

Erasmus Subject Guide - 2025-26/2

FINB118 Accounting and Finance for Managers

ECTS credits: 5

Aims of the module

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

Indicative assessment scheme (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

FINB111 Advanced Banking

ECTS credits: 3

Aims of the module

The Advanced Banking module translates the theoretical lessons of the Great Financial Crisis into the everyday practice of modern banking. It gives a comprehensive survey about the modified economic and regulatory environment of banks, with special regard to risk and capital regulation and customer protection. Through case studies students will get deep insight in various fields of modern banking (risk management, digitization, private banking etc.). Teaching method is PBL (problem based learning), i.e., during the lessons reading annual reports and financial statements student will be able to analyse bank business modes.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- The Great Financial Economic Crisis - lessons to be learnt
- The new Basel principles: liquidity and capital regulation. Consumer protection and MIFID II.
- Standards for corporate governance, internal audit, compliance, remuneration principles
- Risk management and lending cycles
- Fintech (digitalization) – the new revolution. Private banking: reshaped under pressure
- Post crisis central banking and the new financial landscape

Aims of the module

Building on basic techniques covered in previous modules, this module aims to deepen knowledge and understanding of more advanced financial accounting concepts and principles. Based on current accounting practice and regulations students will have the opportunity to apply this understanding by preparing and interpreting financial reports in a practical context. The module concentrates on international developments and aspects and introduces the techniques of group accounting.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Financial Reporting: evolution of international standards and conceptual framework
- Consolidated accounts
- Tangible and Intangible Assets, Leasing
- Working Capital: Inventories and construction contracts
- Changes in Equity, Other Comprehensive Income
- Financial Instruments
- Revenues
- Taxation in company accounts

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

To enable students to compare and contrast the fields of psychology and economics: psychology giving an insight into the laws of human behaviour, whereas economics formalizes the rules and models the actors' behaviour; To provide clarification of the intersection of psychology and economics To deliver understanding of how behavioural (psychological) factors moderate the microeconomic models in explaining decisions.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- The link between psychology and economics
- Bounded Rationality
- Preferences, Choice and Utility and the Prospect Theory
- Heuristics, Context and Biases
- Intertemporal Decision Making and Procrastination
- Emotion, Affect and Social Psychology
- Relative Considerations, Social Preferences, Justice and Happiness
- Anomalies—Inconsistencies with Mainstream Economic Theory

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

Writing a business plan is a key step to business development or entrepreneurial processes. The key aim of this Module is to deliver understanding of how to write a comprehensive business plan and provide an opportunity to do so. Students will be guided through the activities fundamental to this activity such as: substantial research and analysis work; examination, evaluation and organization of related materials; and structuring and presenting the findings. Students will then get the opportunity to present the plan in class.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction, 5 reasons why you need a Business Plan
- Business planning in practice Market Analysis
- Market research and Industry Analysis
- Marketing Plan (including products and services)
- Operations (including Management and ownership)
- 1st Consultation
- Financial Planning
- Financing and financial analysis
- 2nd Consultation
- Completing the Business Plan
- Pitch training
- Group Presentations
- Final Presentation of the Business Plan

Aims of the module

To introduce some of the core issues in strategy and strategic management To develop strategic thinking To study and differentiate between various theories on strategy and to critically evaluate key strategic concepts. To develop a comprehensive understanding of decisions made about the businesses a company is engaged in and the competitive approaches that businesses may employ. To enable students to appreciate and analyse issues of organisational culture and structure as well as the contribution to stakeholders that inform strategic decision-making. To deliver an appreciation of the challenges involved in the implementation phase through a hands-on simulation experience.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to strategic management and stakeholders' expectations
- Strategic position: analysis of the external and internal environment
- Analysis of competitive advantage and business strategies
- Corporate and international strategies, organisational culture and structure
- Strategy development, implementation and evaluation

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 explore and develop students' individual career guidance strategies. It introduces successful career guidance and career planning practices and techniques that are tailored to students' individual characteristics, preferences, goals and motivations, and that help them to find the work areas and working conditions that best suit their individual needs and goals. The module also aims to prepare students to deal effectively with a variety of workplace challenges. As such, it prepares future workers to explore and make the best use of their different skills and competences; enables them to best assert themselves and their ideas in the workplace and be able to negotiate and manage conflict appropriately; and present their projects and the results of their work in well-designed and convincing presentations. The module will help students to find the most suitable job and work for them, and to prepare for the more frequent job and career changes expected in future generations by understanding the importance of lifelong learning.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Understanding how you work
- Formulating and interpreting individual career goals
- Diversity (techniques for dealing with cultural, generational, gender differences)
- Career guidance, career development
- Job search techniques, job analysis, measuring competences
- Labour market information sources: CV, motivation letter
- Job interview, assessment centre
- Effective negotiation tools and techniques

