**ACCOUNTING AND FINANCE**

ACC102: FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY I (6 ECTS)

This course presents elementary financial accounting concepts and explains how they apply to the hospitality industry.

ACC121: MANAGING ACCOUNTING FUNDAMENTALS I (6 ECTS)

This module focuses on one of the two main themes of accounting–managing accounting and concentrates on the technical aspects of management accounting, the use of accounting information to support and clarify business decision-making.

ACC111: FINANCIAL ACCOUNTING FUNDAMENTALS I (6 ECTS)

This module focuses on one of the two main themes of accounting, financial accounting. This module focuses on both the conceptual and practical aspects of financial accounting. In this module you will be exposed to the underpinning accounting theory, basic rules of financial accounting as well as practical methods of bookkeeping.

ACC201: FINANCIAL ACCOUNTING (6 ECTS)

This course is an introduction to the basic accounting principles and to the fundamentals of financial accounting systems.

ACC203: FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY II (6 ECTS)

This course presents intermediate-level concepts relating to financial accounting for the hospitality industry.

Prerequisite: ACC102

ACC211: FINANCIAL ACCOUNTING FUNDAMENTALS II (6 ECTS)

This module follows on from Financial Accounting at level one, in its focus on financial accounts. The module continues to develop the themes of conceptual and practical aspects of financial accounting, focusing in more detail upon specific, significant accounting rules and regulations.

Prerequisite: ACC 111

ACC214: MANAGERIAL ACCOUNTING (6 ECTS)

This course presents to students the full range of accounting theory and practice that is of relevance to the general manager, avoiding technical aspects that are only of interest to accountants. The course will focus on relating accounting to practical management problems and decisions drawn from the business world.

ACC221: MANAGEMENT ACCOUNTING FUNDAMENTALS II (6 ECTS)

This module focuses on one of the two main themes of accounting-management accounting. As the second part of management accounting, it uses the technical aspect of management account taught in the first part (management accounting II) in order to develop knowledge and understanding of financial management methods for analyzing the benefits of various sources of finance and capital investment opportunities and to demonstrate the usefulness of management accounting techniques for business planning and control.

Prerequisite: ACC 121

ACC301: INTERNATIONAL FINANCE (6 ECTS)

This course studies the ways and means to reduce financial risk involved in international financial management, the interrelationship between international monetary environment and financial planning and factors such as exchange rate fluctuations, currency restrictions, tax regulations, foreign investment trade, and transfer of funds.

ACC308: FINANCIAL MANAGEMENT (6 ECTS)

This course introduces students to various concepts of Financial Management and enables them to use its techniques in the management of a hotel business.

Prerequisite: ACC 102 and ACC 203

ACC311: FINANCIAL MANAGEMENT AND CONTROL (6 ECTS)

The unit provides an opportunity for students to develop further the area of financial management, building on their earlier studies of financial and management accounting and offers the opportunity to enhance their understanding of financial planning and control techniques in respect of operating units and projects within the tourist industry.

ACC321: PERSONAL TAX (6 ECTS)

A sound knowledge of the main UK taxes affecting both companies and individuals is important for decision-making and strategic planning. This module provides a sound, detailed, working knowledge of the principles of income tax, corporations tax and VAT. Students will also develop basic tax planning abilities.

ACC331: PRINCIPLES OF CORPORATE FINANCE I (6 ECTS)

This module provides you with a thorough introduction to the principles of corporate finance. It will look at the financial roles and techniques used by management in their decision-making, focusing particularly on the role financial manager. It will emphasize that every decision that a business makes has financial implications.

ACC332: PRINCIPLES OF CORPORATE FINANCE II (6 ECTS)

This module develops the tools and techniques of analysis first provided at level one. The module will include dividend policies, debt policies methods of valuation of option, warrants, convertibles, debt and financial leases. Will also include methods for measuring and managing risks and methods of financial planning and short-term financial management. Finally, it will give emphasis on mergers and acquisitions and ways of benefit from possible synergies.

Prerequisite: ACC 331

ACC401: FINANCIAL MANAGEMENT AND CONTROL (8 ECTS)

The unit provides an opportunity for students to develop further the area of financial management, building on their earlier studies of financial and management accounting and offers the opportunity to enhance their understanding of financial planning and control techniques in respect of operating units and projects within the tourism-hospitality industry.

Prerequisite: ACC 308, or ACC 204

ACC421: CORPORATE TAX (6 ECTS)

A sound knowledge of the main taxes affecting both companies and individuals is important for decision-making and strategic planning. This module provides a sound, detailed, working knowledge of the principles of income tax, corporation tax and VAT. Students will also develop basic tax planning abilities.

ACC431: INVESTMENTS (6 ECTS)

The objective of this module is to give a sound knowledge of the management of investment portfolios based of the idea that since security markets are nearly efficient, most securities are usually priced appropriately given their risk and return attributes.

ACC432: DERIVATIVE SECURITIES AND RISK MANAGENT (6 ECTS)

The objective of the module is to give students the knowledge and understanding of financial markets and instruments by defining the concept of “derivative securities” and investigating the mechanics of the market on which such securities are traded. It covers the analysis of market in futures, options, swaps and other derivatives and their significance for portfolio management.

ACC451: AUDITING-THEORY (6 ECTS)

Auditing has s particularly high profile in both public and media eyes in the past few years. Difficulties arising from the changing perceptions of what auditors do, and can do, is the basis of this debate. This module provides student with the knowledge and understanding of the regulatory and operational environment with which internal and external auditing operates. Outlines and explains the ethical and statutory considerations within which auditors work and assess the main internal financial controls of organizations. It will also provide the tools and techniques used by auditors in their professional activities in the second part of the module, Auditing – practice, whereas the module will focus in case study investigation and analysis.

ACC452: AUDITING-PRACTICE (6 ECTS)

Auditing has a particularly high profile in both public and media eyes in the past few years. Difficulties arising from the changing perceptions of what auditors do, and can do, is the basis of this debate. This module provides student with the knowledge and understanding of the regulatory and operational environment with which internal and external auditing operates, in its first part. It also provides the tool and techniques used by auditors in their professional activities, whereas the module will focus in case study investigation and analysis.

ACC453: BANKING AND FINANCIAL INSTITUTIONS (6 ECTS)

This module examines the operation of monetary and financial institutions and markets, and their influence on the overall behavior of the economy. The reasons for the recent rapid changes in the financial system are considered, as well as the role of regulation. The primary focus is on the UK financial system, though some comparison is made with systems in Europe and the USA.

ACC501: FINANCIAL REPORTING (6 ECTS)

Whatever the implicit or explicit objectives of an organization, performance is increasingly measured in financial terms. Hidden behind financial information however is a whole array of beliefs, assumptions and judgments. This module is concerned with exploring those beliefs and assumptions and questioning their relevance to the information needs of managers. Initially the focus will be on external financial reporting as this allows accounting concepts to be developed in a wider context. In addition, it offers participants access to an extensive range of data in the form of published annual reports. Having developed the accounting framework, the focus then changes to internal financial reporting. Management accounting is introduced as part of the overall management information system, enabling participants to relate areas of study to their own organizations.

ACC502: FINANCIAL MANAGEMENT AND CONTROL (6 ECTS)

Financial management is essential to the survival and development of the organization. Responsibility for cost, profit and investment centers is typically given to managers at all levels in organizations. The need to acquire and develop the appropriate skills is increasingly acknowledged. The majority of managers are involved in the process of planning and controlling activities and the emphasis in the module is on the development of management skills appropriate to investment, financing and dividend decisions. It is assumed that student have an understanding of basic financial accounting principles.

ACC503: FINANCIAL MANAGEMENT (6 ECTS)

This module covers the main principles of financial management, focusing on the practical application of these principles to the management of an organization .It places the role of financial information in the context of management decision-making and in the context of wider management information needs. The main areas of finance covered are Financial Planning and Control, Financial Reporting, Strategic Investment Appraisal, Strategic Financing, and Financial decision-making.

ACC511: FINANCIAL REPORTING I (6 ECTS)

This module continues the development in Financial Accounting I&II. This module focuses on more advanced concepts and principles of financial accounting and also introduces students to the techniques for accounting for groups of companies and acquisitions and mergers. It will offer the knowledge and understanding needed for preparing and presenting financial reports based on International Accounting Standards. Prerequisite: ACC 111 & ACC211

ACC521: FINANCIAL REPORTING II (6 ECTS)

This module continues the development in Financial Reporting at level one. This module will focus on the techniques for accounting for groups of companies and acquisitions and mergers. The module will continue to investigate the theories and principles underpinning modern accounting. The module will also investigate and evaluate possible alternative techniques and practices, which are proposed as solutions to current accounting problems. Prerequisite: ACC 511

ACC532: STRATEGIC MANAGEMENT ACCOUNTING (6 ECTS)

This module draws upon prior studies of financial and cost accounting. The module develops the techniques used in strategic managerial decision-making. The module also evaluates these techniques in terms of the underlying concepts and assumptions underpinning them and assesses the new strategic management accounting methods such as Balanced Scorecards, Quality Costing and Back flush Costing.

ACC541: ADVANCED TAXATION-CYPRUS (6 ECTS)

The objective of this module is to built on the previous modules of taxation and ensures that students can apply judgment and techniques learned in the provision of a range of taxation services. The module is structured in such a way that is based on the Cyprus taxation system.

ACC551: INVESTMENTS (6 ECTS)

The objectives of this module is to give a sound knowledge of the management of investment portfolios based on the idea that since security markets are nearly efficient, most securities are usually prices appropriately given their risk and return attributes.

**BUSINESS – MANAGEMENT**

BUS051: INDUCTION TO PGD (no ECTS)

The induction is designed to bring program participants together as a team, and to prepare them for the remainder of the program, to promote self-confidence and the ability to continue self-learning.

