



List of offered courses for the Erasmus+ Students

Course Title	FUNDAMENTALS OF MARKETING				
Course Code	MKT 121				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course is designed to provide students with a comprehensive introduction to the principles and practices of marketing. It aims to equip students with the skills to analyze customer needs, market trends, and competitive environments while developing strategies for segmentation, targeting, and positioning. Students will explore the marketing mix—product, price, place, and promotion—and learn to design effective strategies tailored to specific target markets. The course emphasizes the importance of identifying and satisfying customer needs. Additionally, this course concludes by introducing students to modern marketing methods used in the digital age such as artificial intelligence, IoT, to highlight how they can enhance customer engagement and business outcomes. Concluding, through examples and case studies, students will connect theory to real-world practice and gain the ability to design and implement comprehensive marketing plans. Thus, students will have a solid foundation in marketing principles and the ability to understand that traditional marketing methods can be adapted to modern technological advancements and the evolving digital landscape and customer needs.				
Learning Outcomes	1. Outline the role of marketing in the organization. 2. Explain through practical examples and applications the major decisions marketing managers may face. 3. Identify the relationship between needs and wants and the role of marketing in satisfying them. 4. List strategies in regards to segmentation and targeting as well as differentiate and position a product or service. 5. Identify strategies in regards to the product, price, place and promotion of the marketing mix of a specific product and service, tailored to specific target markets. 6. Explain how traditional marketing can be applied in the digital age.				
Prerequisites	NONE	Required		NO	
Course Content	MARKETING DEFINED Definition of Marketing Evolutionary Eras of Marketing Core Principles of Marketing Consumer Buying Behaviour Marketing Research Information Systems				



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	MARKETING STRATEGY Market Segmentation Target Marketing Positioning Marketing Objectives PRODUCT DEVELOPMENT The Service Mix Product Development Process and Decisions The Product Life Cycle BRANDING AND PACKAGING Definition of Packaging and Branding Reasons for Branding Role of Branding and Packaging in Marketing PRICING Meaning of Price Importance of Price Planning Pricing Approaches Discount and Allowances Geographic Pricing Strategies Slimming and Penetration Pricing One-Pricing, Price Lining, Resale Price Maintenance, Odd Pricing THE DISTRIBUTION MIX Types of Marketing Channels Designing Distribution Channels Selecting the Type of Channel Determining Intensity of Distribution Conflict and Control in the Distribution Channel THE PROMOTION MIX The various tools in the promotion mix Evaluating the Advertising Effort Determining the Promotional Budget Regulation of Promotional Activities Marketing in the Digital Age Overview of marketing and its relevance in the digital age Technologies shaping modern marketing strategies: - Artificial Intelligence (AI) for customer insights and automation. - Internet of Things (IoT) for personalized experiences. - Augmented Reality (AR) and Virtual Reality (VR) for immersive experiences. - Balancing technology with human values: Privacy concerns and data security. - The importance of inclusivity and sustainability in marketing
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List of offered courses for the Erasmus+ Students

	Estimated student workload:					
	Activity			Hours		
	<u>Class attendance</u>					
	Theoretical aspects (Lecture)			25		
	Activities Learning: Role play, gamification, discussion, scenario analysis, peer evaluation)			12		
	Independent Study			55		
	Midterm			2		
	Assignment: Individual Presentation			18		
	Midterm exam Preparation			15		
	Final Exam Preparation			20		
	Final Examination			3		
	Total			150		
Teaching Methodology	<u>In the Classroom:</u> Lecturers make use of whiteboards, flipcharts, overhead projector, video material, VR glasses and power point presentations. Students are supplied with handouts on extra or relevant material. Two Personal Computer Labs equipped with Multimedia PCs of the latest technology with the required software, scanners, printers and LCD-Projectors, satisfy the classes' requirements. All PCs are connected to the Internet, through a Broad Band High speed permanent connection using cable technology. <u>Web Supported Learning:</u> All the teaching material and the Lecturer's presentations are uploaded on the electronic learning platform of the college as a supporting studying tool. <u>Guest Speakers / Visits:</u> External visits to agencies or relevant industry/subject related organizations are arranged. Guest speakers that are experts in their field are invited to address the students. Students are also encouraged to visit industry players and familiarize themselves with the profession they have chosen. <u>Teaching Methods:</u> Lectures, presentations, videos, problem and case study discussion, discussion on relevant articles, Problem-Based Learning, role play, independent and private study, preparation of projects, fieldwork and team work.					
Bibliography	Required Bibliography:					
		Author(s)	Title	Publisher/Year	Edition	ISBN



List of offered courses for the Erasmus+ Students

	1	P.Kotler, G. Armstrong, M Opresnik	Marketing: An Introduction	Pearson / 2022	15th	978-1292433103
	2	Philip Kotler, Gary Armstrong , Sridhar Balasubramanian	Principles of Marketing, Global Edition	Pearson / 2024	19th	978-1292449364
	3	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Marketing 4.0: Moving from Traditional to Digital	Wiley / 2017	1st	978-1119341208
	Recommended Further Bibliography:					
		Author(s)	Title	Publisher/Year	Edition	ISBN
	1	J. Paul Peter, James H Donnelly	A preface to marketing management	McGraw Hill, 2019	15 th ed	9781260151619
	2	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Marketing 5.0: Technology for Humanity	Wiley / 2021	1st	978-1119668510
	3	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Marketing 6.0: The Future Is Immersive	Wiley / 2023	1st	978-1119835219
	Journal of Marketing Journal of Marketing Research					
Assessment	The final course grade is made up of: Coursework 45% Attendance & Participation 5% Final Examination 50% Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%. The Midterm examinations are based on material covered and take place during the 6th – 8th week from the beginning of classes for Fall and Spring semesters and during the 5th -6th week in the case of summer sessions.					



