on the needs and the structure of the hotel.

HOT404 INTERNATIONAL HOSPITALITY MANAGEMENT (6)

Prerequisite(s): HOT101 & HOT305

This course treats various aspects of hotel development and management in international terms. Overview and historic perspective. International hotel investment, development, and agreements. Human resources and cultural diversity. International hotel operations. Global competition and the future. Personal observations, academic perspectives, and research with actual examples regarding the above are provided throughout the course.

LAW

LAW101 BUSINESS LAW (6)

The aim of the course is to provide the students with an understanding of legal history, legal institutions and the most important principles of law, court procedures and evidence and get students familiar with legal terminology, as well as the basic principles of contract law which will be relevant and useful for the students in their business and other professional courses. Understanding how legal system and how legal principles are used will assist the students in their future business studies. The course also aims to help the students understand the general principles of Company Law, real and personal property, the law of certain torts and crimes in business, as well as the European Law influences domestic laws.

LAW201 INTERNATIONAL LAW (6)

This comprehensive introduction to international law emphasizes the normative theory of international law and its place in contemporary world politics. Using a combination of theory supplemented by case law, it describes the importance of international law from the perspective of the rights of states, reciprocity among governments, and collaborative efforts to achieve stability and peace. By interweaving traditional subjects (e.g. statehood and sovereignty) with discussions of contemporary topics (e.g., human rights and the law of the sea), it reveals the emerging transition to a new style of international politics-an interdependent international system based on law and organization.

MANAGEMENT

MGT101 PRINCIPLES OF MANAGEMENT (6)

The course aims to examine the basis of Global Management theory and practice, its evolution and underlying nature. It introduces the student to the basic managerial functions of planning, organizing, and staffing, leading and controlling of the contemporary, global environment.

MGT201 PRODUCTION AND OPERATIONAL MANAGEMENT (6)

Prerequisite(s): MGT101 & MTH102

The aim of the course is to cover the latest and the most important issues facing Operations Management managers and to create a competitive advantage for students in the marketplace by conveying a set of skills and tools that they can apply to identify such issues. The course gives a general understanding to students of the principles involved in production and operations management, design, control, layouts, facilities, planning, material processing and inventory control. Topics, such as, Electronic Commerce, Supply Chain Management, and Enterprise Resource Planning Systems are studied in the book with up-to-date high-level managerial material to clarify the 'big picture' of their business applications

MGT203 MANAGEMENT THEORY AND PRACTICE (6)

Prerequisite: MGT101

The course is intended to serve as a bridge between the theory and practice of management and is designed to help students develop a better appreciation of the vital role, management plays in the success of a business. It examines in-depth the processes of planning and decision-making, organizing, leading and controlling and emphasizes the global character of the field of management. The theoretical frameworks that guide managerial activities are also explained.

MGT205 SAFETY AND HEALTH IN THE WORK ENVIRONMENT (6)

Prerequisite: MGT402

The course aims to deliver a proactive approach that carefully examines the various activities of an organization, identifies the risks that exist, and assesses those risks for potential frequency and severity. The course is designed to help students create an ability to eliminate or reduce risks and develop financial mechanisms to absorb the financial consequences of the remaining risks. Topics covered are health and safety training, safety

management, pre-employment health assessment, health education programs, risk assessment, methods of assessment, tools of measurement, and trends in the health and safety profession.

MGT206 e-BUSINESS (6)

Prerequisite(s): MGT101

The course aims to explore the sets of e-business models, principles and practices that embrace business relationships in the supply and distribution chain. Emphasis is given to detailed case studies of a variety of firms, comparison of global e-business, supply chain, networks, innovation, customer relationship management, and future developments in e-business. The course is designed to create the ability to identify, analyze and evaluate these issues in future generations of the e-marketplace.

MGT302 ORGANIZATIONAL BEHAVIOR (6)

Prerequisite(s): MGT101 or Consent of Instructor

The purpose of this course is to familiarize students with the complex issues surrounding today's organizations in their internal environment. It examines the contribution of behavioral science to the management process from a theoretical and functional perspective. The course deals with people in business enterprises and organizational relations. The course deals with people in business enterprises and organizational relations. Students are encouraged to describe situations; diagnose the organizational behavior found in a situation; prescribe the best practices or most appropriate behavior for a given organizational situation; and then, act effectively in those situations.