Aims of the module

This module aims to offer various insights into additional fields of research and practical work in the field of human development, like diagnostic measures and pathological development. The module builds upon the overview of human developmental modules and asks learners to integrate their knowledge of different psychological domains when examining key debates. This module focuses on addressing critical issues and frameworks that shape the current understandings of development and giving learners the competence to assess how work in this field can be applied to real world issues, such as bullying, trauma or special education needs.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Diagnostic measures in development studies
- Differences in normative and pathological childhood and adolescence development
- Trauma and crises
- Behaviour theories of aggression, Bandura's Social Learning Theory
- Bullying
- Special education needs as an applied developmental issue
- Bereavement and grief

Aims of the module

to explore the conceptual foundations of current theories and practices dealing with the management of change to study and to recognize various forms of organizational changes to develop a comprehensive understanding of the change process to enable students to appreciate the importance of overcoming resistance to changes to acquaint students with the successful instruments and methods of managing changes to develop awareness and sensitivity to individual and organizational changes to deliver a basic understanding of change communication skills to study and enable students to differentiate between the tasks of managers and leaders in the change process

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Intro to Organizational Change. Models, Theories of Change (Classification), Analytical Approaches
- Transforming Organizations: Why Do Firms Fail? The Change Process. Role of Managers and Leaders.
- The Process of Implementation of Strategic Change. Organizational Change and Culture.
- Managing Resistance to Organisational Change (Force Field Analysis).
- Facilitating Personal Development within Organizations: Coping with Organizational Change.
- Concept and Practice of Learning (Holographic) Organizations. The Art of Change Communication.

Aims of the module

This module provides an introduction to the fundamental concepts, theories, and methods of cognitive psychology. The module covers a range of topics related to the study of mental processes, including perception, attention, memory, language, problem-solving, and decision-making. Students will learn about the historical and theoretical foundations of cognitive psychology, as well as the different research methods used to investigate cognitive processes.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to cognitive psychology and its historical roots
- Perception: how we interpret sensory information and create a meaningful experience of the world
- Attention: how we select and focus on certain stimuli while ignoring others
- Memory: how we encode, store, and retrieve information
- Language: how we acquire and use language to communicate
- Conceptual knowledge: how we organize and categorize information
- Mental imagery: how we use mental representations to simulate experiences
- Problem-solving: how we use cognitive processes to overcome obstacles and reach goals
- Decision-making: how we use cognitive processes to make choices and judgments
- Consciousness and unconscious processing: how we are aware of some mental processes but not others
- Culture and cognition: how cognitive processes are influenced by cultural factors

Aims of the module

The course is designed to provide students with a deeper understanding of the theoretical and empirical foundations of cognitive psychology, as well as advanced research methods and techniques used in the field. The students shall gain insight into the practical applicability of cognitive psychology and to its limitations.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Revisiting the basics of cognitive psychology
- Philosophy of mind
- Embodied cognition
- Cognitive development
- Emotion and cognition
- Social cognition
- Cognitive biases
- Learning
- Evolutionary psychology
- The ethics of cognitive science research
- The limitations of cognitive psychology

Aims of the module

To develop students' business communication skills further To enable students to "fine-tune" their interpersonal communication skills To facilitate improvement in oral and written business communication expertise To familiarise students with aspects of both external and internal corporate communication channels To develop creativity, precision and eloquence in all business genres, skills of which are essential for effective managers To prepare students for the world of work by analysing various corporate communication modes and events

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Analysis of the environment of the communicative event (roles, aims, channels)
- Interpersonal communication skills and oral genres
- Planning, drafting and revising written business genres
- Credibility, tone, style and etiquette in positive, neutral and social business messages
- Applying creativity to internal and external communications
- Reworking messages for different aims and audiences

Aims of the module

The module aims to develop learners' oral communication skills. With a view to this aim, the module focuses heavily on presentation skills. Students will have to identify a business scenario and deliver a presentation in a specified business context. Apart from presentations, negotiation skills are also within the focus of the module.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Building trust
- Active listening skills
- Negotiation
- Audience analysis
- Visual aids
- Delivery