BUS052: INTRODUCTION TO MBA (no ECTS)

The induction is designed to bring course participants together as a team, and to prepare them for the remainder of the program to promote self-confidence and the ability to continue self-learning. The induction part will precede the commencement of the course.

BUS053: INDUCTION TO MASTERS (no ECTS)

The induction is designed to bring course participants together as a team, and to prepare them for the remainder of the program, to promote self-confidence and the ability to continue self-learning. The induction part will precede the commencement of the course.

BUS102: INTRODUCTION TO BUSINESS (6 ECTS)

This course provides a survey of the business world and an understanding of business concepts.

BUS103: BUSINESS STATISTICS (6 ECTS)

Today’s good decisions are driven by data. In all aspects of our lives, and importantly in the business context, an amazing diversity of data is available for inspection and analytical insight. Business managers and professionals are increasingly required to justify decisions on the basis of data. They need statistical model –based decision support systems. Therefore, this course builds up the basic ideas of business statistics systematically and correctly. It introduces techniques for summarizing and presenting data, estimation, confidence interval and hypothesis testing.

BUS 201: PRINCIPLES OF MANAGEMENT (6 ECTS)

This course provides instruction in principles of management that have general applicability to all types of enterprises, basic management, philosophy and decision making, principles involved in planning, organizing, leading and controlling and recent concepts in management.

BUS202: INTERNATIONAL BUSINESS (6 ECTS)

This course aims in developing student’s knowledge and awareness of international business operations, practices and environment.

BUS301: INTERNATIONAL MANAGEMENT (6 ECTS)

The course focuses on the management of international business or multinational companies and emphasizes the importance of cross-cultural differences and working challenges.

BUS302: BUSINESS DECISION MAKING (4 ECTS)

This course is designed to introduce students to the business decision concepts in general and as applied to the hospitality industry in particular.

BUS303: INTERNATIONAL MANAGEMENT (4 ECTS)

The focus of this course is on the management of international business or multinational companies. Managerial functions are discussed in a cross-cultural setting. Emphasis is placed on the importance of cross-cultural differences and the challenges of working in a diverse work environment where people may not share the same basic values and assumptions.

BUS405: INTERNATIONAL TRADE POLICY (6 ECTS)

This course introduces students to the basic concepts of international trade and trade policy issues.

BUS406: ISSUES IN DEVELOPING COUNTRIES (6 ECTS)

The course provides the student with professional capabilities in the concepts, theory and analytical methods of assessing inequality and poverty in the context of contemporary economic growth and change.

BUS407 OR BUS409: SENIOR RESEARCH PROJECT (6 ECTS)

The course intends to develop the students’ ability to manage a major project using their analytical and creative skills to study and present a significant topic of personal interest to them but guided by a tutor allocated for the purpose

BUS408: BUSINESS ETHICS (6 ECTS)

This course broadens and deepens students’ understanding of business, business life, and its role in life and promotes effective, intelligent and realistic moral reasoning.

BUS409 SENIOR RESEARCH PROJECT (6 ECTS)

The Senior Research Project implies the design and development of a major research paper, and it should be of the highest quality. By undertaking the Senior Research Project students will be able to learn more about the hospitality, tourism and other industries. In all assignments they had to complete so far, the problem to be solved and the question to be address was set by the tutor. This time, however, with guidance, students will test their ability to set their own objectives and methods to investigate a topic in depth and develop, more than any other type of assessment, research skills, systematic approaches to problem solving, the logical structure of a report and advanced writing skills. It allows students to read widely, to look critically at previous work in the chosen area and to use that reading as the basis for addressing important “research” questions in your industrial sector. (Prerequisite(s) BUS453 Research Methods.

BUS419: SENIOR RESEARCH PROJECT II (6 ECTS)

This course allows the drawing together of the subject taught during the program of study into an original piece of research, which adds to the existing knowledge and demonstrates the student’s analytical skills. The project should be regarded as an exercise in the collection, presentation, analysis and interpretation of the leisure industry findings. Prerequisite: BUS407

BUS421: BUSINESS ANALYSIS (6 ECTS)

The module introduces students to the concepts, tools and issues of information systems management. The module acknowledges that finance specialists are sometimes required to work alongside IS personnel in design of systems. The module develops knowledge and understanding of IS developments as required to take an informed and active role in IS solutions.

BUS452: RESEARCH METHODS (4 ECTS)

This course is designed to provide students with an understanding of research methods and the tools necessary to do their own research.

BUS453 OR BUS462: RESEARCH METHODS (6 ECTS)

The Research Methods is a core module for most programs of study. The students are required to attend classes and participate on this theoretical part of research studies, where they will learn important tools for carrying a research by themselves needed for the research project offered on the eighth semester as well as for any assignment that will be based on research.

BUS501: BUSINESS ENVIRONMENT ANALYSIS (6 ECTS)

To function effectively at the strategic level, managers should possess the ability to critically reflect on environmental factors that may provide opportunities, or constraints, for decision makers. To this end, the module may be regarded as a facilitating one, which develops the conceptual ability and techniques to analyze the environment. The module provides a contextual framework within which other modules are pursued. A multidimensional approach is taken in order to emphasize the cultural, economic, legal, political, social and technological dimensions of business in the 2000s.

BUS502: TOTAL QUALITY MANAGEMENT (6 ECTS)

In recent years the pursuit of Total Quality has become a major objective of many organizations. The aim of this module is to define the concept of Total Quality Management and to stress its importance to organizations wishing to satisfy their customer needs, reduce costs, increase profitability or become more competitive.

BUS503: STRATEGY AND POLICY (6 ECTS)

The aim of this module is to provide knowledge of concepts and models that support managerial thinking in the area of Strategy and Policy formulation and to explore some of the behavioral implications. Whilst the ultimate responsibility in this area remains at the top of the organization, complexity is involving other levels. This is true both in the implementation and the formulation of strategies and policies. There is, therefore, an increasing need for managers to understand this process and their parts in it.

BUS504: MANAGEMENT DECISION MAKING (6 ECTS)

The aim of this module is to examine the nature of management decision-making and the Multi-disciplinary perspectives of the process. Decision-making is often a highly political process in which fact, perception and judgment precede negotiation or inspiration. The module will examine, therefore, the theoretical, behavioral and quantitative aspects of decision making.

BUS505: RESEARCH METHODOLOGY (6 ECTS)

Managers have to commission and subsequently interpret institutionally relevant investigations. Their ability to recognize the conceptual, technical and behavioral aspects of such undertakings will determine the appropriateness and potential ability of these responsibilities. Institutionally complex issues, which require this attention, would benefit from a managerial oversight, which itself displays personal experience of having engaged in institutionally based research. Thus, the Research Methodology Module will equip course members to fulfill those managerial responsibilities, which contain a research bias, not as professional researchers but rather as sponsors and recipients of that activity.

BUS506: BUSINESS ANALYSIS PROJECT (6 ECTS)

The Business Analysis Project (BAP) is a largely self-managed project focusing on the performance of a group of companies. Data for the performance analysis is the published accounts of the chosen companies. The selection of companies is the participant’s own choice. They should establish a rationale for their choice such as, their own company and competitors; their principal suppliers; or a particular section in which they have an interest. The data is computer-modeled the output from the modeling -ratios and sensitivity analysis, form the basis for a review of the chosen companies’ performance. This review gives participants the opportunity to apply and evaluate both financial reporting and strategy and policy modules.

BUS507: ENTREPRENEURIAL STUDIES (6 ECTS)

This module uses the general approach adopted by the previous modules to develop a more intensive and practical examination of small firms and small business units, which can achieve growth through planned business development. This is facilitated by developing an understanding of the environment in which these businesses operate, seeking to combine the academic underpinning of the previous modules practical examples of development of small business units, whether small firms or independent elements of larger organizations.

BUS508: INTERNATIONAL MANAGEMENT (6 ECTS)

With the move towards the completion of the single European market, plus the rapid developments in Central and Northern Europe, there is an increasing need for private and public sector managers to be able to function in a European, rather than in a single nation context. This module has been designed to meet this need. Some stress will be given to European Community policies and programs, as they have an increasing impact on the business environment of the member countries. The opportunities and threats that policy changes create for business will be given particular emphasis.

BUS509: RESEARCH IN MANAGEMENT STUDIES (6 ECTS)

This module provides an introduction to research and knowledge generation in the business and management subject areas. The expectation of business students at Postgraduate level is that they should enhance and develop their capability and skills in evidence based argument and decision making, demonstrating these at all stages during their award through the medium of written assignments, presentations, reports and examinations. In most cases, a culmination of this process will be embodied within the final dissertation or project report. This module aims to provide both an introduction to a postgraduate mode of study together with valuable experience and knowledge about research and research processes that will carry the postgraduate student through to the successful conclusion of their award.

BUS511: PROJECT MANAGEMENT (6 ECTS)

Project management is growing exponentially. It’s now used in virtually all industries, such as: health care, government, education and banking. Projects are how these organizations streamline to improve productivity. As mid-level management positions are reduced, project managers fill the void. Expertise in project management is a source of security, prosperity and power to these survivors.

BUS519: THESIS/DISSERTATION (12 ECTS)

For the award of a Masters degree, candidates must present a dissertation demonstrating a range of intellectual and practical skills, using and synthesizing information, carrying out an application-oriented research project within a business and management context, and identifying the implications of the findings. Professional managers need to be capable of basing their decision-making on information and knowledge derived from research, and so the skills acquired in the course of producing the Dissertation will contribute to the candidate’s effectiveness throughout his or her career.

BUS525: RESEARCH METHODS FOR LEISURE AND TOURISM (6 ECTS)

This module aims to acquire academic and practical skills necessary to undertake successful dissertation research at Masters level. It fosters a critical awareness and interest in management and social science research and assesses the usefulness of different research methods in leisure related studies, especially with respect to projects relating to international tourism management and development, sport and leisure management and arts and heritage management. Finally, it aims to understand the contextual appropriateness of a range of research philosophies, epistemologies and methodologies and to formulate coherent research proposals with appropriate aims and relevant set of objectives.