MGT303 MANAGEMENT SCIENCE (6)

Prerequisite: MGT201

The emphasis is on quantitative techniques for managerial decisions. The course examines models and methods of optimization and applications in managerial problems. Students will acquire an in depth knowledge of Linear Programming techniques. Emphasis will be given in the development of Optimization Models in Mathematical Programming for practical problems and analysis techniques.

MGT304 EUROPEAN BUSINESS (6)

Prerequisite(s): MAR101 and MGT101

The module explores the interaction between European businesses and their environment using up-to-date case studies. Drawing upon a range of disciplines including economics, organizational behavior, finance and business strategy, it explores how and why modern businesses behave as they do, and how and why the business environment is changing. A central theme within the syllabus is the position of Europe within the global economy. Also comprehensively examined is the developing nature of the European Union and the movement towards market economies in Central and Eastern Europe.

MGT305 MANAGING CHANGE (6)

Prerequisite: MGT302

The course introduces students to change models and the change process in contemporary business. Students will learn about factors necessary to effect change in organizations. The course focuses on a combination of different theories and techniques associated with organizational development, management of change and human resource management.

MGT306 HUMAN RESOURCE STAFFING (6)

Prerequisite: MGT402

The course introduces students to current trends in Human Resource Planning, job analysis, recruitment and selection, newcomer orientation, organizational socialization and link between human resource staffing and business strategy.

MGT307 HUMAN RESOURCE TRAINING AND DEVELOPMENT (6)

Prerequisite: MGT402

The module aims to give students a solid background in the fundamentals of training and development – needs assessment, transfer of training, designing a learning environment, methods and evaluation. In addition, it explores the role of training and its broadening due to its strategic nature, the changing nature of the workplace, and availability of technology. Current topics such as corporate universities, knowledge management, web-based training, e-learning, competency models, and the role of training in virtual organizations are thoroughly discussed.

MGT308 PERFORMANCE MANAGEMENT (6)**Prerequisite:** MGT402

The course introduces students to critical management and administrative issues related to group and individual performance and their effective contribution toward organizational objectives. Specific strategies for successful self-management team building, and delegation will be emphasized.

MGT309 COMPENSATION MANAGEMENT (6)**Prerequisite:** MGT402

The course explores the context of compensation practices, the criteria used to compensate employees, the compensation system design and administration issues, and the employee benefits and rewards. Topics covered include strategic perspectives and reward planning, job analysis, evaluating work, designing pay levels, pay for performance, skill-based pay, competence-related pay, team rewards, pension schemes, performance appraisal, benefits, rewarding directors and senior executives, rewarding expatriates and sales staff, the role of the unions and the government, budgets and administration and managing reward with the help of computers.

MGT310 LABOR RELATIONS (6)**Prerequisite:** MGT402

The course aims to explore the sets of processes that unions and employees develop and use to achieve their goals while accommodating each others needs. Further topics include the laws and regulations that specify and limit the scope and implementation of the practice of labor relations, as well as, the theories that connote conflict resolution processes.

MGT311 CULTURAL AND POLITICAL ENVIRONMENT OF INTERNATIONAL BUSINESS (6)**Prerequisite(s):** MAR101 and MGT101

The module introduces students to Business Systems by exploring the dynamics of the Business Environment-cultural, technological, social, political and economic factors. The material aims to demonstrate the effects of these dynamics on business organizations and illustrates to students how decisions are made within organizations to ensure survival in this constantly changing environment.

MGT312 CROSS CULTURAL MANAGEMENT (6)**Prerequisite(s):** MGT101 & MAR101

The course is designed to meet the needs of future managers and executives in developing globally-oriented thinking and decision-making, and facilitating strategic leadership behavior. The course blends the core definitions of culture with a general overview of cross-cultural management concepts in developing an understanding of the differences and similarities in managing organizations in various cultural settings. This aims to help students develop a solid background for the follow-up analysis of the cultural impacts on global communications, negotiations and strategic alliances, as well as, on managing cross cultural effectiveness in the global workplace.

MGT313 MANAGING DIVERSITY (CULTURAL DIFFERENCES) (6)**Prerequisite:** MGT402

The course emphasizes the importance of Human Resource Management into organizations and the markets served which are constantly changing by taking a proactive approach to diversity management. The course is designed to help students recognize, value and celebrate the visible differences such as gender, ethnicity, age and disability and also the less visible differences such as sexual orientation, background, personality and work-style in a national or an international level in order to harness differences and improve creativity and innovation.