Aims of the module

The module takes a close look at the operation of the current international for profit art world. The entire for-profit art world is explored in this subject; however, the focus is on for-profit galleries. The gallery system in specific countries are explored. The mechanisms of the art market are dealt with within the art industry and, through case studies and business models it is investigated how might a successful art gallery be run in the 21st century.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- The institutional system of arts
- The artist and the gallery world; contracts between artists and galleries
- The non-profit and the for-profit galleries
- The art market and its components
- The art fair as a special participant of the market
- The business structures of profit-oriented galleries
- The artist's career from the point of view of marketing

Aims of the module

The aim of the module is to provide students with a contemporary and practical knowledge of human resource management. The module focuses on various tools used by HR practitioners to enhance the efficiency of the HR policy implementation in today's business environment.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- People Resourcing and HR Planning
- Job descriptions and Job evaluations
- Recruitment Tools
- Selection Tools
- Performance Management Tools and 360 degree feedback
- The HR Balanced Score-Card
- Coaching
- Succession planning
- HR Information Systems

Aims of the module

This module focuses on business's social, ecological, and economic impacts and the resulting challenges faced by organisations, managers, and wider stakeholders. One goal of this module is to provide students with a basis for comparing and assessing some of the mainstream approaches to CSR alongside more radical approaches which work to challenge, resist, and transform 'business as usual'. Furthermore, this unit also aims to help students gain a critical historical understanding of how businesses developed, resulting in problems such as social inequalities and environmental degradation. You will also learn about the most recent developments, including the different issues arising from digital technologies. This unit adds to your programme of study by adopting an explicitly decolonising approach to these issues. A commitment to decolonise involves reflecting on our assumptions about how the world is and the legacies of Western colonialism, empire, and racial inequality on what we understand as knowledge and truth. It also involves an honest, critical assessment of whose experiences, agendas, and interests are privileged and given voice, or alternatively, silenced and marginalised. Finally, the module also intends to provide students with an open and collaborative space where learning occurs through dialogues following the principles of Freire's critical pedagogy.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to CSR and its Criticisms
- What is wrong with consumerism? Critiquing Consumer Culture
- Who to blame, and what's next? Environmental Responsibility – Anthropocene vs Capitalocene
- Corporate Digital Responsibility and Responsible Innovation
- Re(constructed) Inequalities: Algorithmic Bias, Digital Divide, and Ghost Work
- What is (Paid) Work? Feminism and Reproductive Labour
- Alienation at Work: Cognitive Labour and Burnout

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 Chinese-speaking environments. Through an exploration of cross-cultural communication theories, examination of Chinese cultural values and communication norms, and practical application of strategies, the module aims to foster intercultural competence and proficiency in communication within Chinese contexts. By the end of the module, students should be able to understand and adapt to cultural differences, communicate effectively with Chinese 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 Chinese Context
- Chinese Communication Styles and Etiquette
- Language and Dialects in Chinese Communication
- Cultural Symbols and Communication
- Business Communication in China
- Cross-Cultural Communication Challenges in China

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 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

To acquaint students with the major rules of behaviour in the international political, diplomatic and business life To develop understanding of customs and personal conduct of people in different countries/cultures To increase students' self-confidence in official, formal and informal contacts To facilitate efficient interpersonal communication and successful negotiations in business and/or diplomacy To familiarise students with the rules of protocol of public appearances To develop the skills necessary to organise protocol events

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Etiquette and protocol situations: state protocol, diplomacy, business, public life, everyday life
- Manners and etiquette in personal encounters. Etiquette of public appearance
- Personal encounters, titles and addresses. The role of national symbols in diplomacy
- Rules and practice of written diplomatic and business communications
- Protocol of standing and seated diplomatic events. Order of precedence, seating arrangements
- Preparations for diplomatic events

Aims of the module

This module aims to critically evaluate the complexities of managing a diverse workforce, and how diversity and inclusion (D&I) policies and practices can be implemented effectively in business organisations. The module looks at issues such as the meaning of equality and non-discrimination, diversity and inclusion, theories and concepts, dimensions of diversity such as gender, race and ethnicity, sexuality, age, disabilities and cultural background, the business case for D&I, and the links of diversity management initiatives to HRM, Global Talent Management, as well as Corporate Social Responsibility.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- What is equality, discrimination, diversity and inclusion? - Raising Awareness
- Understanding diversity in the labour market: labour market segregation and inequality
- Diversity in the workplace
- Theoretical and policy approaches to equality and diversity
- Planning and implementing diversity management at the workplace
- Diversity and organisational performance
- Linking Diversity Management to HRM, Global Talent Management, and Corporate Social Responsibility