**COMPUTER SCIENCE**

COM102: COMPUTER FUNDAMENTALS (4 ECTS)

This course is designed to provide the necessary basic knowledge and skills to use a personal computer, Windows, and Microsoft Office and the Internet.

COM103: COMPUTER FUNDAMENTALS I (6 ECTS)

The purpose of this course is to help students understand the basics of computers: hardware, software, computer networks, the Internet, systems analysis, operating systems, and programming languages.

COM104: COMPUTER FUNDAMENTALS II (6 ECTS)

This course is a continuation of Computer Fundamentals I. It prepares students for the constantly changing demands of using information systems as managers in today's fast-paced organizations first by relating MIS to management, the organization and technology, focusing on the importance of integrating these elements; second by tracking emerging technologies and organizational trends; and third by consistently using examples taken from real businesses, both domestic and foreign.

COM107: COMPUTER ARCHITECTURE (6 ECTS)

A study of the concepts of computer hardware design and organization needed for effective system implementation. Topics include computer peripherals and interfacing techniques, Boolean algebra, digital logic design, integrated circuit families, central processing unit design, buses and addressing, interrupts and direct memory access, hierarchical memories, system performance evaluation and a survey of commercially available computers.

COM108: COMPUTER PACKAGES (6 ECTS)

The course is designed to provide the necessary basic knowledge and skills to use a personal computer, Windows 2000, Microsoft Office 2000 and the Internet. By the end of the course, students will be expected to recognize and understand the various components of a computer system and work with Office 2000 and manage their files and various programs. They are also expected to create, edit and format documents using Microsoft Office 2000 and use efficiently the Internet.

COM109: PROGRAMMING PRINCIPLES I (6 ECTS)

The major objective of the course is to give the student experience of using these more formal approaches. It is expected at the end of the course that students should be able to appreciate the common factors among and differences between a variety of programming languages and appreciate the important concepts underlying current programming languages. At the end of the course, students are expected understand the need for formal approaches and appreciate the role of formal specification and verification in system modeling. Moreover, they are expected to write programs in Visual Basic, for common systems and appreciate the applications of results and complexity to computing examples. These objectives reinforce skills in programming, modeling, abstraction, as well as increasing general mathematical skills.

COM111: COMPUTER RESERVATION SYSTEMS (6 ECTS)

This course is designed to familiarize students with the Galileo Computerized Airline Reservation System.

COM115: PROGRAMMING FOR INFORMATION TECHNOLOGY I (6 ECTS)

This unit aims to give an understanding of formal or mathematical approaches to computing. These include rigorous descriptions of the behavior of programming languages and formal logic, which is used to reason about the behavior of programs, and the mathematical theory of computability, which shows both the universality of most computing systems and their limitations. The major objective of the course is to give the student experience of using these more formal approaches.

COM152: INTRODUCTION TO MULTIMEDIA: THE INTERNET AND THE WEB (6 ECTS)

This class is an introduction to key Internet, Web, and multimedia technologies. Basic Internet technologies such as UNIX, Telnet, Group Communication tools, FTP, and the WWW will be discussed and used in this class. Designing and building web pages, incorporating basic HTML, digital image creation and manipulation, and multimedia types such as animation, audio, and video will be some of the areas covered in this class.

COM207: BUSINESS DATA PROCESSING (6 ECTS)

The course is designed to enable the student to use effectively the Microsoft Office (word-processing, spreadsheet, electronic presentations and data processing)

Prerequisite: COM 102 or COM103

COM209: HUMAN COMPUTER INTERACTION (8 ECTS)

This course provides an overview and introduction to the field of human-computer interaction. It introduces students to tools, techniques, and sources of information about HCI. The course increases awareness of good and bad design through observation of existing technology. Using a systematic approach to design, the course introduces students to the basic skills of task analysis, and analytic and empirical evaluation methods.

COM210: MANAGEMENT INFORMATION SYSTEMS (6 ECTS)

Information is now recognized as one of the key assets of an organization. Information processing is now a major organizational activity, the focus of which is not simply routine data processing, but the use of information for management control at all levels. We are in the “Information Age”. While the requirements for routine transaction processing are reasonably stable and relatively easy to identify, information requirements for management decision-making are less stable and more difficult to define. Consequently, course members need to become acquainted with some of the management issues and concerns relative to the development and implementation of information systems, especially those that are computer based and to develop competencies in analyzing and defining organizational information requirements.

COM211: INDUSTRIAL PLACEMENT I (6 ECTS)

The purpose of the internship is to give students exposure to the work environment in the Information Technology industry and to provide them with some basic skills and understanding of the industry. The exposure will help students decide what sort of position they might want to pursue in their professional career.

COM214: DATA STRUCTURES (8 ECTS)

This unit aims to give an understanding of formal or mathematical approaches to computing. These include rigorous descriptions of the behavior of programming languages and formal logic, which is used to reason about the behavior of programs, and the mathematical theory of computability, which shows both the universality of most computing systems and their limitations. The major objective of the course is to give the student experience of using these more formal approaches.

COM216: PROGRAMMING PRINCIPLES II (6 ECTS)

This unit aims to give an understanding of formal or mathematical approaches to computing. These include rigorous descriptions of the behavior of programming languages and formal logic, which is used to reason about the behavior of programs, and the mathematical theory of computability, which shows both the universality of most computing systems and their limitations. The major objective of the course is to give the student experience of using these more formal approaches. It is expected at the end of the course that students should be able to appreciate the common factors among and differences between a varieties of programming languages and appreciate the important concepts underlying current programming languages. At the end of the course, students are expected to understand the need for formal approaches and appreciate the role of formal specification and verification in system modeling. Moreover, they are expected to write programs in Visual Basic, for common systems and appreciate the applications of results and complexity to computing examples. These objectives reinforce skills in programming, modeling, abstraction, as well as increasing general mathematical skills. Prerequisite: COM109

COM218: DATA COMMUNICATIONS AND COMPUTER NETWORKS (8 ECTS)

This course provides an introduction to data communications hardware and software, and use of these components in computer networks. Topics include but are not limited to communication system components, communications software, packet switching, common carrier issues, wide area networks vs. local area networks, and performance considerations.

Prerequisite: COM205

COM221: PROGRAMMING FOR INFORMATION TECHNOLOGY II (8 ECTS)

This unit aims to give an understanding of formal or mathematical approaches to computing. These include rigorous descriptions of the behavior of programming languages and formal logic, which is used to reason about the behavior of programs, and the mathematical theory of computability, which shows both the universality of most computing systems and their limitations. The major objective of the course is to give the student experience of using these more formal approaches.

Prerequisite: COM115

COM222: SYSTEMS ANALYSIS AND DESIGN (8 ECTS)

This subject introduces the fundamental processes of identifying requirements, specifying, analyzing and designing information systems. Students will gain experience in the tools and techniques for all stages of the analysis and design cycle. Topics include analysis techniques, data modeling, feasibility assessment, process modeling, automated support tools including Computer Aided Software Engineering (CASE), database design and specification, prototyping, and systems development methodologies.

COM233: PROGRAMMING FOR INFORMATION TECHNOLOGY III (8 ECTS)

An introduction to an object oriented programming language, such as Java, for the World Wide Web. This course will cover the creation of applet and application programs. Topics include Internet concepts, basic language concepts (declaring and evaluating data, statements, expressions control flow and input), the development environment, essentials of applet programming (URL, audio, image, test, animation), classes and objects, error handling, debugging, threads, and the client/server environment. Programming projects will be required.

Prerequisite: COM221

COM234: INTRODUCTION TO DATABASE AND DATA MODELING (8 ECTS)

A presentation of the data modeling process and database implementation fundamentals. Data modeling, fundamental relational concepts, the process of normalization, relational algebra, and guidelines for mapping a data model into a relational database will be covered. Students will model a multimedia or text only information problem and implement it with a commercially available database package on a single machine.

COM235: COMPUTER ARCHITECTURE (8 ECTS)

A study of the concepts of computer hardware design and organization needed for effective system implementation. Topics include computer peripherals and interfacing techniques, Boolean algebra, digital logic design, integrated circuit families, central processing unit design, buses and addressing, interrupts and direct memory access, hierarchical memories, system performance evaluation and a survey of commercially available computers.

Prerequisite: COM222, COM103

COM253: BUSINESS APPLICATION DEVELOPMENT (6 ECTS)

This course is designed to handle the every-day problems faced in any office. It aims to the computer professional who is working in an MIS department, supporting the operations been carried out in all the other departments of a company. It emphasizes on a decentralized office/company model, where every department, may have its own MIS team, to immediate support them in the event of a computer problem. Under this philosophy the MIS professional must have working knowledge of what is carried out by the employees of the office, and be able to support and guide them in how to automate/computerize their every-day tasks. For this reason the course is designed to demonstrate how to use information systems techniques to solve managerial and organizational problems of limited complexity. Includes solving formal analytic problems and implementing solutions using information systems development techniques focusing on developing solutions for small systems using end-user computing and macros. This course is a practical course and takes place in a computer laboratory. Although not a necessity, it makes use of Microsoft Office tools (EXCEL, ACCESS). It combines the use of Access, Excel and Visual basic programming, in developing small-scale applications that might be found useful in any modern office.

COM317: SOFTWARE ENGINEERING (6 ECTS)

The focus of this module is the theory and practice of software development in the context of rapidly evolving technologies. The design and development of software-based systems places heavy demands on successful practitioners. They need a wide knowledge of the software from which systems can be constructed, as well as a lesser but significant knowledge of the supporting hardware. They must have knowledge of a range of techniques, models and tools appropriate for analysis, design and implementation, be competent in their use and be able to select those suitable for the tasks they face. They must be aware of the wider context in which the systems they develop are being introduced and be able to communicate well in a variety of modes.