MGT401 INTERNATIONAL BUSINESS (6)**Prerequisite(s):** MGT101 or Consent of Instructor, ECO101 & ECO201

The course introduces an overview of International Business, the dynamics behind the relative environments, the underlying Theories and Implications and the Tactics and Operations of International Business Functions. Special consideration within the course entails the impact of Political, Economic, Governmental, Cultural and Financial factors on International Business. It also introduces techniques that international managers must consider when comparing the various forces within the domestic and international environment to aid effectively their International Business relations and decisions.

MGT402 HUMAN RESOURCE MANAGEMENT (6)**Prerequisite(s):** MGT101 or Consent of Instructor

The course emphasizes personnel and human resource management activities as an integrated relationship of people, jobs and organization. It enables the students to realize the importance of effective personnel management for organizational performance. Topics covered include understanding the

global environment, ensuring fair treatment and legal compliance, creating organizational alignment, managing strategic change, job analysis, recruitment and selection, training and development, compensation, measuring performance, performance-based pay systems, benefits and services, safety and health at the workplace, unionization and bargaining, and practicing the human resource profession.

MGT403 BUSINESS POLICY AND STRATEGIC MANAGEMENT (6)**Prerequisite:** Junior Standing

The course provides a basic understanding of the strategic management and business policies in modern organisations. It is designed to develop problem-solving and decision-making skills in business situations that involve the organisation as a whole. It enables the student through case studies and decision simulation exercises to integrate his/her knowledge and skills acquired from all areas of business.

MGT404 BUSINESS ETHICS (6)**Prerequisite:** MGT101

The course focuses on the ethical dilemmas and moral issues, which individuals, managers and organizations face and supports how they might deal with them, effectively. Concepts and strategies of ethical analysis applied to managerial and (international) business issues such as human resource issues, decision-making in business, managing stakeholders and shareholders, organizational culture and managing ethical conduct in a global business environment, are examined throughout this course.

MGT601 OPERATIONS MANAGEMENT (6)

The aim of the course is to cover the latest and the most important issues facing Operations Management managers and to create a competitive advantage for students in the marketplace by conveying a set of skills and tools that they can apply to identify such issues. The course gives a general understanding to MBA students of the principles involved in operations management, design, control, layouts, facilities, planning, material processing and inventory control. Topics, such as, Electronic Commerce, Supply Chain Management, and Enterprise Resource Planning Systems are studied with up-to-date high-level managerial material to clarify the 'big picture' of their business applications.

MGT602 HUMAN RESOURCE MANAGEMENT (6)

The course is designed to focus on an in-depth analysis of the major functions of a manager dealing with human resource issues. Topics covered include understanding the global environment, ensuring fair treatment and legal compliance, creating organizational alignment, managing strategic change, job analysis, recruitment and selection, training and development, compensation, measuring performance, performance-based pay systems, benefits and services, safety and health at the workplace, unionization and bargaining, and practicing the human resource profession. Also, case studies are used extensively.

MGT603 ORGANIZATIONAL BEHAVIOR (6)

This course is concerned with the managerial aspects of organisational behaviour in a national and global setting. It focuses on interactions among the structure and operations of organisations, the process of management, and the behaviour of people in a work environment. The MBA students come out of this course with both a theoretical and a practical understanding of traditional management concepts such as organizational structure, culture, motivation, leadership, and teams.

MGT604 BUSINESS ETHICS (6)

This MBA course examines the ethical aspects of individual and corporate decision making in business and provides resources for making ethical decisions within the context of managerial practice. The significant role of Ethics in decision making, the factors that lead to significant corporate misconduct and the means of maintaining an ethical corporate climate are examined. In a similar vein, the course gives insight and skill to work within a rapid social change in global business through innovative educational experience. For this reason the use of various case studies and group activities including role-playing and prepared scenarios is a unique characteristic of this course.

MGT605 MANAGING CORPORATE CHANGE (6)

This MBA course examines organization development theories, techniques and designs to manage corporate change toward improving organization's performance and functioning. Making the organization more hospitable to people, improving productivity and human satisfaction, resulting in achieving greater efficiency and competitive advantage. Emphasizing the importance of innovative organization techniques to compete in the millennium of accelerating change due to global environmental changes the course covers topics such as mergers and acquisitions, downsizing, internet

organizations, evolving technologies, environmental protection, globalization and liberalization concepts.