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	These take place during lesson time and take no more than two study periods to complete. Final examinations are based on material covered throughout the semester. The dates for these are set down on the academic calendar. The Final Examinations have duration of three hours for Diplomas, Bachelor Degrees and Master Degrees. Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.
Language	ENGLISH



List of offered courses for the Erasmus+ Students

Course Title	MANAGEMENT				
Course Code	MGT 121				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	This course aims to deliver an understanding of the nature of organizations, and the impact of external and internal environments on management decisions and business practices. The course describes existing practices of management planning and decision making and shows how to examine and implement the different theories and approaches available for communicating, leading and motivating individuals effectively within organizations.				
Learning Outcomes	1. Demonstrate an understanding and knowledge of the nature of organizations and how they are managed. 2. Identify the impact of internal and external environments on management decisions and business practices 3. Choose and apply the different methods and tools available in management planning and decision making 4. Analyse and implement the different theories and approaches available for organizing, planning, communicating, leading and motivating individuals effectively within organizations 5. Describe the evolution of management through history				
Prerequisites	NONE	Required		NO	
Course Content	INTRODUCTION TO MANAGEMENT Management and Managers: What is management, what do managers do? The evolution of management thought. Historical roots of management practices. Managing in Today's World. Globalization, technology, entrepreneurship. PLANNING Foundations of Planning: Reasons for planning, types of plans, objective setting, SMART. Strategic Management: Steps in the strategic management process, SWOT analysis, formulating strategies. DECISION MAKING The decision making process. The Rational Model of decision making. Decision making styles. Group Decision making.				



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	ORGANIZING Fundamentals of Organizing: Division of Labour, Span of control, Authority & Responsibility. Organisational culture, structure and design. Human Resource Management. The HRM activities. Change and Organization Development. Managing change, stress and innovation. DIRECTING Types of work teams, high performance work teams. Motivating. Theories of motivation. Leadership. Approaches to understanding leadership. Communication and Interpersonal Skills. CONTROLLING Foundations of Control Types of Control, barriers and resistance to control, controlling specific aspects of organisational behaviour. GDPR What GDPR is. Handling personal data Estimated student workload: <table border="1"> <thead> <tr> <th>Activity</th><th>Hours</th></tr> </thead> <tbody> <tr> <td><u>Class attendance</u></td><td></td></tr> <tr> <td>Theoretical aspects (Lecture)</td><td>27</td></tr> <tr> <td>Activities Learning: role play, gamification, discussion.</td><td>10</td></tr> <tr> <td>Independent Study</td><td>57</td></tr> <tr> <td>Midterm</td><td>2</td></tr> <tr> <td>Assignment is used for this course: Individual / Presentation</td><td>16</td></tr> <tr> <td>Midterm exam Preparation</td><td>15</td></tr> <tr> <td>Final Exam Preparation</td><td>20</td></tr> <tr> <td>Final Examination</td><td>3</td></tr> <tr> <td>Total</td><td>150</td></tr> </tbody> </table>	Activity	Hours	<u>Class attendance</u>		Theoretical aspects (Lecture)	27	Activities Learning: role play, gamification, discussion.	10	Independent Study	57	Midterm	2	Assignment is used for this course: Individual / Presentation	16	Midterm exam Preparation	15	Final Exam Preparation	20	Final Examination	3	Total	150
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Teaching Methodology	<u>In the Classroom:</u> Lecturers make use of whiteboards, flipcharts, overhead projector, video material, VR glasses and power point presentations. Students are supplied with handouts on extra or relevant material. Two Personal Computer Labs equipped with Multimedia PCs of the latest technology with the required software, scanners, printers and LCD-Projectors, satisfy the classes' requirements. All PCs are connected to the Internet, through a Broad Band High speed permanent connection using cable technology. <u>Web Supported Learning:</u> All the teaching material and the Lecturer's presentations are uploaded on the electronic learning platform of the college as a supporting studying tool. <u>Guest Speakers / Visits:</u> External visits to agencies or relevant industry/subject related organizations are arranged. Guest speakers that are experts in their field are invited to address the students. Students are also encouraged to visit industry players and familiarize themselves with the profession they have chosen. <u>Teaching Methods:</u> Lectures, presentations, videos, problem and case study discussion, discussion on relevant articles, Problem-Based Learning, role play, independent and private study, preparation of projects, fieldwork and team work.																								
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Assessment	The final course grade is made up of: Coursework 45% Attendance & Participation 5%																								



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	Final Examination 50% Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%. The Midterm examinations are based on material covered and take place during the 6th – 8th week from the beginning of classes for Fall and Spring semesters and during the 5th -6th week in the case of summer sessions. These take place during lesson time and take no more than two study periods to complete. Final examinations are based on material covered throughout the semester. The dates for these are set down on the academic calendar. The Final Examinations have duration of three hours for Diplomas, Bachelor Degrees and Master Degrees. Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.
Language	ENGLISH



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Course Title	ACCOUNTING I				
Course Code	ACC 101				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to provide students with a comprehensive foundation in financial reporting and accounting principles. It is designed to equip students with the skills necessary to record, analyze, and summarize financial data accurately. The course covers the basics of financial statements, accounting principles, and the double-entry bookkeeping system, preparing students for more advanced studies in accounting and finance.				
Learning Outcomes	1. Define the scope and purpose of financial reporting. 2. Outline different types of business entities and their legal implications. 3. Describe the elements and purposes of the key financial statements. 4. Explain the regulatory framework and the roles of key regulatory bodies. 5. Implement double-entry bookkeeping principles and maintain accurate accounting records. 6. Prepare and post journal entries, and balance general ledger accounts.				
Prerequisites	NONE		Required	NO	
Course Content	Context and Purpose of Financial Reporting • Definition and Scope of Financial Reporting ◦ Define financial reporting – recording, analyzing, and summarizing financial data ◦ Identify and define types of business entities – sole trader, partnership, limited liability company ◦ Legal differences and advantages/disadvantages of sole trader, partnership, and limited liability company ◦ Nature, principles, and scope of financial reporting Stakeholders' Needs and Financial Statements • Users of Financial Statements ◦ Identify and differentiate between the information needs of various stakeholders • Elements and Purpose of Financial Statements ◦ Statement of financial position ◦ Statement of profit or loss and other comprehensive income ◦ Statement of changes in equity ◦ Statement of cash flows ◦ Definitions of assets, liabilities, equity, income, and expenses				



List of offered courses for the Erasmus+ Students

Regulatory Framework

- Purpose and Roles within the Regulatory System
 - IFRS Foundation, IASB, IFRS Advisory Council, IFRS Interpretations Committee, ISSB
- Role of IFRS Accounting Standards in Financial Statement Preparation

Accounting Principles and Qualitative Characteristics

- Key Principles and Concepts of Accounting
 - Going concern, accrual basis, materiality, aggregation, consistency, prudence, duality, business entity, historical cost, and current value, substance over form
- Qualitative Characteristics of Useful Financial Information
 - Relevance, faithful representation, comparability, verifiability, timeliness, understandability

Double-Entry Bookkeeping and Accounting Systems

- Double-Entry Bookkeeping Principles
 - Main data sources in an accounting system
 - Business documentation: quotations, sales orders, purchase orders, etc.
 - The accounting equation
 - Computerized accounting systems and the cloud
 - Main types of business transactions