COM318: WEB DESIGN AND IMPLEMENTATION (6 ECTS)

This course builds on the basic aspects of HTML, web design, and multimedia programming. This course provides an overview of web design concepts, including usability, accessibility, information design, and graphic design in the context of the web. It also provides an introduction to important and emerging web site technologies.

COM354: E-COMMERCE (6 ECTS)

E-commerce is one of the major concerns taxing the minds of business people everywhere, but such is the nature of the web that any organization, large or small can participate in this new business paradigm. This course aims in showing how a fully functioning e-commerce site may be built. It describes how the database of such a site may be built, shows the Visual Basic code needed to enforce business rules and control transactional processing, and the ASP pages that will present the site to the visitor. It also outlines the new marketing strategies needed to implement in order to move a business from a retailer to an e-tailer.

COM412: OPERATING SYSTEMS (6 ECTS)

On completion of the class, a student should be able to have an appreciation of the historical development of operating systems, to display knowledge of the fundamental concepts, structures and techniques used in operating systems and to understand the process model, process scheduling and inter-process communication. Moreover, a student should be able to appreciate the need for memory management and to display knowledge of concepts and techniques involved in virtual memory management as well as to have achieved an understanding of file systems and security and to display knowledge of input/output, deadlock and resource scheduling.

COM413: MULTIMEDIA FOR WWW (6 ECTS)

This course presents fundamental topics of designing and implementing multimedia on the Internet. Each topic is presented along with the underlying computer technology that supports it and hands-on projects incorporating the concepts. As the technology of interactive multi- media on the Internet changes, this course will present the current practice in preparing multimedia for cross-platform delivery to the growing audience of Internet users. Using the capabilities of current web browser client and http server technology, students will implement interactive multimedia for a variety of applications.

COM416: ADVANCED APPLICATIONS PROGRAMMING (6 ECTS)

This course covers advanced programming using Visual Basic, with a focus on more complex data structures, database applications and the integration of applications code into an operating system environment such as Windows 98/NT.  A secondary but nevertheless critical goal is developing the skills and attitudes needed to develop well-crafted code.

COM418: PROGRAMMING FOR THE WWW (6 ECTS)

This course covers designing Internet pages and applications for personal and business use, writing required program code in languages such as HTML, JAVA, and VRML, testing and debugging programs, uploading and maintaining Internet pages and applications. Programming assignments are completed using JAVA. This course surveys the many technologies that are used to program multi-tiered, client/server, database-intensive, Web-based applications. Topics include: HTML, Dynamic HTML, client-side and server-side scripting (with JavaScript, VBScript, and Perl), graphics, e-commerce, security, web servers, databases, Active Server Pages (ASP), Common Gateway Interface (CGI), XML (extensible Markup Language), and servlets.

COM501: MANAGEMENT OF INFORMATION SYSTEMS (6 ECTS)

Information is now recognized as one of the key assets of an organization. Information processing is now a major organizational activity, the focus of which is not simply routine data processing, but the use of information for management control at all levels. We are in the “information Age”. While the requirements for routine transaction processing are reasonably stable and relatively easy to identify, information requirements for management decision-making are less stable and more difficult to define. Consequently, course members need to become acquainted with some of the management issues and concerns relative to the development and implementation of information systems, especially those that are computer based and to develop competencies in analyzing and defining organizational information requirements.

COM502: CORPORATE INFORMATIONS SYSTEMS MANAGEMENT (6 ECTS)

The rate of increase in the amount of information, the ways in which organizations adapt to the increase, and the search for competitive advantage using Information Technology (IT) resources effectively. This module is intended to address these issues, and others. No assumption is made about course members’ IT skills; however, it is expected that they will have completed the Management of Information Systems module, as a preparation for the strategic evaluation and analysis of organizational systems which this module covers.

**ECONOMICS**

ECO101: MICROECONOMICS (6 ECTS)

The course familiarizes the student with the foundation of microeconomics. Mainly, it focuses on imparting to students specific tools that they can use to analyze consumer behavior, firm strategy, and public policy.

ECO201: MACROECONOMICS (6 ECTS)

The course focuses on imparting to students’ specific tools that they can use to analyze macroeconomic data, the real economy in the long run, money and prices in the long run, the macroeconomics of open economies, and short-run economic fluctuations.

ECO301: ECONOMIC POLICY (6 ECTS)

This course considers issues such as why government might intervene in the economy at the micro- level, its effect on efficiency and allocation and its intervention based on political and economic considerations, government intervention in the economy and its stimulation of certain kinds of economic activity.

ECO302: MODERN ECONOMICS (6 ECTS)

This course creates awareness and understanding of the economic environment within which organizations operate, of the interactions between that environment and the organization and introduces the methodology and concepts of economics that may be pertinent for problem-solving and decision-making in hospitality organizations.

ECO401: ECONOMICS OF SEA TRANSPORT (6 ECTS)

The course ensures that students have a broad understanding of the economic and commercial environment in which shipping operates, appreciate the factors that influence the supply, operation and demand for ships and shipping services, and finally develop the essential professional transferable skills of critical assessment and analysis.

ECO501: ECONOMICS FOR MANAGERS (6 ECTS)

The role of the manager involves the ability to use all available resources and information but based on theoretical and on real data as well, managers must be able to plan, compete and use all the business resources in the best and the most efficient way in order to help an organization prosper and compete successfully. Therefore, this course through managerial economics will help the students make sound managerial decisions based on theory linked to real situations.

**ENGLISH**

ENG021: ENGLISH GRAMMAR (no ECTS)

The aims of this course are to enable students to build on structures and functions of grammar in order to be able to use different types of English grammar correctly.

ENG022: READING AND WRITING (no ECTS)

The course aims at helping students develop mastery of the most fundamental grammatical structures and basic vocabulary so as to prepare students to follow further courses.

ENG041: ENGLISH GRAMMAR (no ECTS)

The aim of this course is to develop mastery of the most important grammatical structures and be able to use them in written and spoken communication.

ENG042: VOCABULARY AND COMPREHENSION (no ECTS)

The aim of this course is to teach students various reading strategies to deal with various intermediate texts and to develop students’ vocabularies.

ENG043: FIVE STAR ENGLISH (no ECTS)

The course focuses on developing students’ vocabulary, comprehension and speaking skills and enabling them understanding the vocabulary used in catering services, hotel management, and other sectors of the tourist industry.

ENG051: ENGLISH GRAMMAR (no ECTS)

The purpose of this course is to enable students to build on structures and functions of grammar in order to be able to use different types of English grammar correctly.

ENG052: VOCABULARY AND COMPREHENSION (no ECTS)

The purpose of this course is to teach students how to develop their reading skills and expand their knowledge of vocabulary.

ENG053: FIVE STAR ENGLISH (no ECTS)

This course focuses on the vocabulary, comprehension and grammar. It aims at developing speaking and comprehension skills of students. Students have the chance to orientate towards a more general knowledge of the language appropriate to the needs of the tourist industry.

ENG121: THE TECHNIQUE OF WRITING AND LANGUAGE STUDIES (6 ECTS)

The emphasis of the course is on writing. Students are given ample opportunity to practice writing in different styles, i.e., business letter writing, report writing, description, summaries, argumentative writing etc. In addition students are given the opportunity to practice and improve their ability in reading, discussing as well as to enrich their vocabulary and review the basic grammatical structures.

ENG122: THE TECHNIQUE OF WRITING AND LANGUAGE STUDIES II

(6 ECTS)

The emphasis of the course still remains on writing. Students are given the opportunity to practice writing of different types. Furthermore students continue to practice and improve the other language skills (reading, speaking, and listening), to build up their vocabulary and revise the grammatical structures.

Prerequisite: ENG 121

ENG211: SPEECH AND LANGUAGE PRACTICE (6 ECTS)

Students are given many opportunities to practice their communication skills. There is also a revision of writing skills and the opportunity to improve their vocabulary when dealing with passages of a more advanced structure.

Prerequisite: ENG 122 & ENG121

ENG212: EFFECTIVE SPEAKING AND ADVANCED LANGUAGE PRACTICE (6 ECTS)

The emphasis of this course is on speaking. The student will have much opportunity to practice different types of speeches and use of visual aids in class. The students will also analyze speeches accordingly. There will be some instruction dealing with project writing and presentation. Prerequisite: ENG 211.

**EVENTS**

EVE111: THE EVENTS INDUSTRY (6 ECTS)

The module provides an introduction to events industry. It considers the nature of events as a type of product within the business, leisure and tourism sectors and the market for deferent types of event.

EVE112: INTRODUCTION TO THE ENTERTAINMENT INDUSTRY (6 ECTS)

This module provides an introduction to the entertainment industry. In consists of an overview of the history current state and trends of the entertainment industry. It identifies the key segments within the entertainment industry and contacts a basic situation analysis for each segment. It emphasizes how the media and technology influences consumer interests and buying habits in the entertainment economy and the importance of understanding the nature and characteristics of consumer of entertainment.

EVE122: INTRODUCTION TO EVENTS MANAGEMENT (6 ECTS)

This module will offer an introduction to the many facets of managing an event-from marketing and ticketing, to operation and evaluation. Through instruction, observation, and analysis the students will probe, dissect and draw conclusion about “what works” in event management.

EVE211: INTRODUCTION TO SPORT MANAGEMENT (6 ECTS)

This course is as analysis of effective management strategies and the body of knowledge associated with pursuing a career in sport management. The course will introduce students to sport management career opportunities in the sport industry and to sport principles as they apply to management, leadership style, communication, and motivation.

EVE212: MEETING AND EVENT MANAGEMENT (6 ECTS)

This course is designed to meet the needs of people who wish to expand their job skills within the growing event-management industry.