MGT606 QUANTITATIVE METHODS FOR BUSINESS (6)

The aim of this course is to familiarize the MBA students with the quantitative methods in management. Upon completion of this course, the MBA students should have a thorough knowledge of linear programming, transportation, network models, project scheduling, inventory models, waiting line models, simulation, decision analysis, multi-criteria decision problems and forecasting. Use of Statistical packages will be made to apply to various quantitative techniques.

MGT607 STRATEGIC MANAGEMENT (6)

This MBA course integrates into a logical system the managerial, human resources, accounting, economic, financial and marketing areas of business, as well as the legal and social responsibilities, fair employment practices, and the international aspects of business activity. The emphasis will be on developing problem-solving skills and defensible organizational strategies. To that end, the course also examines assumptions, relationships, priorities, structures, and values in both a personal and an organizational context. Case studies as an inseparable part of the course will assist in enabling the students evaluate and select appropriate courses of action.

MGT610 LABOR RELATIONS (6)

The course aims to explore the sets of processes that unions and employees develop and use to achieve their goals while accommodating each others needs. Further topics include the laws and regulations that specify and limit the scope and implementation of the practice of labor relations, as well as, the theories that connote conflict resolution processes.

MGT614 MASTER THESIS (12)

The Master Thesis undertaken will be a research investigation into a contemporary management issue utilizing primary and secondary investigation, techniques and data sources. The investigation is likely to involve learners in the evaluation and formulation of organization strategies in a chosen field of management. It also provides a clear guidance on how to undertake a research as well as highlighting the realities of undertaking research, including the more common pitfalls. Topics covered include formulating and clarifying the research topic, critically reviewing the literature, deciding on the research approach and choosing a research strategy, negotiating access and research ethics, selecting samples, using secondary data, collecting primary data, analyzing quantitative and qualitative data as well as writing and presenting the research project.

MARKETING

MAR101 PRINCIPLES OF MARKETING (6)

An introductory course designed to explore the marketing mix ingredients. Emphasis is also placed, on the analysis of the external factors of the business environment that influence marketing decisions.

MAR201 MARKETING RESEARCH (6)

Prerequisite(s): MAR101 & MTH102
Basic research concepts and practices applied in solving marketing problems are studied. The following steps of the research process are studied in detail: Identifying problem areas, formulating the research design, selecting sources of data, sampling, questionnaire design, processing and reporting the results.

MAR202 ADVERTISING MANAGEMENT (6)

Prerequisite: MAR101
An introductory course designed to explore in detail the role of advertising and sales promotion in marketing programs. Subject areas treated include the strategy of advertising campaigns, the planning and execution of advertising programs and the evaluation of results.

MAR203 INTERNATIONAL MARKETING (6)

Prerequisite(s): MAR101 & Junior Standing
Basic marketing concepts as they relate to the field of international marketing are explored in depth. Emphasis is placed on the conceptual and analytical tools that enable marketing managers to better exploit the opportunities and avoid the pitfalls of global marketing.

MAR204 CONSUMER BEHAVIOR (6)

Prerequisite: MAR101
The course consists of a survey of behavioral and Social science concepts applied in marketing. Course orientation is towards the sociological aspects of consumption, the psychology of consumer preferences, decisions and spending behavior.

MAR205 PUBLIC RELATIONS (6)

Prerequisite: MAR101
The course is dealing with the theory of communication. The concepts of public, public opinion, research, and the place of public relations in the organization are examined. Emphasis is given on designing public relations strategies and application of public relations methods, tools and techniques in maintaining effective relations with the different publics.

MAR306 SERVICES MARKETING (6)

Prerequisite: MAR101
Emphasis is placed on the growing importance of service industries, the unique characteristics of services and the problems they present to marketers. In addition, various classification schemes that can help service marketers develop marketing strategies are examined. The course is designed to be application oriented.

MAR308 STRATEGIC MARKETING (6)

Prerequisite: MAR101
The course examines marketing strategy and focuses on the development of marketing strategies and management of the marketing effort. Emphasis is given on the designing of market-driven strategies, on the development of a market-focused program and on the implementation and management of market-driven strategies.