General Ledger and Journal Entries

- Types of General Ledger Accounts
- Recording Financial Data in the Accounting System
- Journal Entries and Posting to General Ledger Accounts
- Balancing and Closing General Ledger Accounts

Estimated student workload:

Activity	Hours
<u>Class attendance:</u>	
Theoretical aspects	22
Activities Learning: discussion, case studies, excel workshops and simulations, quizzes and practice problems, peer teaching	15
Independent Study	65
Midterm	2



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	Assignment (Case study - individual work)	15
	Midterm exam Preparation	12
	Final Exam Preparation	16
	Final Examination	3
	Total	150
Teaching Methodology	<u>In the Classroom:</u>	
	• Interactive Lectures: Combination of PowerPoint presentations, whiteboard explanations, and interactive discussions to explain key concepts. • Case Studies: Real-world case studies to illustrate the application of accounting principles. • Problem-Solving Sessions: Solving accounting problems and exercises during class to reinforce learning. • Group Activities: Group discussions and activities to promote peer learning and collaboration. • Q&A Sessions: Students' questions and discussions to clarify doubts and enhance understanding.	
	<u>Web Supported Learning:</u>	
	• Learning Management System (LMS): Utilize the LMS (e.g., Moodle, Blackboard) to provide students with access to lecture notes, reading materials, and assignments. • Discussion Forums: Create online discussion forums for students to ask questions, share insights, and collaborate on projects. • Recorded Lectures: Offer recordings of lectures for students to review at their own pace, especially beneficial for revising complex topics. • Online Quizzes: Implement online quizzes to reinforce learning and provide immediate feedback. • Virtual Office Hours: Virtual office hours via video conferencing tools (e.g., Zoom, Microsoft Teams) to offer additional support and address individual queries.	
	<u>Guest Speakers / Visits:</u>	
	• Industry Experts: Invite guest speakers from the accounting and finance industry to share their experiences and insights on current trends and practices. • Alumni Talks: Arrange sessions with alumni who are working in accounting roles to discuss career paths and practical applications of the course content. • Company Visits: Organize visits to local businesses or accounting firms to give students a firsthand look at how accounting functions in a real-world setting.	



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	• Virtual Tours: If physical visits are not feasible, arrange virtual tours of accounting departments in companies to provide similar exposure. <u>Teaching Methods:</u> • Flipped Classroom: Assign pre-class readings or video lectures and use class time for interactive discussions, problem-solving, and application of concepts. • Active Learning: Incorporate activities such as think-pair-share, peer teaching, and in-class exercises to engage students actively in the learning process. • Collaborative Learning: Use group projects and collaborative assignments to encourage teamwork and peer learning. • Scaffolded Instruction: Break down complex topics into smaller, manageable parts and provide support as students build their understanding step-by-step. • Formative Assessment: Regularly assess students' understanding through quizzes, in-class exercises, and assignments, providing immediate feedback to guide their learning. • Real-World Applications: Relate theoretical concepts to real-world scenarios through case studies, examples, and guest lectures, enhancing the relevance and applicability of the material.																		
Bibliography	Required Bibliography: <table><tr><td></td><td>Author(s)</td><td>Title</td><td>Publisher/Year</td><td>Edition</td><td>ISBN</td></tr><tr><td>1</td><td>ACCA</td><td>Financial Accounting/FFA</td><td>from September '24 until August '25</td><td>Course Book</td><td>9781035514182</td></tr><tr><td>2</td><td>ACCA</td><td>Financial Accounting/FFA</td><td>from September '24 until August '25</td><td>Exam Practice Kit</td><td>9781035514212</td></tr></table>		Author(s)	Title	Publisher/Year	Edition	ISBN	1	ACCA	Financial Accounting/FFA	from September '24 until August '25	Course Book	9781035514182	2	ACCA	Financial Accounting/FFA	from September '24 until August '25	Exam Practice Kit	9781035514212
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Assessment	The final course grade is made up of: <table><tr><td>Coursework</td><td>45%</td></tr><tr><td>Attendance & Participation</td><td>5%</td></tr><tr><td>Final Examination</td><td>50%</td></tr></table> Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%. The Midterm examinations are based on material covered and take place during the 6th – 8th week from the beginning of classes for Fall and Spring semesters and during the 5th -6th week in the case of summer sessions.	Coursework	45%	Attendance & Participation	5%	Final Examination	50%												
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Language	ENGLISH



List of offered courses for the Erasmus+ Students

Course Title	ICT I				
Course Code	CSC 101				
ECTS	6	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	This hands-on course is designed to give students an understanding of information technology principles as well as a hands-on experience of using PCs. Students will be able to use Windows OS to perform everyday tasks, create and manipulate documents, prepare presentations as well as create and use Spreadsheets efficiently. In this course students use a Windows Operating System and recognize and analyse the use of hardware, software and storage components. They also operate basic functions of the OS, such as install/uninstall a printer, search files and folders, modify a file's attributes, compress / uncompress folders.				
Learning Outcomes	1. Recognize and analyse the use of software, hardware and storage components. 2. Use a Windows OS efficiently. 3. Prepare and edit documents. 4. Prepare and edit spreadsheets 5. Prepare and edit presentations.				
Prerequisites	NONE		Required	NO	
Course Content	1) Computer Essentials a. Computer and Devices i. ICT ii. Hardware iii. Software and Licensing iv. Start up Shut Down b. Desktop, Icons, Settings i. Desktops and Icons ii. Using Windows iii. Tools and Settings c. Outputs i. Working with Text ii. Printing d. File Management i. Introducing Files and Folders ii. Organising Files and Folders iii. Storage and Compression e. Networks i. Network Concepts ii. Network Access f. Security and Well-Being i. Protecting Data and Devices ii. Malware iii. Health and Green IT				



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2) Word Processing

- a. Using the Application
 - i. Working with Documents
 - ii. Enhancing Productivity
 - iii. Document Creation
 - iv. Enter Text
 - v. Select, Edit
- b. Formatting
 - i. Text
 - ii. Paragraphs
 - iii. Styles
 - iv. Objects
 - v. Table Creation
 - vi. Table Formatting
 - vii. Graphical Objects
- c. Mail Merge
 - i. Preparation
 - ii. Outputs
- d. Prepare Outputs
 - i. Setup
 - ii. Check and Print