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

This module offers an opportunity to focus on and actively engage in the processes involved in the development of business ideas. The module will enable students to recognise and use the competences and skills needed for the start-up of a new business in a simulation exercise. The module will also provide students with understanding of how to finance a Micro Business or SME and how to prepare a business plan.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Module Introduction: The Entrepreneurial Perspective
- The Socio-Economic Context of Micro Businesses and Small Firms
- The Entrepreneurial Mind-Set
- The Business Idea and Opportunity Analysis
- Strategy of Micro Businesses and Small Firms
- Start-up: Theory, Practice and Policy
- Start-up: Making it Happen, the Role of Venture Capital
- Start-up: Control and Decision Making
- Developing the Business Plan
- SME and Micro Business Growth: Take-Off and Success
- Entrepreneurial Innovation

Aims of the module

Introduce students to the basic concepts of film production, distribution and exhibition. Introduce students to the important institutions and the financial and legal environment of the field.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction – the basic components and the legal environment of film industry
- International models of the motion picture industry – a historical overview
- Changing institutions: comparing recent production models
- Motion picture projects 1: from script to completion (preproduction, production, post-production)
- Motion picture projects 2: from finding sponsors to marketing, distribution and exhibition
- Financing a movie – sources, accounting, escrow

Aims of the module

To provide students with an understanding of how businesses operate and how accounting and finance functions support businesses in achieving their objectives. To develop an awareness in students of current issues in financial markets and the possible effect these may have on a business's finances.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Review and Detailed Analysis of Financial Statements
- Analysing Business Cash flows and their impact on Business Operations
- Liquidity and Business Planning
- Logic of DCF valuation and value drivers
- Project Analysis

Aims of the module

To develop a comprehensive understanding of the role of different financial institutions in financial intermediation. To study the similarities and differences among the functions and the business model of financial intermediaries and financial service providers. To deliver an understanding of the reasons for and the basics of regulation of different financial institutions.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Financial intermediation and financial markets - the big picture
- Banks: interactions and roles in the global economy
- Institutional investors: actors, roles and their real weight
- Investment service providers
- Introduction of exchanges, online platforms, new fintech developments and solutions
- Mortgage Market, Energy Commodity

Aims of the module

The aim of the module is to develop a comprehensive understanding how the financial market works in practice, how to define and execute a transaction and actively manage a portfolio. Students will learn about recent financial market products (ETFs, cryptocurrencies, etc) as well as key investment strategies and outline their most important differences. Students will develop an understanding of basic technical analysis tools and patterns. The module will also cover the behavioral elements of investment decision making and management.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction, portfolio management practice, basic investment and trading strategies
- Introduction of exchanges, online trading platforms, new fintech developments and solutions

- Basic technical analysis tools and patterns
- ETFs, recent financial market developments and its challenges
- Behavioural financing
- Advanced options strategies
- Mortgage market, energy commodity

Aims of the module

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

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

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

Aims of the module

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

Indicative assessment scheme (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 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. The module is designed to give students a global understanding of sources and institutions of law and provide them with practical skills in legal reasoning and argumentation.

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 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 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

This module will introduce the topic of Developmental Psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to introduce the discipline, across different domains of development throughout infancy and childhood. Learners will examine and review developmental theories and concepts, research methods employed in developmental research, and biological, cognitive, social and emotional development across childhood. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, including nature versus nurture, continuity versus discontinuity, and biological, social and cognitive factors that interact and influence development.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Introduction to the discipline of developmental psychology, key issues in the field
- Main spheres of biosocial, psychosocial, emotional and cognitive development
- Nature vs. Nurture interaction in development
- Attachment theory
- Learning theories and cognitive development
- Psychosocial and emotional development

Aims of the module

The module International Financial and Capital Markets aims to provide students with a comprehensive understanding of the structure, functions, and operations of global financial and capital markets. It explores key instruments, participants, and regulatory frameworks, while analyzing the impact of globalization, economic policies, and market dynamics on international finance.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Financial systems of the past
- Financial Crises and their lessons
- Current Different types of financial systems
- Risks, exposures and hedging tools

Aims of the module

To enable development of communication strategies needed for effective international business negotiations To facilitate students in widening their repertoire of interpersonal communication skills for a global business environment To familiarise students with the art and phases of negotiating, and the communication strategies involved in the process To deliver the critical thinking, analytical and business problem solving skills needed for effective cross-cultural business negotiators 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 international 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 this module is to introduce students to the world of international organisations, their purpose, objectives and functioning. The module will focus on these organisations' place and role in the international system in terms of political, economic and social relations among nations. In this context, the impact of multilateral and regional organisations on world affairs will be critically discussed.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to the world of international organisations (IGOs, INGOs)
- Overview of IR theories
- The United Nations – history, functioning, evaluation
- IGOs with universal membership
- Main regional IGOs linked to politics and security
- Main regional IGOs linked to economic integration
- Institutions and methods of global governance in the 21st century