MAR309 BUSINESS TO BUSINESS MARKETING (6)

Prerequisite: MAR101
The course introduces the concepts of marketing to businesses and stresses the importance of building relationships with customers. Topics covered include Marketing Strategy, Developing and Managing Products, Business Marketing Channels, Integrating Marketing Communications, Sales Management, Pricing, Globalization, Customer Retention and Maximization.

MAR310 SALES MANAGEMENT (6)

Prerequisite(s): MAR101 & MTH102
Emphasis is placed on sales management in the administration of the personal selling function in the marketing mix. The specific duties and responsibilities of sales managers are discussed such as recruiting, training, compensating, motivating and evaluating salespeople.

MAR401 RETAIL MANAGEMENT (6)

Prerequisite: MAR101
The fundamentals of effective retail management such as store organization, buying, selling, advertising, sales promotion, personnel administration and finance are presented in the context of both small and large retail operations.

MAR601 MARKETING MANAGEMENT (6)

The course introduces the student to the actualization of the theory of marketing in business. The subject includes the theory and practice of marketing management, examining areas such as the marketing role within the firm, the marketing mix, marketing strategy planning, marketing segmentation, intermediate customers and the uncontrollable variables in the marketing environment. It will enable students to enter the business world with a sound knowledge of theoretical and practical marketing skills. The student will develop a customer orientated business mind which is a prerequisite for success in the business world.

MAR602 CONSUMER BEHAVIOUR (6)

Prerequisite: MAR601
Drawing upon material from marketing and the behavioral sciences, this course looks at the factors that facilitate, impinge, and/or guide the behavior of the consumer in the marketplace. The viewpoint will be that of the marketer who wishes to market more effectively and better serve the consumer by understanding more about why consumers behave as they do. The Consumer Decision Model will provide the focus for this course. The buyer behavior module aims to give the student a critical understanding of the factors influencing consumer behavior which can be used in the development of more effective marketing strategies.

MAR603 MARKETING RESEARCH (6)

Prerequisite: MAR601
Basic research concepts and practices applied in solving marketing problems are studied. The following steps of the research process are studied in detail: Identifying problem areas, formulating the research design, selecting sources of data, sampling, questionnaire design, processing and reporting the results.

MAR608 STRATEGIC MARKETING (6)

The course examines market-driven strategies and focuses on the development of marketing strategies and management of the marketing effort. Emphasis is given on the strategic marketing's pivotal role in

business performance, success and prosperity of organizations operating in a fiercely competitive business environment. This MBA course focuses on the marketing analysis and the application of all marketing concepts and tools necessary for the preparation of a successful strategic marketing plan.

MATHEMATICS

MTH101 MATHEMATICS (6)

An introduction to real numbers. Polynomials. Rational Expressions. Square roots. Exponents. Equations and inequalities: Linear, Quadratic and Other Forms. Graphs. Functions: Graphing, Transformations, Composite, Construction, Quadratic, Rational.

MTH102 STATISTICS (6)

An introduction to the concept and need for statistics. Collection, tabulations and graphical representation of statistical data. Frequency distributions. Measures of central tendency. Measures of dispersion and skewness. Probability and probability distributions. The binomial, the Poisson and the normal distributions. Sampling. Estimating means and percentages.

MTH103 CALCULUS (6)

The course introduces calculus with analytic geometry with a focus on the conceptual understanding and applicability of the material covered. Topics include functions, limits and continuity, differentiation, logarithmic and exponential functions and their derivatives, analysis of functions and their graphs, applications of the derivative, and integration.

MTH104 DISCRETE MATHEMATICS (6)

Since the data stored in a computer must by necessity be finite (discrete) and the algorithms performed by a computer must have a finite number of steps, many important applications of discrete mathematics are used in computer science such as the analysis and design of algorithms. Problem solving and algorithms will be emphasized throughout the course and computer projects will be assigned. Topics include sets and functions, algorithms and their complexity, mathematical reasoning including methods of proof and induction, combinatorial analysis, counting principles and permutations, recurrence relations and the inclusion-exclusion principle, graph theory and trees, and an introduction to languages and grammars and Turing machines.