3) Spreadsheets

- a. Using the Application
 - i. Working with Spreadsheets
 - ii. Enhancing Productivity
 - iii. Cells
 - iv. Insert, Select
 - v. Edit, Sort
 - vi. Copy, Move, Delete
- b. Managing Worksheets
 - i. Rows and Columns
 - ii. Worksheets
- c. Formulas and Functions
 - i. Arithmetic Formulas
 - ii. Functions
- d. Formatting
 - i. Numbers/Dates
 - ii. Contents
 - iii. Alignment, Border Effects
- e. Charts
 - i. Create
 - ii. Edit
- f. Prepare outputs
 - i. Setup
 - ii. Check and Print

4) Presentation

- a. Using the Application
 - i. Working with Presentation



List of offered courses for the Erasmus+ Students

	ii. Enhancing Productivity b. Developing a Presentation i. Presentation Views ii. Slides iii. Master Slide c. Text i. Handling Text ii. Formatting iii. Lists iv. Tables d. Charts i. Using Charts ii. Organisation Charts e. Graphical Objects i. Insert, Manipulate ii. Drawing f. Prepare Outputs i. Preparation ii. Check and Deliver Estimated student workload: <table border="1"> <thead> <tr> <th>Activity</th><th>Hours</th></tr> </thead> <tbody> <tr> <td><u>Class attendance</u></td><td></td></tr> <tr> <td>Theoretical Lectures</td><td>15</td></tr> <tr> <td>Practical Lectures</td><td>11</td></tr> <tr> <td>In-Class Exercises</td><td>11</td></tr> <tr> <td>Independent Study</td><td>92</td></tr> <tr> <td>Midterm exam Preparation</td><td>6</td></tr> <tr> <td>Midterm</td><td>2</td></tr> <tr> <td>Final Exam Preparation</td><td>10</td></tr> <tr> <td>Final Examination</td><td>3</td></tr> <tr> <td>Total</td><td>150</td></tr> </tbody> </table>	Activity	Hours	<u>Class attendance</u>		Theoretical Lectures	15	Practical Lectures	11	In-Class Exercises	11	Independent Study	92	Midterm exam Preparation	6	Midterm	2	Final Exam Preparation	10	Final Examination	3	Total	150
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	Teaching Methods: Lectures, presentations, weekly tasks in class on every module, practice on ECDL Exams Demonstration tool.				
Bibliography	Required Bibliography:				
		Author(s)	Title	Publisher/Year	Edition
	1	Joan Lambert , Curtis Frye	Microsoft Office Step by Step (Office 2021 and Microsoft 365)	Microsoft Press/2022	---
Assessment	ISBN 978-0393541328				
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Language	ENGLISH				



List of offered courses for the Erasmus+ Students

Course Title	BUSINESS MATHS				
Course Code	MAT 102				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to explain the application of mathematics in different business situations. Students will learn how to process and interpret information and come to logical conclusions using business math applications. This course provides knowledge on elementary arithmetic, algebra, insurance, statistics, taxation and computer maths application.				
Learning Outcomes	1. Explain the basic arithmetic, equation and percentage mathematics through practice and application. 2. Apply the basic mathematical concepts, finance, insurance, statistics, and taxation as well as consumer mathematic applications. 3. Demonstrate basic knowledge and skill in business mathematics and elementary statistics by accurately performing common business computations, statistical data presentation and analysis. 4. Explain the various interest and bank discounts and interpret the practices associated with annuities, sinking funds and amortization. 5. Apply concepts learned to a variety of in-class and case study exercises.				
Prerequisites	NONE	Required		NO	
Course Content	A Review of Arithmetic Techniques Using Equations A Review of Percentages Indices Logarithmic function Basic statistics-Frequency Distributions Standard Deviation Graphs Taxes (Sales Tax, Property Tax) Insurance (Fire Insurance, Motor-Vehicle Insurance , Life Insurance) Calculate costs, selling prices, markups and markdowns of goods Simple Interest Bank Discount Multiple Payment Plans Compound Interest Annuities, Sinking Funds and Amortization				



List of offered courses for the Erasmus+ Students

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List of offered courses for the Erasmus+ Students

Bibliography	Required Bibliography:					
		Author(s)	Title	Publisher/Year	Edition	ISBN
	1	Michael Sullivan	College Algebra	Pearson 2020	11th ed.	978-0135163047.
	2	Jacques Ian	Mathematics for economics and business	Pearson 2023	10th ed.	978-1292720128
Assessment	The final course grade is made up of:					
	Coursework		45%			
	Attendance & Participation		5%			
	Final Examination		50%			
	Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%.					
	The pass mark is set at 50%.					
	The Midterm examinations are based on material covered and take place during the 6 th – 8 th week from the beginning of classes for Fall and Spring semesters and during the 5 th -6 th week in the case of summer sessions.					
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Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.						
Language	ENGLISH					



List of offered courses for the Erasmus+ Students

Course Title	BUSINESS COMMUNICATIONS				
Course Code	BUS 102				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The aim of the course is to equip students with the skills, strategies, and tools needed to communicate effectively and professionally in a business context. Emphasizing both traditional and modern communication techniques. Furthermore, the course prepares students to navigate interpersonal, written, and technological communication challenges with clarity, confidence, and ethical responsibility. By the end of the course, students should be able to analyse a situation and choose and apply the best approach for communicating effectively in the given circumstances.				
Learning Outcomes	1. Appreciate what communication is about and understand the different forms. 2. Understand communication as an interactive process. 3. Master the writing process (Planning, organizing, and revising messages). 4. Apply the process to practical situations in business (memos, formal complaints, placing orders, positive and negative messages, asking for credit, giving instructions, requesting information etc. 5. Planning and conducting meetings (Creating an agenda, leading a meeting, closing a meeting and following up).				
Prerequisites	NONE		Required	NO	
Course Content	Introduction Definition and costs of Business communication Communication Process Appreciate what communication infers and understand the different forms: verbal (speaking, reading, listening, writing); non-verbal (body language, facial expressions) The Communication Process Understanding communication as an interactive process Communication occurrence Misunderstanding and problems in communication Resolving misunderstandings and problems Communication Technologies and Mobile				