EVE221: FESTIVAL AND EVENT MANAGEMENT (6 ECTS)

This module consists of a variety of concepts and practices that contribute to successfully planning, marketing, and managing special events. It emphasizes the importance of facing the production of annual festivals or events series as a year-round job, and post-event evaluation and off-season planning as critical for the success of the event during its run. It will introduce key strategies for maintaining lasting sponsorships for making creative changes that can bring life to festivals and event, for maintaining successful strategic alliances and the overall approach to building a revenue plan.

EVE311: PLANNING AND MANAGEMENT OF EVENTS (6 ECTS)

The course is to build on and apply the knowledge, skills and core competencies acquired in the pre-requisite module, the events industry. Also to equip the student with the theoretical and practical skills necessary to research plan and implement a wide range of types of event. Finally, to apply event planning knowledge and skills in a diversity of business, leisure, cultural and tourism settings.

EVE321: EVENTS STRATEGY (6 ECTS)

The focus of this module is the diverse nature of the events market and the various strategies that events providers might employ in seeking to exploit this market. Some providers may use a major hallmark event as the focus for a range of subsidiary and follow-up events. Conversely, other providers may seek to focus on a wider range of smaller community events through out the year. The implications of these strategies for the provision and management of events are examined.

EVE322: VENUE MANAGEMENT (6 ECTS)

This module provides an overview of the history, current state, and trends of public facility development and management. It identifies the unique relationships between a venue and its stakeholders and underlines the major problems and opportunities in venue management.

EVE323: SPECIAL EVENT PLANNING-PROJECT (6 ECTS)

This course introduces students to special event planning processes and techniques. Emphasis is on creating; organizing, identifying sponsors, marketing and implementing large scale community events. Each student will be a member of a “project team” and each team will be responsible for developing one special event.

EVE411: CONTEMPORARY ISSUES IN EVENTS MANAGEMENT (6 ECTS)

This course is designed to engage in an analysis of the major contemporary issues involved in staging events in order to obtain a better understanding of the role of events in society. Also, situate these issues in socio-cultural, economic, environmental and political context. Further, examine these issues within appropriate theoretical and conceptual frameworks. Finally, apply these analyses to event planning and management to achieve more successful outcomes.

**FRENCH**

FRE121: FRENCH (Beginners I) (6 ECTS)

The course is designed to familiarize students with the basic grammatical structures of the French language and to develop the student's ability to read, write and understand the language. It aims at the acquisition of practical vocabulary and knowledge of grammatical structure at an elementary level.

FRE122: FRENCH (Beginners II) (6 ECTS)

The course is designed to continue to build on the knowledge of FRE 121. It aims at the acquisition of practical vocabulary and knowledge of structure through oral usage in the classroom still at an elementary stage. Prerequisite: FRE 121

FRE211: FRENCH (Intermediate I) (6 ECTS)

The purpose of this course is to teach the students the skills of the French language at an intermediate level. The course also emphasizes the acquisition of hotel and tourism vocabulary.

FRE212: FRENCH (Intermediate II) (6 ECTS)

The purpose of this course is to teach the students the skills of the French language at an intermediate level. The course also emphasizes the acquisition of hotel and tourism vocabulary. Prerequisite: FRE211

**GEOGRAPHY**

GEO201: WORLD GEOGRAPHY (6 ECTS)

The course analyses the existing and emerging geographic patterns in the world and the processes and trends producing such patterns. It also examines the global scale of human activities and interaction with the environment and the linkages tying the various regions of the world into a single global community.

GEO401: ENVIRONMENTAL MANAGEMENT (6 ECTS)

This module is an introduction to environment management and it has a particular focus on the use of management systems and approaches in a business context.

**GERMAN**

GER121: GERMAN (Beginners I) (6 ECTS)

The course is designed to familiarize students with the basic grammatical structures of the German language and to develop the students’ ability to read, write and understand the language. It aims at the acquisition of practical vocabulary and knowledge of grammatical structure at an elementary level.

GER122: GERMAN (Beginners II) (6 ECTS)

The course is designed to continue to build on the knowledge of GER121. It aims at the acquisition of practical vocabulary and knowledge of structure through-oral usage in the classroom still at an elementary level.

Prerequisite: GER 121

GER211 GERMAN (Intermediate I) (6 ECTS)

This course introduces students to the four basic skills of the German language at an intermediate level and is designed to enable them through practice to use it effectively.

GER212 GERMAN (Intermediate II) (6 ECTS)

This course introduces students to the basic skills of the German language at an intermediate level and is designed to enable them through practice to use it effectively.

Prerequisite: GER211

**HOTEL ADMINISTRATION**

HOT101: INTRODUCTION TO THE HOSPITALITY INDUSTRY (6 ECTS)

This course provides a basic understanding of the lodging and food service industry by tracing the industry's growth and development, reviewing the organization of hotel and food and beverage operations, and by focusing on industry opportunities and future trends.

HOT105: SANITATION AND NUTRITION (6 ECTS)

This course is designed to provide basic knowledge of human nutrition as well as of food and personal hygiene.

HOT106: FOOD AND BEVERAGE SERVICE (6 ECTS)

The course provides the knowledge and skills necessary for those working at different levels in the food and beverage service hierarchy.

HOT107: FOOD PREPARATION LAB (2 ECTS)

A practical course providing a sound foundation in professional practical cookery.

HOT108: PRACTICE IN FOOD AND BEVERAGE SERVICE (2 ECTS)

A practical course providing a sound foundation on professional practice in food service through a hotel training experience.

HOT109: THEORY OF CATERING (6 ECTS)

The course emphasizes the close link between theoretical knowledge and actual practices in the catering industry relating to food production. This course focuses on the theory of catering.

HOT116: FOOD AND BEVERAGE SERVICE (6 ECTS)

This course provides the knowledge and skills for those involved at different levels of the food and beverage service hierarchy. At the completion of this course, students should be able to identify the markets served by the various sectors of the industry and their needs, to identify the range of policies and business objectives of the various sectors and discuss how these affect the methods adopted as well as to interpret the demand of the sectors for food and drink to be provided as well as other services and understand how to plan and design facilities that are required for food and beverage operations and the plant and equipment required. Moreover, at the end of this course students should be able to acquaint operational knowledge of technical methods and processes as well as the ability in the production and service processes and methods available to the caterer, understand the varying resources required for their operation, as well as decision making on the appropriateness of the various processes and methods to meet sectoral requirements and explain how the cost of materials as well as the cost associated with the operation and service can be controlled.

HOT117: FOOD PREPARATION LAB (6 ECTS)

The fundamental aims of this course are: to provide students with the basic skills and cooking techniques of food production, to enable students to produce basic recipes and distinguish the factors that influence production of quality products, and to encourage the students to practice good sanitary practice in the kitchen.

HOT118: PRACTICAL EXPERIENCE IN FOOD & BEVERAGE SERVICE (6 ECTS). The fundamental aims of this course are to provide students with the basic skills and service techniques of Food and Beverage Service. This will enable students to train in an actual facility and distinguish the factors that influence different levels of quality and service styles, and to encourage the students to practice professional personal conduct.

HOT202: FOOD AND BEVERAGE MANAGEMENT (6 ECTS)

The course provides a basis for understanding the various challenges and responsibilities involved in managing a food and beverage operation.

HOT206: HOUSEKEEPING MANAGEMENT (6 ECTS)

This course presents a systematic approach to managing housekeeping operations in the hospitality industry.

HOT207: FRONT OFFICE MANAGEMENT (6 ECTS)

This course examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management.

HOT211: INDUSTRIAL PLACEMENT (6 ECTS)

Minimum four months industrial placement with leading hotels. Trainees spend most of their time in the food and beverage department

HOT301: CONVENTION MANAGEMENT AND SERVICE (6 ECTS)

The course defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service.

HOT302: FOOD AND BEVERAGE CONTROLS (6 ECTS)

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

HOT307: FINAL YEAR PROJECT II (6 ECTS)

This course allows the drawing together of the subjects taught during the Hotel Administration program of study into an original piece of research, which adds to the existing knowledge and demonstrates the student's analytical skills.

HOT308: FACILITIES MANAGEMENT (6 ECTS)

This course designed to provide students with the basic understanding of the design of all major facilities in a hotel.

HOT311: INDUSTRIAL PLACEMENT (6 ECTS)

Minimum four months industrial placement with leading hotels. Trainees spend most of their time in the rooms division.

HOT403: SENIOR RESEARCH PROJECT (12 ECTS)

This part of the course is intended to develop the students’ ability to manage a major project using their analytical and creative skills to study and present a significant topic of personal interest to them but guided by a tutor allocated for the purpose.

HOT405: CURRENT ISSUE IN HOSPITALITY INDUSTRY (6 ECTS)

On completion of this course students should be able to describe current issues and trends in the hospitality industry, resolve issues and problems of the hospitality industry, cope with common customer service issued and evaluate solutions to various issues and challenges in the hospitality industry. The content of this course is Lodging Trends; Globalization: Emerging Lifestyles and Social Values; Technology; Diversity of the hospitality industry; Social Networking; Law and ethics; Marketing; Human Resources Issues; Green movement in the hospitality industry; Travel Leisure and Entertainment Experiences. (No Prerequisite(s)

HOT411: INDUSTRIAL PLACEMENT (6 ECTS)

Minimum four months industrial placement with leading hotels. Trainees spend most of their time in supervisory positions.

**HUMAN RELATIONS - MANAGEMENT**

HUM201: HUMAN RELATIONS/SUPERVISORY DEVELOPMENT (6 ECTS)

This course is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.

HUM202: BUSINESS PSYCHOLOGY (6 ECTS)

Investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization’s effectiveness.