MTH201 FINITE MATHEMATICS (6)

Prerequisite: MTH101

The aim of the course is to familiarize students with basic and specialized mathematical techniques which are useful in business situations. An introduction to the method of solving systems of equations and inequalities. Probability Theory. Sets. Linear programming. Markov Chains. Financial Mathematics. Decision Theory. Game Theory.

MTH202 CALCULUS II (6)

Prerequisite: MTH103

Continuation of MTH103 CALCULUS I. Topics include applications of the definite integral in geometry, science and engineering, principles and methods of integration, mathematical modelling with differential equations, infinite series, analytic geometry in calculus.

MTH203 LINEAR ALGEBRA (6)

Prerequisite: MTH103

The aim of the course is to introduce the basic concepts of Linear Algebra and its applications to a wide variety of different areas. Topics include vector space properties and systems of linear equations, matrices and linear transformations, dimension and rank, coordinate vectors and matrix representations, determinants, eigenvalues, eigenvectors and their applications, orthonormal sets and Gram-Schmidt theorem, orthogonal matrices.

MTH204 STATISTICS II (6)

Prerequisite: MTH102

Tests of hypotheses. Analysis of variance. Chi-square analysis. Index numbers. Time-series analysis. Simple linear regression and correlation analysis. Non parametric statistical methods. Computer aided statistics.

MODERN GREEK

GRE101 MODERN GREEK (6)

The aim of this course is to offer beginners in Greek Language a basic introduction to the language. Tenses are studied but emphasis is given on vocabulary, oral and reading comprehension.

GRE201 MODERN GREEK II (6)

Prerequisite: GRE101

The aim of this course is to offer beginners in Modern Greek a broader introduction to the language. Grammar is studied but emphasis is given on vocabulary, oral and reading comprehension and above all communication.

PHILOSOPHY

PHI101 INTRODUCTION TO PHILOSOPHY (6)

The students will be introduced to the fundamental issues of Philosophy through a study of the ideas of the classical Greek Philosophers, including theory of knowledge, ethics, metaphysics, religion and social theory.

POLITICAL SCIENCE

POL101 POLITICAL STUDIES (6)

An introduction to the historical and theoretical background of modern political systems. It deals in some detail with the institutions, processes and culture of British politics and of the European Union, as well as with the American Constitution and Federalism. Other 'ideological'/political systems are also examined, as well as current political and social global issues.

PSYCHOLOGY

PSY101 INTRODUCTION TO PSYCHOLOGY (6)

A survey of the theoretical perspectives and research in the scientific study of human behavior. Major topics include the nature of psychology as a science, life-span development, biology of behavior, perception, learning, memory, motivation, personality, stress, psychotherapy, and social behavior.

SECRETARIAL STUDIES

SEC101 ENGLISH TEXT PRODUCTION I (6)

Coverage of the keyboard, the tabulator, correction signs, manuscripts, paper sizes, paragraphs, headings, business letters, memorandums, invitations, reports, articles, information sheets, programs and checklists.

SEC102 GREEK TEXT PRODUCTION I (6)

PREREQUISITE(S): Knowledge of Greek language.

Learning the keyboard, typing of simple texts, letters and memorandums.

SEC104 GREEK SHORTHAND I (6)

PREREQUISITE(S): Knowledge of Greek language

A study of the alphabet. Examines the combinations of vowels with symbols, verbs, pronouns, articles, adverbs, prepositions, conjunctions, comparatives and superlatives.

SEC105 GREEK SHORTHAND II (6)

PREREQUISITE(S): SEC104

A continuation of SEC104 that is designed to prepare students for the speed exams (60-80 words per minute) carried out by the Cyprus Ministry of Education and Culture.

SEC106 OFFICE ADMINISTRATION I (6)

The aim of the course is to provide an in-depth analysis of the duties and functions of the secretary such as office organisation, handling documentation, use and control of materials and stationery and storage and retrieval of information.

SEC107 OFFICE ADMINISTRATION II (6)

Prerequisite: SEC106

The aim of the course is to provide an in-depth analysis of the duties and functions of the secretary such as appreciation of the functions and use of office equipment, internal and external communication and services provided by outside agencies.

SEC201 ENGLISH TEXT PRODUCTION II (6)

Prerequisite: SEC101

This is a continuation of SEC101. The course deals with memorandums, forms, circular letters, tabulation, advertisements, documents for meetings (notice of meeting, agenda and minutes), footnotes, invitations, reports, articles, information sheets, programs, fax transmission and checklists.