List of offered courses for the Erasmus+ Students

	Revolution Collaboration Platforms Crowdsourcing Platforms Organizing a web-based meeting The VoIP, Podcast, Wikies, Videoconferencing and other technologies advantages. Practice operating on platforms and communicating the information. Proper and ethical use of AI Transparency, Accuracy, and Reliability Data Privacy and Security Personalization with Consent Respecting Intellectual Property and Ethical Decision-Making Continuous Improvement and Evaluation Developing Business Etiquette Positive Demeanour, Focus and Courtesy Etiquette in the workplace and in social settings. The writing process The three main stages of the communication process and their importance: Planning – the steps involved Organising – word choice, the “you attitude”, thinking about your audience, format and layout Revising – content and organisation, style and readability, mechanics and format (grammar, punctuation and spelling) Types of written communication Applying the process to practical situations Making a formal complaint Placing an order Asking for a credit Delivering good and bad news Writing memos Planning and Conducting Meetings Meetings in Person Virtual Meetings Using Technology and Facilitate Collaboration Improve Listening Skills Practicing overcoming barriers
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List of offered courses for the Erasmus+ Students

	Estimated student workload	
	Activity	Hours
	<u>Class attendance</u>	
	The Lectures will be interactive. The participation of the students will be essential.	25
	Activities during the learning process include; Group Work, roleplay, discussions, writing essays, describing situations, preparing PowerPoint presentations and short hackathons, case studies etc.	12
	Independent Study	41
	Midterm	2
	The assignments will be PowerPoint presentations, writing essays and short abstracts, case studies, group discussions, and working in pairs.	32
	Midterm exam Preparation	15
	Final Exam Preparation	20
Teaching Methodology	Final Examination	3
	Total	150
	<u>In the Classroom:</u> Lecturers make use of whiteboards, flipcharts, overhead projector, video material, VR glasses and power point presentations. Students are supplied with handouts on extra or relevant material. Two Personal Computer Labs equipped with Multimedia PCs of the latest technology with the required software, scanners, printers and LCD-Projectors, satisfy the classes' requirements. All PCs are connected to the Internet, through a Broad Band High speed permanent connection using cable technology. <u>Web Supported Learning:</u> All the teaching material and the Lecturer's presentations are uploaded on the electronic learning platform of the college as a supporting studying tool. <u>Guest Speakers / Visits:</u> External visits to agencies or relevant industry/subject related organizations are arranged. Guest speakers that are experts in their field are invited to address the students. Students are also encouraged to visit industry players and familiarize themselves with the profession they have chosen. <u>Teaching Methods:</u> Lectures, presentations, videos, problem and case study discussion, discussion on relevant articles, Problem-Based Learning, role	



List of offered courses for the Erasmus+ Students

	play, independent and private study, preparation of projects, fieldwork and team work.					
Bibliography	Required Bibliography:					
		Author(s)	Title	Publisher/Year	Edition	ISBN
	1	V. Thill, Courtland L. Bovee	Excellence in Business Communication	Pearson /2023	14th edition	978-1292450117
	2	Mary Ellen Guffey	Business communication: process & product	Cengage Learning/2021	10th edition	978-0357129234
Assessment	The final course grade is made up of:					
	Coursework		45%			
	Attendance & Participation		5%			
	Final Examination		50%			
	Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%.					
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Language	ENGLISH					



List of offered courses for the Erasmus+ Students

Course Title	ACADEMIC WRITING				
Course Code	ENG 103				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course is meticulously designed to empower students with the essential skills needed to craft compelling and well-structured argumentative essays. Over the span of 13 weeks, students will embark on a transformative journey, mastering the art of formulating persuasive arguments and producing independent academic writing. The curriculum is rich and diverse, delving into crucial areas such as honing research skills, crafting robust thesis statements, perfecting paragraph structures, adeptly integrating evidence, and acquiring the nuanced techniques of revision and editing. Additionally, students will gain proficiency in effectively presenting their written work, enabling them to communicate persuasively. Throughout the course, hands-on assignments and engaging in-class activities will provide students with opportunities to apply these concepts directly to their argumentative essay projects. By the course’s culmination, students will delve deep into various essay genres, all while retaining a firm grasp of the fundamental elements of academic writing. This transformative journey promises to equip students with the tools necessary for excellence in academic endeavours and beyond.				
Learning Outcomes	1. Analyse the main point or thesis, provide support, and organize it effectively. 2. Construct & combine sentences in a clear, coherent and effective manner. 3. Write complex sentences and extended paragraphs. 4. Write both descriptive and discursive essays. 5. Referencing and bibliography.				
Prerequisites	NONE	Required		NO	
Course Content	Introduction to Academic Writing Introduction to the course. Course Outline & Expectations. Diagnostic Writing. Introduction to Academic Writing. Understanding the importance of academic writing. Differentiating between academic and non-academic writing. Identifying key components of academic papers. Research Skills Conducting effective library and online research.				



List of offered courses for the Erasmus+ Students

	Evaluating sources for credibility and relevance. Properly citing sources and avoiding plagiarism. Thesis Statements and Outlines Crafting clear and concise thesis statements. Developing effective essay outlines. Exploring different organizational structures. Introduction and Conclusion Writing compelling introductions. Summarizing main points in conclusions. Creating a strong essay “hook”. Paragraph Structure Constructing coherent and well-structured paragraphs. Using topic sentences and supporting details. Transitions and coherence within paragraphs. Argumentation and Persuasion Building persuasive arguments Recognizing logical fallacies Counterargument and refutation Incorporating Evidence Integrating quotations and paraphrases effectively. Properly formatting in-text citations. Using evidence to support arguments. Strategies for Effective Revision and Editing Strategies and techniques for revising and improving drafts. Guidance on self-editing and proofreading. Common errors to watch out for in academic writing (e.g., comma splices, subject-verb agreement). Academic Genres Exploring different types of academic writing (e.g., research papers, essays) Adapting writing style to different genres Understanding audience and purpose Argumentative Essay Applying skills learned in the course Effective Use of Evidence, Counterargument and Refutation Argumentative Essay Structure, Transitions and Cohesion Concluding Thoughts, Editing and Proofreading Argumentative Assignment Practical Session Interactive activities (using digital tools like
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List of offered courses for the Erasmus+ Students

	Preparing oral presentations of written work Effective use of visuals and slides Public speaking tips and techniques Estimated student workload: <table> <tr> <th>Activity</th><th>Hours</th></tr> <tr> <td><u>Class attendance</u></td><td></td></tr> <tr> <td>Theoretical aspects (Lecture)</td><td>27</td></tr> <tr> <td>Activities Learning: role play, gamification and discussion.</td><td>10</td></tr> <tr> <td>Independent Study</td><td>40</td></tr> <tr> <td>Midterm (Individual Essay)</td><td>2</td></tr> <tr> <td>Assignment</td><td>10</td></tr> <tr> <td>Midterm exam Preparation</td><td>25</td></tr> <tr> <td>Final Exam Preparation</td><td>33</td></tr> <tr> <td>Final Examination</td><td>3</td></tr> <tr> <td>Total</td><td>150</td></tr> </table>	Activity	Hours	<u>Class attendance</u>		Theoretical aspects (Lecture)	27	Activities Learning: role play, gamification and discussion.	10	Independent Study	40	Midterm (Individual Essay)	2	Assignment	10	Midterm exam Preparation	25	Final Exam Preparation	33	Final Examination	3	Total	150
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List of offered courses for the Erasmus+ Students