HUM203: HUMAN RESOURCES MANAGEMENT (6 ECTS)

This course is designed to provide the student with understanding of the function of Human Resources Management as it applies to modern organizations. It covers personal motivation, modern management theories, job analysis and job evaluation, recruitment, training and assessment.

HUM303: CULTURAL ANTHROPOLOGY (6 ECTS)

There are two objectives of this course: First, to acquaint you with the concept of culture, emphasizing the diversity of human experience and variation in human formations – from language to kinship, and social order to global capitalism. Second is to challenge you to reflect critically on your own culture and society. In this course, I hope we cultivate a fundamental capacity for understanding unfamiliar and familiar human cultures, and an ability to interpret “difference” in cultural context.

HUM315: INTERCULTURAL COMMUNICATION (6 ECTS)

Communication, particularly intercultural communication, is a vital means for accomplishing organizational tasks as organizations, have to operate within a multi-racial and multi-cultural environment. This course is designed to introduce students to the basic principles of intercultural communication within an organizational context, to help students recognize key communication processes that are essential to organizational success, and to help students understand the impact of cultural diversity on the process of organizational communication.

HUM403: SMALL BUSINESS MANAGEMENT (8 ECTS)

The course is intended to develop in students’ knowledge of the small firms sector and its contribution and importance both to the economy in general but also to the Hospitality Industry in particular. It will also develop the ability to plan and manage a small firm and to encourage students to develop successful, enterprising and entrepreneurial ideas and abilities. It is also intended to act as a mediating subject, which will provide the student with the opportunity to draw on a variety of relevant disciplines.

HUM405: INTERCULTURAL COMMUNICATION (8 ECTS)

This course is designed to introduce students to the basic principles of intercultural communication within an organizational context, to help students recognize key communication processes that are essential to organizational success and to help students understand the impact of cultural diversity on the process of organizational communication.

HUM406: MANAGING ORGANISATIONS (6 ECTS)

The overall aim of the course is that students should acquire the knowledge, understanding and skills necessary for the effective practice of management. This course is intended to develop students' ability to exploit business and other opportunities within the hospitality and tourism industry by maximizing the effectiveness of their organization.

Prerequisite: HUM 201 or HUM 203

HUM408: STRATEGIC MANAGEMENT (6 ECTS)

A significant issue facing businesses is that of accomplishing the change in thinking necessary to develop operations-oriented unit level managers into strategic thinking managers. While the increasing competitiveness of businesses in Europe and elsewhere is well recognized and the rationalization of corporate headquarters has occurred in response to recession, many firms are enlarging the scope of unit management work. It is therefore necessary to address the interface between the strategies necessary to face competition and the internal structures essential to implement these strategies. The unit aims to develop the students' ability to formulate and implement strategic plans and to critically analyze the effectiveness of strategies employed at operational, organizational and corporate level in businesses.

HUM413: SMALL BUSINESS MANAGEMENT (6 ECTS)

This module uses the general approach adopted by the previous modules to develop a more intensive and practical examination of small firms and small business units, which can achieve growth through planned business development. This is facilitated by developing an understanding of the environment in which these businesses operate, seeking to combine the academic underpinning of the previous modules practical examples of development of small business units, whether small firms or independent elements of larger organizations.

HUM501: ORGANISATIONAL BEHAVIOR (6 ECTS)

The role of the middle management involves asking, providing and motivating people to do things. In addition the role itself has a number of in-built conflicts and ambiguities. This module explores the diagnostic skills and frameworks that the manager needs in order to be able to analyze the situation as an issue that is likely to face in carrying out the role. Course members are introduced to theories, drawn from the behavioral sciences that contribute particular perspectives on the behavior of people at work.

HUM502: MANAGEMENT OF HUMAN RESOURCES (6 ECTS)

The aim of this module is to help managers improve their skills in the employment and assessment of their staff in order to improve the effectiveness of the organizations’ human resources. Course members draw on the theoretical basis introduced in the module ‘Organizational Behavior’ and on new theory, in examining problem situations, which are similar to those that they are likely to encounter in their work place.

HUM503: ORGANISATIONAL LEADERSHIP (6 ECTS)

The course studies three levels of leadership: the individual, the team, and the organization. It is designed to expose students to a variety of leadership perspectives and practices in order to enhance individual development and effectiveness as a leader. The course will focus on a repertoire of practical and theoretical leadership principles. Historic and contemporary organizational leaders will be examined as well as their complex roles in managing organizational issues.

HUM504: ORGANISATIONAL COMMUNICATION (6 ECTS)

The course in Organizational Communication is designed to provide the student with a background and experience in the various communicative contexts found in the organizational setting. This course aims to raise student’s awareness and develop their understanding of theories, patterns and issues related to organizational communication in a variety of contexts, and to help them to apply the necessary skills to conceptualize and deal with problems arising from interpersonal interactions so as to improve their communicative competence in their personal, social and professional lives.  The course studies various organizational structures found in business in order to analyze and improve the communication in the overall organizational situation. By analyzing the organization's communication it becomes possible then to improve the overall climate of an organization.

HUM 505: HR ISSUES IN MANAGEMENT (6 ECTS)

This module is about the effective formulation and implementation of innovative HR strategies and practices, the effective management of HR issues, including HR related information management issues, and the role of the HR function within organizations. It provides an international comparative perspective on strategic HRM/HRD, forms a bridge between theory and practice, and enables students to conduct a critical analysis of an organization in respect of its structure and integration of functions, and the efficacy of its HR strategies and practices.

HUM506: LEADERSHIP AND TEAMWORK IN MANAGEMENT (6 ECTS)

This module provides students with a sound knowledge and understanding of leadership, and of individual, group team and organizational behavior, that will enable them to critically evaluate managerial/leadership behavior and effectiveness within their own professional context. Additionally it encourages students to reflect upon their own leadership and team working strengths and capabilities, and to identify their individual skill development needs.

HUM507: OPERATIONS MANAGEMENT (6 ECTS)

Operations management is a core function in all organizations public or private sector, social or financially orientated, manufacturing or service. The module includes planning and control, operations design, quality improvement and operations strategy as its main themes. Students will examine the relationship between management at the strategic and operational levels, and the importance of treating work systems as processes, which require the coordination of the other business functions (marketing, finance, personnel etc).

HUM508: STRATEGIC MANAGEMENT (6 ECTS)

This integrative module builds on skills and knowledge developed elsewhere in order to provide a sound foundation of strategic management thinking. Strategic management concerns itself with the analysis of the organization’s environment and managing the response of the organization accordingly. As such, the module is of crucial relevance because every student with ultimately is involved in some stage of this process. This module provides a framework for exploring strategic concepts, approaches and paradigms. The application of models, devises and techniques are introduces as part of the processes of strategic analysis and strategic choice. The module also introduces the issue of strategy implementation. Throughout the module is grounded in real life cases and examples, and students are required to conduct research into contemporary issues and subjects.

HUM516: LEADERSHIP AND TEAMWORK (6 ECTS)

This module provides students with a sound knowledge and understanding of leadership, and of individual, group, team and organizational behavior,that will enable them to critically evaluate managerial/leadership behavior and effectiveness within their own professional context.

Additionally it encourages students to reflect upon their own leadership and team working strengths and capabilities, and to identify their individual skill development needs.

**LAW**

LAW301: BUSINESS LAW (4 ECTS)

This course focuses on the basic principles governing the Law of Contracts, Law of Agency and the Law of Civil Wrongs with special reference to the tort of Negligence.

LAW311: BUSINESS LAW (6 ECTS)

The objective of this course is to introduce the students to the concepts of contract, agency and negligence. By the end of the course the students will be expected to know how to make valid contracts, understand their rights and duties under a contract, understand the principles of agency and be able to identify and understand negligent acts and their consequences.

LAW321: PRINCIPLES OF COMPANY LAW (6 ECTS)

The module will introduce students of business to the principles of company law, in particular the formation of a company, the management of shares and capital, and the general management of a company.

LAW401: INTERNATIONAL BUSINESS LAW (6 ECTS)

The course develops students’ understanding of the legal problems and considerations associated with global business activities.

**LEISURE**

LEI111: THE LEISURE ENVIRONMENT (6 ECTS)

This modules aims to introduce students to the elements of leisure-related development across a wide range of provider sectors, including mainstream leisure, arts and heritage, sport, tourism travel and events provision. It considers and evaluates appropriate elements of policy and practice within each of these areas.

LEI112: INTRODUCTION TO LEISURE, TOURISM AND HOSPITALITY INDUSTRY (6 ECTS)

This course aims to provide an introduction to the nature of tourism, leisure and hospitality businesses and the industry in which they operate. Through a series of lectures and tutorials, students will be provided with an introductory overview of the hospitality, tourism and leisure industry.

LEI122: LEISURE IN SOCIETY (6 ECTS)

The primary aim of the module is to introduce students to sociological and cultural ideas relating to leisure and consumer society. This module draws on the social sciences to undertake a critical analysis of contemporary leisure and tourism including sport.

LEI211: LEISURE OPERATIONS MANAGEMENT (6 ECTS)

The aim of this module is to develop an understanding of the key principles of service operations management and of the inter-relationship of operations management, marketing and HRM within the multifunctional subject of services management.

LEI212: LEISURE POLICY (6 ECTS)

The aim of this module is to introduce students to the various perspectives on social policy and facilitate an understanding of contemporary debates on the development of public policy. It also aims to enable students to recognize that management decision-making takes place within the context of competing ideologies, relationships and power bases, and is not simply a matter of the application of technical expertise.

LEI221: LEISURE AND TOURISM PLANNING DEVELOPMENT (6 ECTS)

This course will assist participants to better plan, promote, and manage tourism to their destination, and at the same time, meet quality of life objectives of community residents. The course does not assume that leisure and tourism is good for all communities.