SEC202 GREEK TEXT PRODUCTION II (6)

Prerequisite: SEC102

A continuation of SEC102. Reviews the theory of letters, forms, tables, memorandums, postcards, personal letters, invoices, documents for meetings and legal work.

SEC203 OFFICE ADMINISTRATION III (6)

Prerequisite: SEC107

The aim of the course is to provide an in-depth analysis of the duties and functions of the secretary such as administrative duties and staff responsibilities, the name and functions of different business equipment and services and the characteristics of the work environment.

SEC204 OFFICE ADMINISTRATION IV (6)

Prerequisite: SEC203

The aim of the course is to provide an in-depth analysis of the duties and functions of the secretary such as storing, indexing, classifying and retrieving information and communication.

SEC301 - ENGLISH TEXT PRODUCTION III (6)

Prerequisite: SEC201

The course deals with memorandums, forms, circular letters, tabulation, advertisements, documents for meetings (notice of meeting, agenda and minutes), footnotes, press release, invitations, reply to invitation, reports, articles, information sheets, programs, fax transmission, checklists and itinerary.

SEC302 GREEK TEXT PRODUCTION III (6)

Prerequisite: SEC202

The course revises the material taught in SEC202. Emphasis is given on practising Greek Text Production (MOEC - Third Level) past examinations.

SEC401 - ENGLISH TEXT PRODUCTION IV (6)

Prerequisite: SEC301

Speed tests and practice of English Text Production (LCCI - Third Level) past examinations.

SEC402 GREEK TEXT PRODUCTION IV (6)

Prerequisite: SEC302

Speed tests and practice of Greek Text Production (MOEC – Third Level) past examinations.

SOCIOLOGY

SOC101 PRINCIPLES OF SOCIOLOGY (6)

A systematic introduction to the historical foundations of the science of Sociology, the development of Sociology based on core theoretical perspectives – Functionalist / Conflict / Interactionist – a thorough description of how culture and social structure are viewed and explained by Sociology, analysis of the socialization process, nature and functions of formal organizations and social groups, deviant behavior and crime as explained by sociological theories, social stratification, emphasis in analyzing the nature of power in terms of political and economic effects, social issues which stem out from differences in race – ethnicity – gender, sociological views on the institution of marriage and family within different societies around the globe, sociological analysis of social change and social movements, real-life applications of sociological knowledge related to different societies in the 21st century, discussions on current world issues based on principles of sociological knowledge.

TRAVEL AND TOURISM

TOU101 COMPUTERIZED RESERVATION SYSTEM (6)

An introduction to manual travel agency operations and basic hands-on reservations techniques by using the SABRE Travel Network global distribution system (GDS's). Emphasis on making air, hotel, and car reservation; booking itineraries.

TOU102 COMPUTERIZED RESERVATION SYSTEM (6)

Prerequisite: TOU101

Fares, Pricing and ticketing procedures with continuation of the study of Computerized Reservation System I. Emphasis on finding fares, pricing itineraries and issuing automated, and electronic tickets.

TOU103 INTRODUCTION TO LEISURE (6)

The course provides a comprehensive examination of the field of recreation and leisure study. The course examines leisure from sociological, economic, and historic contexts as well as introducing a broad range of recreation and leisure services.

TOU104 TOURISM GEOGRAPHY (6)

This course is intended to familiarize the student with travel and tourism related aspects of world geography, the major tourist attractions of the world, the main geographic features, climate, availability of different transport and accommodation types within a given area worldwide, the world time

calculation system and how to plan itineraries by air. Also students will be able to familiarize with the cultural aspects of the destinations they will examine. It is a fast-growing and lucrative sector of the global tourism industry, which helps to eliminate the cultural clashes among different countries destinations and the traveler.

TOU105 TRAVEL OPERATIONS MANAGEMENT (6)

Prerequisite: TOU104&TOU110

Tourism and Hospitality is the fastest growing industry in the world and from all indications this global phenomenon is going to continue to grow well into the 21st century. Operations management is the term which is used for the activities, decisions and responsibilities of operations managers including the design of the service concept, product improvements, capacity management and the strategy of operations management.

TOU110 DIMENSIONS OF TOURISM (6)

This course introduces students to important aspects of tourism, demographics and characteristics of the tourists, social and cultural dimensions of tourism and also covers the international tourism policy.