Bibliography		Author(s)	Title	Publisher/Year	Edition	ISBN
	1	Rise B. Axelrod; Charles R. Cooper; Ellen Carillo; Wallace Cleaves	The St. Martin's Guide to Writing	2022 Bedford/St. Martin's.	13th ed	978-1-319-249229
	2	Smith, S.	Academic Writing Genres: Essays, Reports & Other Genres: 2 (EAP Foundation).	2020 Evident Press.	2nd ed	978-1912579020
	3	Greene, S., & Lidinsky, A	From Inquiry to Academic Writing: A Practical Guide	2020 Bedford Books	5 th ed	978-1319238909
	4	Alice Oshima	Longman Academic Writing Series 3: Paragraphs to Essays	Pearson 2013	4 th ed.	9780134663326/pbk
	5	Alice Oshima	Longman Academic Writing Series 4: Essays, with Essential Online Resources	Pearson 2016	5 th ed.	9780134663319/pbk
	Websites: 1. Purdue OWL (Online Writing Lab) - Purdue University's OWL provides comprehensive writing and research guidance: Purdue OWL. 2. The Writing Center at the University of North Carolina at Chapel Hill - Offers extensive writing resources: UNC Writing Center. 3. Harvard College Writing Center - Provides valuable tips and resources on writing argumentative essays: Harvard Writing Center. 4. The Modern Language Association (MLA) Style Center - A trusted source for MLA style guidelines and formatting: MLA Style Center. 5. The American Psychological Association (APA) Style - Official website for APA style, including citation and formatting guidelines: APA Style.					
	Academic Journals: 1. College Composition and Communication - A leading journal in the field of composition studies: CCCC Journal. 2. Research in the Teaching of English - Focuses on research related to teaching English at all levels: RTE Journal.					



List of offered courses for the Erasmus+ Students

	3. The Journal of Writing Research - A scholarly journal dedicated to the study of writing processes and writing development: JoWR Journal. 4. Written Communication - Examines the theory and practice of written communication: Written Communication Journal.						
Assessment	The final course grade is made up of: <table> <tr> <td>Coursework</td><td>45%</td></tr> <tr> <td>Attendance & Participation</td><td>5%</td></tr> <tr> <td>Final Examination</td><td>50%</td></tr> </table> Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%. The Midterm examinations are based on material covered and take place during the 6th – 8th week from the beginning of classes for Fall and Spring semesters and during the 5th -6th week in the case of summer sessions. These take place during lesson time and take no more than two study periods to complete. Final examinations are based on material covered throughout the semester. The dates for these are set down on the academic calendar. The Final Examinations have duration of three hours for Diplomas, Bachelor Degrees and Master Degrees. Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.	Coursework	45%	Attendance & Participation	5%	Final Examination	50%
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Language	ENGLISH						



List of offered courses for the Erasmus+ Students

Course Title	BUSINESS STATISTICS				
Course Code	STA 101				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to introduce the subject of business statistics which covers the need for quantitative analysis in business, the basic procedures in problem solving, and the sources and types of data used by business firms. Basic probability concepts and normal probability distribution will be used by the student to solve problems which involve business applications. In addition, hypothesis testing and simple regression analysis are introduced.				
Learning Outcomes	1. Explain the different types of data and categorise them for the construction of tables and charts. 2. Distinguish and interpret a linear relationship between two variables. 3. Examine exploratory Data and estimate descriptive summary measures from a population. Estimate the coefficient of Correlation. 4. Apply basic probability rules to calculate probabilities and the Binomial and Normal Distribution to business problems. 5. Explain how statistics can be embedded in management thinking for decision making under uncertainties, to improve communication and analytical skills through learning statistical concepts and business applications.				
Prerequisites	NONE	Required		NO	
Course Content	INTRODUCTION AND DATA COLLECTION Why a Manager Needs to Know about Statistics. The Growth and Development of Modern Statistics. Types of Data. PRESENTING DATA IN TABLES AND CHARTS Organizing Numerical Data. Tables and Charts for Numerical Data. Graphing Bivariate Numerical Data. Tables and Charts for Categorical Data. Tabulating and Graphing Bivariate Categorical Data. NUMERICAL DESCRIPTIVE MEASURES Exploring Numerical Data and Their Properties. Measures of Central Tendency, Variation, and Shape. Exploratory Data Analysis. Obtaining Descriptive Summary Measures from a Population. The Coefficient of Correlation. BASIC PROBABILITY Basic Probability Concepts. Conditional Probability. PROBABILITY DISTRIBUTIONS				



List of offered courses for the Erasmus+ Students

	The Probability Distribution for a Discrete Random Variable. Covariance and its Application in Finance. BINOMIAL DISTRIBUTION General formula of binomial distribution and standard deviation. Compute the probability of getting X successes in N trials. THE NORMAL DISTRIBUTION The probability density functions of a normal random variable. The characteristics of a typical normal curve and the transformation formula for any normal random variable X into the standard normal random variable Z. Finding an X value associated with known probability. SIMPLE LINEAR REGRESSION Types of regression models, the simple linear regression equation. Measures of variation. Estimated student workload: <table><tr><th>Activity</th><th>Hours</th></tr><tr><td>Class attendance</td><td></td></tr><tr><td>Theoretical Aspects</td><td>22</td></tr><tr><td>Activities Learning:</td><td>15</td></tr><tr><td>Worksheets</td><td></td></tr><tr><td>Padlet</td><td></td></tr><tr><td>Mentimeter</td><td></td></tr><tr><td>Discussion/ Exercises</td><td></td></tr><tr><td>Homework</td><td></td></tr><tr><td>Independent Study</td><td>40</td></tr><tr><td>Midterm</td><td>2</td></tr><tr><td>Individual Assignment (Mathematical Exercises for practice and assessment)</td><td>6</td></tr><tr><td>Midterm exam Preparation</td><td>30</td></tr><tr><td>Final Exam Preparation</td><td>32</td></tr><tr><td>Final Examination</td><td>3</td></tr><tr><td>Total</td><td>150</td></tr></table>	Activity	Hours	Class attendance		Theoretical Aspects	22	Activities Learning:	15	Worksheets		Padlet		Mentimeter		Discussion/ Exercises		Homework		Independent Study	40	Midterm	2	Individual Assignment (Mathematical Exercises for practice and assessment)	6	Midterm exam Preparation	30	Final Exam Preparation	32	Final Examination	3	Total	150
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List of offered courses for the Erasmus+ Students