DIPB102 International Organisations and Multilateral Diplomacy **ECTS credits: 6**

Aims of the module

To introduce students to the intricacies and challenges of multilateral negotiations and the role they play in the international environment. To deliver a critical understanding of the functions of the different international organisations, about the way they operate and the impact they make on the international arena.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Historical and theoretical background
- The legal basis, structure and decision making processes of principal international organisations
- The UN and its specialised agencies
- Multilateral diplomacy in the field of security, arms control and disarmament
- The WTO, the IMF and the World Bank: historical background, roles and functioning
- Continental organisations and regional integrations

Aims of the module

This module provides students with an introduction to security in international relations, enabling students to critically examine issues around the threat and use of force; the meaning of security and peace; and the key institutions and mechanisms for achieving security in world politics.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Realism and International Security
- Causes of Conflict
- New Wars and Failed States
- Terrorism and Security Governance
- Traditional Security versus Human Security
- The Institutional Structure

Aims of the module

The module to introduce students to the use of accounting information for both external and internal purposes. Students will be made familiar with the basics of financial accounting and the requirements of external reporting. Following this a summary 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: 60 Exam: 40

Indicative content

- Double-entry bookkeeping
- The Accounting equation
- The Financial Statements
- Inventory valuation
- Depreciation
- Cost Accounting – Cost classification and behaviour
- Absorption and Marginal costing
- Cost-volume-profit analysis
- Variance analysis

Aims of the module

The module aims to provide students with a comprehensive understanding of the fundamental principles and concepts that underpin the field of finance. This course will equip students with the knowledge of the basic concepts of finance, the importance of the time value of money, and the structure and function of financial markets. Students will gain practical skills in evaluating investment opportunities through methods such as Net Present Value (NPV) and Internal Rate of Return (IRR), understanding and calculating interest rates, bond and share pricing, and developing effective financial planning strategies. By the end of this module, students will have a solid foundation in finance that will prepare them for more advanced studies and practical applications in their future careers.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Basic concepts of finance
- Time value of money
- Net Present Value and its applications
- Financial markets and financial instruments
- Basic valuation of bonds and stocks
- Financial planning

Aims of the module

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

Indicative assessment scheme (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

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 equip students with a comprehensive understanding of database management systems (DBMS). This module will focus on developing practical skills in Microsoft Access and introduce SQL, the standard language for relational databases. Students will gain the necessary knowledge to design and implement databases for effective data storage, retrieval, and analysis.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to RDBMS
- Objects and data types
- Writing queries in RDBMSs
- Creating forms and reports
- Introduction to SQL
- Implementing a database in SQL

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

This module provides an insight into how computers can be used in financial calculations and provides the opportunity to apply these calculations to solve practical problems. It also encourages students to undertake independent projects that require the application of modelling skills for solving case studies on financial topics.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Financial Modelling
- Advanced Excel Features
- How to Build Good Excel Models
- Time Value of Money
- Financial Planning and Investments
- Calculations for Financial Statements
- Financial Statements Forecasting
- Using AI to Aid Financial Calculations and Improve Financial Reports

Aims of the module

This module provides an insight into how computers can be used in financial calculations and provides the opportunity to apply these calculations to solve practical problems. The module will provide assistance for the calculations of the Investments module and that of the Financial Markets, as well as for solving case studies in all the other financial subjects.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Financial Modelling
- Advanced Excel Features
- How to Build Good Excel models
- Time Value of Money
- Financial Planning and Investments
- Calculations for Financial Statements
- Financial Statements Forecasting
- Mid-term test
- Bond Pricing and Duration, Portfolio Management
- Calculating Options
- Binomial Option Pricing
- Analysing Market History

Aims of the module

Building on the foundations mastered within the course Introduction to Accounting (ACCM121), the aim of this module is to further develop the students' understanding of management accounting. On one hand, this module will offer an in-depth look at the usual topics of the management accounting curriculum: costing systems, budgeting, pricing, variance analysis. On the other hand, this will be complemented by a series of related topics such as capital investments, responsibility accounting, data analytics in management accounting etc. Thus, the overarching goal of the module is to provide students with a broad perspective on the various accounting information needs of contemporary business decision-makers.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Cost accounting – Cost classification and behaviour
- Pricing
- Budgeting
- Cost-volume-profit analysis
- Variance analysis
- Capital investments
- Responsibility accounting
- Data analysis in management accounting