TOU111 FARES AND TICKETING (6)

Travel personnel, whether based in Tokyo, Sydney or London, all work in accordance with standardized documentation, rules governing fare calculations and ticketing. One of the IATA association rules is to impose standardization in the air travel industry. The student will be provided with a fundamental knowledge of air traffic regulations and passenger travel arrangements, travel guides and reservations. In addition, they will become familiar with related subjects such as industry regulations, codes, world geography, visa and health requirements, as well as tour programs.

TOU201 SPECIAL INTEREST TOURISM (6)

Prerequisites: TOU110

The course provides a comprehensive examination of the different types of tourism study. Tourism is motivated by an interest variety of different type of tourism behaviour in arts, events, cultural festivals, regions, sports, heritage attractions, historic sites, education, sex cruises and the customs the wine and cuisine of the destination being visited. It is a fast-growing and lucrative sector of the global tourism industry, which helps to eliminate the cultural clashes among different countries destinations and the traveller. The more wide spread the human activity becomes the more likely it is the foster internal diversity.

TOU205 TOURISM PLANNING AND DEVELOPMENT (6)

Prerequisites: TOU110

The course builds on a fundamental understanding of the tourism system and allows for the integration of student's specialized interests into the theme of travel destination development. A thorough understanding of destinations can then serve as the foundation for the study of destination management, marketing and information technology.

TOU206 FARES AND TICKETING II (6)

Prerequisites: TOU111

Travel personnel, whether based in Tokyo, Sydney or London, all work in accordance with standardized documentation, rules governing fare calculations and ticketing. One of the IATA rules is to impose standardization in the air travel industry. The student will acquire the skills in order to be able to calculate a variety of air fares and to become familiar with the IATA and international regulations connected with commercial air services. And a foundation of air fare calculations and ticketing. The aim of this course is to familiarize the student with air traffic, the airline passenger tariff and different types of Air fares. This will enable students to understand the basic elements of IATA air fares regulation.

TOU303 FARES AND TICKETING III (6)

Prerequisites: TOU206

The specialist skills involved in calculating air fares and issuing tickets have assumed a new importance in today's competitive market. The student will acquire the skills in order to be able to calculate a variety of air fares and to become familiar with the IATA and international regulations connected with commercial air services. The student will be able to complete international airline traffic documents, such as tickets and Miscellaneous Charges Order (MCO's) for every itinerary and fare. The student will also be aware of the precautions to be taken for safeguarding airline documents against loss and theft, in associations with IATA fraud prevention recommendations, understand Billing and Settlement Plan (BSP) Procedures, stock control and security of accountable documents. On completion, the student can seek entry level positions in the travel and tourism industry.

TOU400 TOURISM RESEARCH (6)

Prerequisites: MTH102, TOU105, TOU201, TOU205 & TOU402

Research is a multi-stage process which you must follow in order to undertake and complete your research project. People undertake research projects in a systematic way in order to find out things about business and management. "Systematic" suggests that research is based on logical relationships and not just beliefs and as part of this your research will involve an explanation of the methods used to collect the data related, argue why the results obtained are meaningful and explain any limitations associated with them. "Finding out" suggests a multiplicity of possible purposes for your research. These may include describing, explaining, understanding, criticising and analysing.

TOU401 INTERNATIONAL TRAVEL AND TOURISM (6)

Prerequisites: TOU110

The students will become familiar with primary global tourism regions and destinations. The student will be aware of the necessary documentation and health restrictions of both inbound and outbound travel. Cotemporary strategic issues affecting travel and tourism organizations such as vertical integrations and strategic alliances will be covered. After the completion of this course the student will become familiar with the current and future trends in the international tourism by analyzing real case studies.

TOU402 SUSTAINABLE TOURISM (6)

Prerequisites: TOU103, TOU104 & TOU110

Sustainable tourism is defined as development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that the economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

TOU404 E-TOURISM (6)

Prerequisites: TOU104 & TOU110

Globalization and new Information and Communication Technology (ICT) are radically transforming the tourist industry. The demonopolization of information flows and the disintermediation brought about by growing Internet use mean that developing countries can now make the most of their tourism resources by targeting the potential tourist directly. The tourist industry is heterogeneous and fragmented. It involves many different players, both private and public, and draws on the widest possible range of cross-cutting skills.