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List of offered courses for the Erasmus+ Students

	These take place during lesson time and take no more than two study periods to complete. Final examinations are based on material covered throughout the semester. The dates for these are set down on the academic calendar. The Final Examinations have duration of three hours for Diplomas, Bachelor Degrees and Master Degrees. Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.
Language	ENGLISH



List of offered courses for the Erasmus+ Students

Course Title	ACCOUNTING II				
Course Code	ACC 121				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The objective of this course is to deepen students' understanding of financial reporting and analysis. It covers advanced topics such as regulatory frameworks, governance, detailed financial statement preparation, and comprehensive analysis of financial information. The course is aimed at students who have a basic understanding of accounting and wish to enhance their skills for practical application in business environments.				
Learning Outcomes	1. Explain the purpose and roles within the regulatory framework for financial reporting. 2. Describe the governance responsibilities in financial statement preparation. 3. Prepare detailed financial statements including the statement of financial position and the statement of profit or loss. 4. Differentiate between profit and cash flow and prepare a statement of cash flows. 5. Apply accounting techniques for accrued expenses, prepaid expenses, receivables, and payables. 6. Calculate and interpret key financial ratios for profitability, liquidity, and efficiency and present conclusions from financial statement analysis to stakeholders.				
Prerequisites	ACC 101 - ACCOUNTING I		Required	YES	
Course Content	Regulatory Framework and Governance • Purpose of Regulatory Systems ◦ Roles of IFRS Foundation, IASB, IFRS Advisory Council, IFRS Interpretations Committee, ISSB • Governance in Financial Statement Preparation ◦ Duties and responsibilities of directors Financial Statement Preparation • Statement of Financial Position ◦ The accounting equation, IFRS standards, and the business entity concept ◦ Preparation of the statement of financial position • Statement of Profit or Loss and Other Comprehensive Income ◦ Calculation of revenue, cost of sales, gross profit, profit from operations, etc.				

List of offered courses for the Erasmus+ Students

	○ Preparation of the statement of profit or loss and other comprehensive income ○ Recording income tax and identifying items requiring separate disclosure Disclosure Notes and Events after Reporting Period • Purpose of Disclosure Notes ○ Drafting notes for non-current assets, provisions, events after the reporting period, inventories • Events after Reporting Period ○ Definition, classification, and reporting of adjusting and non-adjusting events Statement of Cash Flows • Profit vs. Cash Flow • Management of Cash Flow • Preparation of Statement of Cash Flows ○ Cash flows from operating activities, investing activities, financing activities Advanced Accounting for Transactions • Accrued Expenses, Prepaid Expenses, Accrued Income, Deferred Income ○ Application of the accrual basis of accounting ○ Calculation and adjustments for accruals, prepayments, accrued income, and deferred income • Receivables and Payables ○ Examples, benefits, and costs of offering credit facilities ○ Aged receivables analysis and customer credit limits ○ Accounting for irrecoverable debts and allowances for receivables Interpretation of Financial Statements • Importance and Purpose of Analysis ○ Use in a business environment, interpretation of ratios • Ratios ○ Calculation of key accounting ratios: profitability, liquidity, efficiency, position ○ Interrelationships between ratios • Analysis and Interpretation ○ Calculation and interpretation of elements of financial statements ○ Drawing valid conclusions and presenting to stakeholders
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List of offered courses for the Erasmus+ Students

	Estimated student workload:	
	Activity	Hours
	<u>Class attendance:</u>	
	Theoretical aspects	19
	Activities Learning: discussion, case studies, excel workshops and simulations, quizzes and practice problems, peer teaching	18
	Independent Study	65
	Midterm	2
	Assignment (Case study - individual work)	15
	Midterm exam Preparation	12
	Final Exam Preparation	16
	Final Examination	3
	Total	150
Teaching Methodology	<u>In the Classroom:</u> • Interactive Lectures: Combination of PowerPoint presentations, whiteboard explanations, and interactive discussions to explain key concepts. • Case Studies: Real-world case studies to illustrate the application of accounting principles. • Problem-Solving Sessions: Solving accounting problems and exercises during class to reinforce learning. • Group Activities: Group discussions and activities to promote peer learning and collaboration. • Q&A Sessions: Students' questions and discussions to clarify doubts and enhance understanding. <u>Web Supported Learning:</u> Online Resources: • Providing access to lecture notes, slides, and additional reading materials through the course management system. • Use of forums for discussion and clarification of concepts. Interactive Activities: • Online quizzes and assignments to reinforce lecture content. • Virtual simulations for financial statement preparation and analysis.	



List of offered courses for the Erasmus+ Students

	Recorded Lectures: - Recording all classroom lectures and making them available online for review and self-paced learning. Case Studies: Online case studies and practical scenarios to apply theoretical knowledge to real-world situations. <u>Guest Speakers / Visits:</u> Industry Experts: - Inviting guest speakers from the accounting and finance industry to provide insights into practical applications and current trends. - Topics may include the latest developments in IFRS, corporate governance best practices, and advanced financial analysis techniques. Field Visits: - Organizing visits to financial institutions or corporations to observe financial reporting and analysis in practice. - Discussions with finance professionals about the challenges and solutions in financial reporting and analysis. <u>Teaching Methods:</u> Active Learning: - Incorporating interactive activities such as group discussions, peer teaching, and problem-solving exercises during lectures. Case-Based Learning: - Utilizing case studies to contextualize theoretical knowledge and foster critical thinking and decision-making skills. Collaborative Learning: - Encouraging group projects and collaborative assignments to develop teamwork and communication skills. Formative Assessments: - Conducting regular formative assessments through quizzes, assignments, and in-class activities to provide continuous feedback and identify areas for improvement. Feedback and Reflection:
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List of offered courses for the Erasmus+ Students