Aims of the module

To deliver a hands-on experience of creating a cultural event from conception to completion To enable students to critically review the stages of the making of an artistic/cultural project To provide an understanding into the various currently operating art managerial organisational structures To facilitate students in financing cultural projects

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Overview of various organisation structures of the art world
- Non- and for-profit organisations
- Funding artistic/cultural projects
- Budgets, proposals, sponsorship
- Stages of realisation of artistic/cultural projects

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 need for a differentiated approach to services marketing, as compared to the marketing of manufactured goods. This module highlights the differences in approach through an examination of the theory and extends into practical application of the concepts discussed. The course will provide details of the special characteristics of services marketing with Branding and Customer Care being brought into sharper focus, and the whole issue of the customer interface being analysed and developed in theory and practice.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Characteristics of services compared to manufactured goods; the 7 ps
- Service design and servicescape
- Scripting of the service encounter
- Issues of performance and quality
- Loyalty and complaint handling
- Effective capacity management

Aims of the module

The main aim of the module is to introduce marketing research concept and methodology, including a variety of secondary and primary (qualitative and quantitative) methods. Furthermore, to develop a basic understanding on how marketing research is used in business environment and grasp its role in the decision-making process.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to marketing research
- Research design and planning
- Research process
- Research methods and tools
- The relevance of fieldwork
- The process of data analysis and reporting
- Decision making based on marketing research

Aims of the module

The aim of this module is to provide students a basic knowledge of music and performing art management, including financing, promotion and marketing. Skills are transferable, yet the focus is on the various players and roles in the music industry. Aside from obtaining knowledge about the mechanisms of the industry, during the semester students get a chance to experience what it means to work in these positions in real life. In the seminars the numerous players and forums of the music industry are explored, and in the assignment students practice how to make an actual band become part of the music scene.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Music and Performing Arts - Module introduction
- Industry Structure – Players, roles, figures
- Management, PR, Booking, Promotion, Distribution – main jobs in the entertainment business
- Rights Management
- Recording Industry
- All about Social Media - guest lecture
- Live Scene – Festivals, club-scene, events, venues
- Associations, Initiatives in Europe, funds, financial support
- Cooperation between dance-music-theatre
- International career – Sustainable career
- Mental state
- NFT, bitcoin, cryptocurrency in entertainment business

Aims of the module

This module examines the role of operations in implementing business policy and their relationship with other business functions. It provides a forum for discussion of how operations are designed, planned, controlled and improved. Students will also be provided with the opportunity to use some important quantitative and qualitative tools of operations management.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Operations Management
- 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

To deliver in-depth knowledge of the models, concepts, theories and techniques of Organisation Development (OD); To enable students to understand organisation development as a perspective and how it enhances effectiveness; To introduce different intervention types; To enable students to realize when OD is necessary, and through theoretical founding support them in proper application of the different techniques; To prepare students for the realization and application of organisation development programs, to help students become successful agents of change; To develop awareness of the factors influencing OD; To prepare students for the evaluation of change.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- What is OD - Perspectives, Values and Philosophy, the role of the OD consultant
- Models of Change Management
- Process of Organisation Development
- Designing and Implementing Planned Changes
- Types of Interventions and Intervention Strategies
- Problems and Issues in OD
- Evaluation of organizational change

Aims of the module

This module extends the knowledge already acquired in personality psychology. It introduces the causes and outcomes of individual differences and scientific approaches to assessing personality. Students will learn about a variety of tests and statistical tools for measuring individual differences as well as the appropriate values and ethical principles underlying research and reporting in this field. Students will also be introduced to the various influences individual differences can have across a range of life stages and develop an understanding of how the theoretical and empirical findings can be applied to the work environment.

Indicative assessment scheme (may change!)

Coursework: 30 Exam: 70

Indicative content

- Individual differences – motivation, social orientations, and attitudes
- Individual differences – social relations and interpersonal relationships
- Individual differences – sex, gender, and sexuality
- Individual differences – culture
- Influences on health, wellbeing, education, employment, and status attainment
- Assessing personality – different approaches
- Intelligence – single and multifactor approaches and measurement
- Test administration, scoring and reporting
- Cultural and gender biases

Aims of the module

To enable students to analyse the different leadership styles utilised in contemporary organisations The module will examine organizational power, politics and conflicts and the political behaviour and tactics used to gain power. An understanding of the essential differences between the of roles managers and leaders and management and leadership functions will also be delivered The course will focus on the optimum management and leadership style for business success