LEI311: LEISURE SUBCULTURES (6 ECTS)

This modules aims to evaluate critically sub cultural theories and their relevance to contemporary leisure activities and to examine and analyze the contribution of social sciences and the competing theories of sociology which attempt to provide a critical understanding of co modification, taste, youth and “pop” cultural.

LEI321: THEORETICAL PERSPECTIVES ON LEISURE (6 ECTS)

The role of this module is to provide students with an introduction to a range of theoretical perspectives that might be used to understand and analyze leisure. In this context leisure is understood broadly as encompassing arts, heritage and culture.

LEI322: LEISURE AND TECHNOLOGY (6 ECTS)

Technology impacts our lives on a daily basis creating a foundation for work and play. By its very nature technology brings about change in almost every facet of human endeavor. This is especially true for leisure travel, as information about almost any destination is easily available and family and friends can almost instantly share their experiences.

LEI323: POLITICAL ECONOMY OF LEISURE (6 ECTS)

The module enables the student to appreciate, understand and apply the basic theories, analytical tools and methodologies of the discipline of economics within the context of the leisure, tourism and associated industries. It continues by examining theories of power and interest group representation and their relevance to understanding decision-making and planning leisure.

LEI411: LANDSCAPES OF LEISURE AND TOURISM (6 ECTS)

This module evaluates constructions, images and perceptions of ‘landscape’ in contemporary society and analyses leisure and tourism participation and provision in relation to both urban and rural landscapes. This module questions many of our taken-for granted notions of environment, space and place and scrutinizes these notions within a more critical framework and theoretical concepts drawn from both the social sciences and the humanities.

LET501: POLICY AND PLANNING IN LEISURE AND TOURISM (6 ECTS)

This module provides an introduction to generic policy and planning theories and concepts and their application to the leisure and tourism sector. The module focuses on social policy, political ideologies and planning theory and is based on the premise that a proper understanding of the dynamics of leisure and tourism and the nature of decision-making in this sector can only be gained by studying the role of government and political ideas. By considering planning models in conjunction with policy frameworks the relationship between the two can be examined and their practical relevance demonstrated.

LET502-E-BUSINESS IN LEISURE AND TOURISM (6 ECTS)

This module is concerned with understanding consumer behavior in relation to leisure and tourism and exploring the implications of development in information and communications technology for the choice and purchase of leisure and tourism choice and experience from the perspective of the consumers and to use the consumer perspective to explore the impact of the development of e-channels and e-business.

LEI503: THEORETICAL PERSPECTIVES IN LEISURE AND TOURISM (6 ECTS)

The overall aim of the module is to provide students with an introduction to the major social science disciplines which contribute to, and underpin, the study of leisure and tourism. Theoretical perspectives which have shaped academic discourse within leisure and tourism studies are compared and contrasted. The module draws upon sociology, anthropology, geography and the related fields of development studies and heritage studies. Specifically, it aims to develop an understanding of the origins, development and paradigmatic shifts within leisure and tourism studies and appreciate the influence underpinning academic disciplines and other multi-disciplinary fields on the development of leisure, heritage and tourism studies. Finally it analyses explanations of tourism leisure behavior and participation from a range of academic perspectives.

**MARKETING**

MAR101: MARKETING PRINCIPLES (4 ECTS)

The course introduces students to the vital role of marketing in the domestic and international marketplace and promotes the consideration of a career in marketing.

MAR201: INTERNATIONAL MARKETING (6 ECTS)

This course is designed to enhance student’s understanding and appreciation of the importance and relevance of international marketing in today’s global economy.

MAR206: TOURISM MARKETING (6 ECTS)

This course is designed to introduce the students to the marketing concepts in general, and as applied to the tourism and hospitality industry in particular.

MAR306: HOTEL/ MOTEL SALES PROMOTION (6 ECTS)

This course is designed to provide students with a solid background in hospitality sales and advertising. Although marketing concepts are also discussed, the course focuses on practical sales techniques, proven approaches to selling to targeted markets, and advertising's role in sales.

MAR401: CONSUMER MARKETING (8 ECTS)

The unit aims to develop students' ability to formulate and implement consumer research programs, marketing segmentation and communication strategies and to evaluate the effectiveness of internal marketing and service quality initiatives in food and hospitality firms.

Prerequisite: MAR 206 or MAR 306

MAR402: INTERNATIONAL MARKETING COMMUNICATION (6 ECTS)

This course gives you a broad introduction to both theory and practice in diverse aspects of international marketing communications such as: advertising, sales promotion, public relations, personal selling and direct response.

MAR411: CONSUMER MARKETING (6 ECTS)

The subject will provide an understanding of the significance of consumer behavior in developing marketing strategies and events management. The relevance of psychographics-travel needs, motivation, learning, expectations perceptions, tastes, preferences and attitudes to promotional aspects will have particular importance. Other services marketing concepts relating to market segmentation, target marketing, marketing research, service quality and internal marketing will be critically examined and analyzed using practical examples.

MAR501: MARKETING IN AN INTERNATIONAL ENVIRONMENT (6 ECTS)

This module focuses on essential marketing concepts. The key processes of external and internal marketing appraisals, the consideration of alternative marketing strategies, their selection and implementation are considered in full.

MAR502: MARKETING AND THE BUSINESS ENVIRONMENT (6 ECTS)

Marketing decisions necessarily take place within the context of the business environment within which organizations operate: in consequence, this module seeks to enhance the participant’s appreciation and understanding of such decisions by using marketing tools and techniques in conjunction with underlying economic analysis.

MAR503: MARKETING MANAGEMENT (6 ECTS)

This course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective. It also seeks to provide a framework for decision-making that is logical but does not stifle creativity.

MAR511: MARKETING RESEARCH (6 ECTS)

The aim of this module is to introduce students to the most important tools in the field of Market Research. Students will be introduced to the basic theoretical foundations of market research and be introduced to the role that market research plays in the role of market planning.

MAR522: LEISURE AND TOURISM MARKETING (6 ECTS)

The overall aim of the module is to equip students with an understanding of the principles of marketing as they apply to leisure and tourism. It also aims to introduce and develop marketing theories from tourist and leisure motivation to product development and to examine the special nature of segmentation as applied to leisure and tourism markets. It explores the roles and requirement of the different player groups in leisure and tourism marketing and the ways in which these affect destination image. Finally it offers a framework for a more effective marketing strategy approach for destinations and identify and explain the implication from leisure and tourism marketing of electronic technology developments.

**MATHEMATICS**

MAT101: COLLEGE ALGEBRA AND TRIGONOMETRY (6 ECTS)

Students will study the applications of algebra and trigonometry, with heavy emphasis on application problems.

MAT102: DISCRETE MATHEMATICS FOR TECHNOLOGISTS I (8 ECTS)

This course is designed to present the beauty, scope, practical applications, and relevance of mathematics. It will focus on applications of general interest drawn primarily from the social and biological sciences and business. Topics will be placed in a historical context, and mathematical reasoning will be stressed. Many of the applications will be computer-oriented.

Prerequisite: MAT101

MAT103: BUSINESS CALCULUS (6 ECTS)

The objective of the module is to extend students competence in arithmetic, algebra and graphical techniques. It also develops basic skill in both differential and integral Calculus all needed for the business, finance, accounting and management fields.

MAT201: DISCRETE MATHEMATICS FOR TECHNOLOGISTS II (8 ECTS)

Differential Equations have been central to mathematics since Newton and Leibnitz invented the calculus more than three centuries ago. As well as having a rich intrinsic interest, they appear naturally in the modeling of many physical systems. This course will cover the most standard techniques that exist for solving linear differential equations with variable coefficients. Prerequisite: MAT102

MAT202: DATA ANALYSIS (6 ECTS)

This course explores the fundamental concepts of research design and empirical analysis, with a heavy emphasis on economics.

This course is designed to help students

* Understand the concepts that form the foundation of statistics.
* Become an excellent consumer of quantitative arguments (particularly statistical arguments).
* Become a competent regression analyst, able to utilize statistical techniques and quantitative data to support one’s own arguments.
* Explain quantitative and analytical results to a regular person.

Prerequisite: MAT201

**POLITICAL SCIENCE**

POL401: INTERNATIONAL RELATIONS (6 ECTS)

The primary purpose of this course is to acquaint students with the core concepts, issues and processes of international relations.

**REGIONAL STUDIES**

CYP101: CYPRUS HISTORY (4 ECTS) OR CYP111: CYPRUS HISTORY (6 ECTS)

The purpose of this course is to familiarize students with the main features of Cyprus history and culture. Upon successful completion of this course students will become familiar with the division of Cyprus history in different periods, the main characteristics of each period, the contribution of Cyprus to the cultural history of Greece and the Middle East as well as the importance of Greek influences in shaping the identity of Cyprus and the role of Christian religion and the Orthodox church. The students will also become familiar with the main monuments and works of art of Cyprus and the Cyprus problem

CYP301: CYPRUS ECONOMIC AND BUSINESS ENVIRONMENT (6 ECTS)

The course provides a solid understanding of Cyprus economy and business through the examination of issues like Cyprus role as a trading and business services centre, Cyprus agriculture and industry, Cyprus as an established offshore business centre, and the potential utilization of high technology and human resources.

EUR201: EUROPEAN UNION (6 ECTS)

The course provides an introduction to European politics by examining the historical development of the European Union and its present political, economic and legal structure.

**SHIPPING AND LOGISTICS**

SHL301: MARITIME PRACTICE (6 ECTS)

The aim of this module is to provide students with an introduction and basic understanding of the fundamental principles of ships and shipping practice.

SHL302: INTRODUCTION TO LOGISTICS (6 ECTS)

This module aims at introducing the basic concepts of transportation and logistics. The module will focus upon presenting the broad picture of transportation by land, sea and air and the principles and major actors involved in the accomplishment of efficient physical distribution in a business context.

SHL303: CARRIAGE OF GOODS BY LAND-SEA-AIR (6 ECTS)

The aim of this module is to introduce the legislation relating to the carriage of goods with particular emphasis on the carriage of goods by sea.