	• Providing detailed feedback on assignments and exams. • Encouraging students to reflect on their learning progress and areas needing improvement. Use of Technology: • Leveraging financial software and tools for practical exercises in financial statement preparation and analysis. • Integrating multimedia resources to enhance understanding and engagement.																		
Bibliography	Required Bibliography: <table><tr><td></td><td>Author(s)</td><td>Title</td><td>Publisher/Year</td><td>Edition</td><td>ISBN</td></tr><tr><td>1</td><td>ACCA</td><td>Financial Accounting/FFA</td><td>from September '24 until August '25</td><td>Course Book</td><td>9781035514182</td></tr><tr><td>2</td><td>ACCA</td><td>Financial Accounting/FFA</td><td>from September '24 until August '25</td><td>Exam Practice Kit</td><td>9781035514212</td></tr></table>		Author(s)	Title	Publisher/Year	Edition	ISBN	1	ACCA	Financial Accounting/FFA	from September '24 until August '25	Course Book	9781035514182	2	ACCA	Financial Accounting/FFA	from September '24 until August '25	Exam Practice Kit	9781035514212
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Assessment	The final course grade is made up of: Coursework 45% Attendance & Participation 5% Final Examination 50% Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%. The Midterm examinations are based on material covered and take place during the 6th – 8th week from the beginning of classes for Fall and Spring semesters and during the 5th -6th week in the case of summer sessions. These take place during lesson time and take no more than two study periods to complete. Final examinations are based on material covered throughout the semester. The dates for these are set down on the academic calendar. The Final Examinations have duration of three hours for Diplomas, Bachelor Degrees and Master Degrees. Final examination marks are combined with the marks from the Midterm examinations, assignments, projects, presentations and participation to produce the final mark for the semester.																		



List of offered courses for the Erasmus+ Students

Language	ENGLISH
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List of offered courses for the Erasmus+ Students

Course Title	INTRODUCTION TO THE HOSPITALITY INDUSTRY				
Course Code	HTL 111				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to introduce students to the service industries and to develop an appreciation of contemporary developments within the hospitality industry. Students will be able to identify the characteristic types of lodging and food and beverage operations and the ways to classifying the rating establishments. Consequently, the purpose of this course is to provide students with a basic understanding of the lodging and food service industry and provide a sense of its scope by tracing the industry's growth and development. Therefore, the students will obtain a general knowledge for the many tourist attractions on which travel and tourism depends on.				
Learning Outcomes	1. Define what the lodging and food service industry is. 2. Differentiate between various types of lodging, food service, and beverage establishments. 3. Identify major trends shaping the growth and development of the hospitality industry. 4. Analyze Industry Challenges and Opportunities 5. Examine the role of recreation, entertainment, and other tourism attractions in the broader hospitality industry. 6. Gain insights into career opportunities and roles within the hospitality industry.				
Prerequisites	NONE	Required	NO		
Course Content	THE DIMENSIONS OF THE HOSPITALITY INDUSTRY The importance of hotels A career overview in the hospitality industry HOSPITALITY FOUNDATIONS Early Development of the Hospitality Industry The hospitality industry in the 20th century FOOD AND BEVERAGE PERSPECTIVES Dimensions of Food and Beverage Types of food service establishments Types of beverage establishments				



List of offered courses for the Erasmus+ Students

	LODGING PERSPECTIVES Dimensions of lodging establishments Types of lodging establishments Food service in lodging establishments Ratings of lodging establishments																																
	RECREATION, ENTERTAINMENT AND OTHER TOURISM ATTRACTIONS Recreation Entertainment Other tourism attractions																																
	HOSPITALITY AND TOURISM FUTURE The bright future of hospitality and tourism																																
	Estimated student workload:																																
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List of offered courses for the Erasmus+ Students

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Assessment	The final course grade is made up of: <table><tr><td>Coursework</td><td>45%</td></tr><tr><td>Attendance & Participation</td><td>5%</td></tr><tr><td>Final Examination</td><td>50%</td></tr></table> Final Examination marks constitute 50% of the final semester mark, while Midterm Examinations 35%, assignments, projects, presentations 10% and participation, attendance 5%. The pass mark is set at 50%.	Coursework	45%	Attendance & Participation	5%	Final Examination	50%																								
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List of offered courses for the Erasmus+ Students

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Language	ENGLISH



List of offered courses for the Erasmus+ Students

Course Title	PSYCHOLOGY				
Course Code	LIB 111				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	The purpose of this course is to concentrate on the scientific study of both the behavioral and mental processes of human beings. This course covers the history of psychology and scientific thought, the biological basis of behavior, learning, research methodology, sensation and perception, personality, states of conscious, memory, language and intelligence, and abnormal & psychological disorders.				
Learning Outcomes	1. Explain in greater depth fundamental psychological issues. 2. Make use of psychological theories to recognise and interpret learning situations and life in general. 3. Apply different theories of psychology in order to examine how a given condition or set of conditions can affect behaviors and mental processes. 4. Identify different schools of thought in psychology such as psychoanalytic, humanistic, evolutionary, biological psychology etc.				
Prerequisites	NONE	Required	NO		
Course Content	AN INTRODUCTION TO PSYCHOLOGY • History of Psychology • Perspectives in Psychology BIOLOGY AND BEHAVIOUR – NEUROSCIENCE • Neurons • Transmission between Neurons • The organization of the Nervous System • Structure of the Brain • Investigating the Brain SENSATION AND PERCEPTION • Sensory process and perception • Vision • Audition • The body senses • Smell and taste				



List of offered courses for the Erasmus+ Students

	STATES OF CONSCIOUSNESS • Consciousness • Sleep and Dreams • Hypnosis LEARNING AND MEMORY • Classical Conditioning • Operant Conditioning • Observational Learning • Memory and Information Processing COGNITION, LANGUAGE AND INTELLIGENCE • Language Development • Language and Thought • Decision Making and Problem Solving • What is Intelligence? • Influences of Intelligence HUMAN DEVELOPMENT • Prenatal Development • Infancy and Childhood • Adolescence • Adulthood EMOTIONS, HEALTH AND STRESS • What is Emotion? • Motivation • Stress and Health • Stress Management PERSONALITY • Personality Theories • Behaviourist Approach • Psychodynamic Approach • The Humanistic Approach • Social – Cognitive Approach • Self-Concept and Self -Esteem
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List of offered courses for the Erasmus+ Students

	SOCIAL PSYCHOLOGY • Social Behaviour • Social Influence • Social Cognition																						
	PSYCHOLOGICAL DISORDERS • Treatment-Types of Therapists • Approaches to Treatment • Psychodynamic Therapy • Humanistic Therapies • Behavioural Therapies • Group Treatments																						
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Language	ENGLISH