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- The meaning of leadership, theoretical foundations
- Power and influence – leading without authority
- Integrative leadership case analysis
- Ambiguity in the organisation - Organised anarchy
- National and cultural dimensions of leadership
- Gender and generation dimensions of leadership
- Social network and manager's power
- Internal and external control in organisations
- Political behaviour in organizations - coalitions
- Persuasion – as an important leadership skill
- Crisis leadership

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 expands on the knowledge of Freudian psychoanalysis, gained in the first semester, and systematically introduces students to the work of Jacques Lacan. Students are expected to gain insight of the ways Lacan puts an emphasis on the role of language and social structures to expand on the Freudian understanding of the unconscious in subject formation. Key concepts such as the Phallus, the Imaginary, the Symbolic and the Real are discussed. Eventually, Lacan's work is positioned within the philosophical tradition of the 20th century, and key critiques to it from post-structuralist and feminist perspectives are brought up.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Lacan's conceptual framework in context: Freudian roots, French thought in the 20th century
- The Mirror Stage: the formation of the ego
- The Symbolic Order: the structure of language and the unconscious
- The Imaginary Order: the formation of fantasies
- The Real: the unrepresentable
- The Phallus: signification and sexual difference
- The Name-of-the-Father: the law of the father and patriarchy
- Love and desire
- The significance of Lacan's work for and beyond psychology and some important critiques

Aims of the module

To familiarize students with the international, social and political frameworks within which financial transactions take place. To introduce students to two major frameworks of finance: national government and international financial markets. To provide an overview of government's role at the national level: with a special focus on public policy formation, economic and budgetary policies, health care, education and welfare and social security policies. To study the development of the international monetary system, the role of international organizations, the differences in corporate governance and the diversity of banking and money markets. To develop a range of diagnostic/analytical skills relevant to both public finance and international finance

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Economic and budgetary policy
- Welfare and social security policy
- Education policy
- Globalisation of finance
- International monetary system
- International banking and money markets

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

The goal of the module is to actively involve the learner in considering key elements in the design of psychological research and related ethical issues. The student will have the chance to interact with a range of recent research publications and develop their critical analytical skills regarding the ethical aspects of research questions, methodology, statistical analysis, and the presentation of findings in both oral and written form. In addition, learners will discuss the role of ethics and humanity in research contexts and professional settings.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Research strategies
- Sampling
- Data collection methods
- 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

This module aims to equip students with the foundational and practical knowledge required to design, conduct, and evaluate research effectively. Students will develop a critical understanding of various research methodologies and approaches, enabling them to select the most appropriate tools and techniques for different research questions. The module emphasizes the importance of ethical considerations, ensuring students can conduct research responsibly and in compliance with established guidelines. Additionally, the module fosters skills in conceptualizing and operationalizing research ideas, transforming abstract concepts into measurable variables. Through hands-on activities, students will enhance their ability to apply theoretical knowledge in practical scenarios. By the end of the course, students will have the confidence and competence to undertake independent research projects and communicate their findings effectively in both academic and professional contexts.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Introduction to Research
- Research Design
- Formulating Research Questions and Hypotheses
- Literature Review
- Sampling and Population
- Interviews and Questionnaires
- Conceptualization and Operationalization
- Writing and Presenting Research
- Ethical Considerations in Research
- Advanced Topics in Research
- Reviewing and Critiquing Research
- Research Proposal Workshop

Aims of the module

To introduce students to the purpose and functionality of SPSS, emphasizing its role in psychological research and data analysis. To equip students with the skills to organize, describe, and analyze psychological data using SPSS, building upon their understanding of basic statistical concepts. To provide hands-on experience with SPSS, enabling students to input data, perform descriptive and inferential statistical analyses, and interpret output in a meaningful way. To highlight the importance of ethical practices in data management and analysis, including anonymization, accuracy, and transparency in reporting. To lay the groundwork for advanced modules in psychological research methods and statistics, ensuring students are confident in using SPSS as a research tool

Indicative assessment scheme (may change!)

Coursework: 25 Exam: 75

Indicative content

- Navigating the interface, creating datasets, and defining variables.
- Data entry, cleaning, and transforming variables.
- Generating summaries, tables, and measures of central tendency/dispersion.
- Conducting inferential statistics, both group- and relationship-related techniques.
- Visualizing results and reporting them in APA.

Aims of the module

Building on the previous courses, this module creates the possibility for students to collect and analyse their own data. In terms of data collection both practical and theoretical problems are covered in a hands-on way. Statistical techniques are covered from descriptive statistics to modelling with quantitative data. In addition, various qualitative analytical methods are also dealt with. An emphasis is placed on providing learners with autonomous learning opportunities in a project- and problem-based learning way as well as with a critical approach to research .