SHL304: TRANSPORT AND SHIPPING ECONOMICS (6 ECTS)

The aim of this unit is to introduce the application of the fundamental economic concepts to the transport and shipping industries. In addition, the aim is to develop the ability to analyze and build economic models of a diverse range of shipping markets and to instill an understanding of the operating economic principles prevailing in the different shipping markets.

SHL401: INTERNATIONAL LOGISTICS MANAGEMENT (6 ECTS)

The purpose of this course is to provide students with a comprehensive understanding of international logistics and further their knowledge on the concepts of logistics management by applying a global managerial approach.

SHL402: SHIPBROKING AND CHARTERING (6 ECTS)

This module aims at furthering the exposure of students to the practice and legislation related to the chartering of ships, with particular reference to the practical procedures and the law relating to time and voyage charters.

SHL404: LOGISTICS AND SUPPLY CHAIN MANAGEMENT (6 ECTS)

This module aims at facilitating the understanding of global logistics systems and the management of the supply chain.

SHL405: MARITIME POLICY AND MANAGEMENT (6 ECTS)

Students already possessing the knowledge of the fundamental principles of policy, business and shipping will have the opportunity through this unit to proceed to a more in-depth examination of these issues. Lectures will provide the platform for introducing more advanced level issues relating to maritime policy and management whereas tutorials will provide an excellent forum for gauging progress primarily through the active participation of the students and in-class work.

SHL406: FINANCE FOR SHIPPING AND TRANSPORT LOGISTICS (6 ECTS)

The purpose of this unit is to provide students with an insight of the functional areas of finance with particular applications to the business of shipping and logistics and the effects on shipping investment and finance specifically.

**STATISTICS**

STA111: QUANTITATIVE METHODS I (6 ECTS)

The course focuses on introducing mathematical and statistical tools, which students can use to analyze critically numerical data presented in presentations, reports and articles.

STA112: QUANTITATIVE METHODS II (6 ECTS)

The course presents the effective use of advanced statistical and forecasting techniques, such as regression analysis, time series analysis and exponential smoothing.

Prerequisite: STA 101

STA211: DATA ANALYSIS FOR BUSINESS (6 ECTS)

Knowledge and understanding of statistical concepts form important tools for business, accounting and finance. This module will introduce the key techniques and concepts of statistics useful for further study in the field of accountancy and finance.

STA501: STATISTICS AND QUANTITATIVE METHODS (6 ECTS)

This course is designed to provide an introduction to statistical methods useful for analyzing data, with specific application to problems of business and economics. The methods examined, however, have general application to a wide range of data analysis. At the end of the class, students will have an understanding of many of the statistical tools used in business.

**TRAVEL AND TOURISM**

TOU106: FARES AND TICKETING II (6 ECTS)

The course covers procedures for completing international airline traffic documents, such as tickets and Miscellaneous Charges Orders for every itinerary and fare. It also includes precautions to be taken for safeguarding airline documents against loss and theft, in accordance with the IATA fraud prevention recommendations.

Prerequisite: TOU 115

TOU108: GENERAL TRAVEL KNOWLEDGE II (6 ECTS)

This course is designed to equip students with the knowledge and skills necessary for working in the airline industry.

Prerequisite: TOU 117

TOU111: INTRODUCTION TO TOURISM (6 ECTS)

This course covers the definition of tourism and its importance to the economies of countries and identifies the variety of establishments in the different sectors of the tourism industry.

TOU115: FARES AND TICKETING I (6 ECTS)

The course covers the basic elements of IATA fares regulations and familiarizes the students with the Air Tariff and/or the Airline Passenger Tariff. These include normal, one way, round trip fares in local currency, the mileage system, and fares in different classes of service, infant, children, youth, student and special fares.

TOU117: GENERAL TRAVEL KNOWLEDGE I (6 ECTS)

This course is designed to equip students with the knowledge and skills necessary for working in the airline industry.

TOU121: THE TOURISM INDUSTRY (6 ECTS)

Tourism is a dynamic, multi-faceted industry; it encompasses a wide spectrum of disciplines, vocations and professions. A study of the components of the tourism industry and their interrelationships is the focus of this course. The eight sectors of the tourism industry are examined and factors that have affected the industry over time are analyzed.

TOU122: THE TOURIST EXPERIENCE (6 ECTS)

This module looks at the ‘demand’ side of tourism activity. It examines the factors that influence consumer behavior, the different market segments that this has given rise to and the changing patterns of expectation and choice within the sector. It also examinees the way tourism industry satisfy the demand of its consumer by producing the appropriate products and services.

TOU215: TRAVEL AND TOURISM MANAGEMENT (6 ECTS)

This course is designed to offer the knowledge required for operating a travel agency at a managerial level. It includes industry regulations, organizing and costing package tours, office procedures, and the use of automated systems in travel agencies.

TOU221: TOURISM PLANNING & DEVELOPMENT (6 ECTS)

This course will assist participants to better plan, promote, and manage tourism to their destination, and at the same time, meet quality of life objectives of community residents. The course does not assume that tourism is good for all communities. Rather, it will help assess the effects of increased tourism on the local economy, environmental resources, and socio-cultural fabric of the community. It provides the tools and strategies to better estimate and evaluate both the costs associated with increased visitation including any necessary expansion of the region’s infrastructure, receptive visitor facilities, and environmental protection measures and the benefits, including tourist spending, job growth and an increased tax base.

TOU222: TOURISM DESTINATIONS (6 ECTS)

The aim of this module is to explore the theories of destination development and the role of tourism in destinations. This will allow students to analyze and evaluate tourism as a destination. Students will also be asked to provide solutions to issues and problems in way that will allow time to develop their creative thinking.

TOU223: TOURISM ECONOMICS (6 ECTS)

The aims of the module are to provide a solid groundwork in the basic principles of economic theory and their application to tourism and the tourist industry. A familiarity with microeconomic theory and practice is a valuable asset for those who, essentially, deal with travel and tourism. Similarly knowledge of the major macroeconomic aggregates and their determination facilitates an understanding of the economic environment in which tourist entities operate.

TOU224: ALTERNATIVES FORMS OF TOURISM (6 ECTS)

Over the latter half of this century there has been dramatic growth in tourism as a social phenomena and an economic enterprise. The expansion of tourism activities has coincided with significant cultural, political, and economic changes brought about by technological advancement.

TOU226: FARES AND TICKETING III (6 ECTS)

Expand the knowledge and abilities of the students in order to calculate traveling fares, determine charges involved in traveling and issue any traveling document according to IATA rules. It covers advanced fare construction methods, containing example and exercises designed to familiarize students with the different rules, exceptions and currencies used in international ticketing.

Prerequisite: TOU106

TOU304: FINAL YEAR PROJECT (6 ECTS)

This course allows the drawing together of the subjects taught during the Travel and Tourism Administration program of study into an original piece of research, which adds to the existing knowledge and demonstrates the student's analytical skills.

TOU314: TOURISM AND THE HOSPITALITY INDUSTRY (6 ECTS)

This course takes a cross-disciplinary approach to examine the many facets of tourism. The social science perspective provides students with the kind of practical knowledge that can be effectively applied to the hospitality industry. The course also provides advanced information that can serve as a bridge to further analysis of study.

TOU321: E-TOURISM (6 ECTS)

Information Technology is increasingly used strategically to enhance profitability and competitiveness for tourism organizations and to facilitate the planning, managing and marketing of destinations.

TOU322: TOURISM IMPACTS (6 ECTS)

This course examines the positive impacts and negative impacts which tourism activities have no host environments, economies, and societies. With a strong emphasis on interdisciplinary, this modules introduces a number of methods useful for the identification and assessment of this impacts.

TOU323: TOUR OPERATIONS MANAGEMENT (6 ECTS)

Tour operations management facilitates analysis of management strategies in the design, development, distribution and delivery of inclusive travel programs for the leisure travel market in receptive and generating environments worldwide.

TOU324: SUSTAINABLE TOURISM DEVELOPMENT (6 ECTS)

This course provides students with the opportunity to begin to understand why and how achieving sustainable development of tourism is such a challenge to communities around the world.

TOU401: TOURISM AND LEISURE MANAGEMENT (8 ECTS)

This course will help to provide the potential manager of hospitality with the knowledge and skills necessary to interact with the tourism and leisure environment. The first part of the course covers such topics as the development and management of tourism resources, the changing business environment, planning strategy and tactics, marketing and finance and organization. The second part will focus on the dimensions, concept and definition of Leisure, leisure provision in the Public Sector, arts, sports and countryside, heritage management and private sector leisure products.

TOU411: TOURISM AND LEISURE MANAGEMENT (6 ECTS)

The course is taught through the means of lectures, seminars and case studies. Lectures will provide the theory and concepts on the particular themes of the subject. Seminars will require active participation of students either individually voicing their opinions or views on the subject, or presenting their views to the rest of the group.

TOU421: INTERNATIONAL TOURISM MANAGEMENT (6 ECTS)

This module analyses the characteristics of the international tourism market. It provides an understanding of the definition, theory and concepts of tourism, the role of multinational organizations and multinational institutions in international tourism and the level and scale of tourism development.

TOU501: SUSTAINABLE TOURISM (6 ECTS)

The overall aim of the module is to equip students with an understanding of the principles for sustainable tourism development and planning, based on a comprehensive, coordinated and managed approach. More specifically, it aims to understand the development debates in which sustainable tourism development is situated and to explore the roles of different stakeholders in tourism development and the paradoxes that arise as they try to achieve their objectives. It appreciates destination management techniques and applications to the natural environment especially in the wider context of planning and explores the ramifications of principles of sustainability for social and cultural aspects of tourism. Finally, it discusses how principles of sustainability can be applied to tourism in the context of wider social participation and consultation.