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Setting out the project: identifying appropriate data collection methods and analyses
- Exploring the relevant literature to identify the research gaps and research questions
- Collecting, cleaning and analysing the collected quantitative data
- Collecting and critically appraising qualitative data
- Presenting and writing up the results

Aims of the module

Provide an overview of the function of personal selling in the marketing communications mix. Understand the importance of selling and sales management in the competitive market-driven environment and its place in the marketing planning process. The module will provide an understanding of the role of the sales manager, the skills and competencies required to be effective in this position.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Personal selling and the marketing communications mix
- Selling and its relationship to marketing
- Factors influencing organisational and consumer buying behaviour
- Key account management
- Sales call preparation and delivery
- Sales negotiation strategies and tactics
- International selling
- The role of IT and CRM in selling
- HR considerations for sales management
- Budgeting for sales management
- The ethics of selling

Aims of the module

The module introduces students to some key concepts and theories of psychology that connect to and can facilitate self-awareness as a practice that psychologists, and generally graduate professionals, should continually engage in for their own personal development. The module aims to give learners tools to continue practising self-reflection during their studies with regard to other modules and professional development. Students will be familiarized with basic principles and themes within psychology connected to self-awareness and professional socialisation and also will be encouraged to reflect on their own ideologies, thoughts and biases to develop greater critical thinking.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Reasons and motivations for studying psychology
- Tools for and practices of self-awareness
- Career identity and goal setting
- Attitudes and behaviour
- Self-concept, social identity and social attitudes
- Stereotypes, discrimination and diversity

MANM122 Social Behaviour in Organizations

ECTS credits: 5

Aims of the module

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

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

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

Aims of the module

The aim of the module is to offer an opportunity to practically implement learnt business knowledge. The students are enabled to practice their business skills with real world implications. These include the development of business models along the lines of the Business Model Canvas; writing business plans and calculating financial plans. To separate theory from practice the students are expected to validate their hypotheses outside the classroom using basic principles of the MOM test either is verbal or written communication. After conducting basic data analysis, the students can verify or reject their initial hypotheses. On top of these the students improve their presentation skills by pitching the results, as if they were communicating these to their existing and potential investors.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Module Introduction: The Startup Mindset
- The Socio-Economic Context of Micro Businesses
- The Entrepreneurial Lifestyle
- The Business Idea and Opportunity Analysis
- Strategy of Micro Businesses and Small Firms
- Start-up: Theory, Practice and Policy
- Start-up: Making it Happen, the Role of Capital injection
- Start-up: Control and Decision Making
- Developing the Business Model
- Writing the Business Plan
- SME and Micro Business Growth: Take-Off and Success
- Entrepreneurial Innovation

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: 60 Exam: 40

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

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

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

Aims of the module

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

Indicative assessment scheme (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

INTB105 Sustainable Development and Development ECTS credits: 6
Policy

Aims of the module

- become conversant with the principles and the history of development cooperation
- acquire basic knowledge about the main development institutions and their activities
- become familiar with the current development issues, policies and strategies
- know the basics of the development work and assistance flows

Indicative assessment scheme (may change!)

Coursework: 50 Exam: 50

Indicative content

- Inequality around the world
- Planetary boundaries
- Sustainable Development Goals
- Bilateral and Multilateral Assistance
- Main actors

Aims of the module

This module aims to provide a practical experience of website design and development. It offers students an opportunity to explore how websites can be designed and developed as well as used for marketing purposes. This will allow students to work on some front-end aspects of web design (HTML & CSS) and some behind the scenes web aspects such as Web Analytics and Search Engine Optimisation with a web marketing perspective.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Web design principles
- Successful web design in practice
- Web content development
- Domain names and hosting
- Search engine optimization
- Web analytics

Aims of the module

To deliver an understanding of the most important issues connected to web presence and electronic business. To enable students to identify different approaches to how a business should position itself online, what online media it could use to spread its message, how it could communicate with the customers, what services and products it could provide online, and what the supporting infrastructure for the online operation could be like. To provide a forum for discussion of the technological, logistical and legal aspects of e-business.

Indicative assessment scheme (may change!)

Coursework: 100 Exam: 0

Indicative content

- Categories and Background of E-commerce
- Marketing, Payments and Logistics in E-business
- Essentials of Website Design
- Technology and Infrastructure
- Planning and Implementing a Web Strategy in a Particular Context
- Web 3.0, Mobile Commerce