

**UNIVERSITY OF CYPRUS**  
**SCHOOL OF ECONOMICS AND MANAGEMENT**

**COURSES AVAILABLE FOR EXCHANGE STUDENTS ON THE LLP/ERASMUS PROGRAMME**

**Fall Semester**  
**Department of Public and Business Administration**

**PBA 241 Introduction to Management Science (6 ECTS)**

This course introduces students to the basic methods and techniques of the management science. The methods examined include: linear programming, network models, stock management models and decision-making trees. Additionally, practical applications of the above methods and techniques in various operational problems are examined.

**PBA 251 Principles of Marketing (6 ECTS)**

The course introduces the concept of marketing in corporate activity. It analyses the main parameters of the business environment and investigates their effect on the process of taking marketing decisions. It examines the marketing information system, the behaviour of consumer and organizational buyers and the process of target marketing. In addition, it provides a broad overview of the key elements of the marketing mix programme, namely products, pricing, distribution channels and promotions.

**PBA 434 Entrepreneurship (6 ECTS)**

The purpose of this course is to explore the many dimensions of new venture creation and growth. While most of the examples in class will be drawn from new venture formation, we will also draw on cases from entrepreneurship, social and non-profit entrepreneurship. The class sessions will be devoted to the process of conceptualizing, developing, and managing successful new ventures, ideas or products towards the creation of a business plan.

**PBA 438 International Business (6 ECTS)**

The course incorporates the following general areas: An overview of current business patterns and their historical antecedents; the social systems within countries as they affect the conduct of business from one country to another; the major theories explaining international business transactions and investments and the institutional influencing the activities; the financial forms and institutions that measure and facilitate international transactions and investments; the interface between nation-states and the firms attempting to conduct foreign business activities; the alternatives for overall corporate policy and strategy that accommodate global operations; the concerns and management of international activities that fall largely within functional disciplines; the variety of alternative ways in which international business may evolve in the future.

**PBA 318: Principles of Auditing (6 ECTS)**

This introductory course examines the purpose and nature of auditing, the rules guiding auditing, ethics related to the profession and the auditors, theory of auditing, planning and control, internal control, auditing information, analytical procedures, and auditors' reports. Current literature on the topic will be used emphasizing on Auditing Standards applied in Cyprus, U.K., U.S.A., and internationally.

## **Fall Semester**

### **Department of Economics**

#### **ECO 306 INTERNATIONAL FINANCE (6 ECTS)**

National income and balance of payments accounting, the building up of an asset market based model of exchange rate and output determination, macroeconomic policy in an open economy, fixed exchange rates versus flexible exchange rates, the international monetary system, international macroeconomic policy coordination, European Monetary Union and the European Monetary System, and international debt crisis.

#### **ECO 408 ECONOMIC GROWTH (6 ECTS)**

In this course we study the theories of and the empirical research on Economic Growth. In particular, we study: (i) Growth models with exogenous saving rates (the Solow-Swan model), (ii) Growth models with consumption optimization (the Ramsey model), (iii) One- and two-sector models of endogenous growth, with special attention to the role of human capital, (iv) Models of technological change with an expanding variety of products, and models with improvements in the quality products, and (v) The diffusion of technology. Finally, we will spend some time on the data on economic growth, on growth accounting, and on the empirical analysis of a cross-section of countries.

## **Spring Semester**

### **Department of Economics**

#### **ECO 308 ECONOMIC DEVELOPMENT (6 ECTS)**

The course examines various aspects of the process of economic development. After a brief introduction into the position of developing countries in the world economy, it investigates several theories explaining the transformation of an agrarian economy into an industrial one. Subsequently, the importance of the agricultural sector, international trade, physical and human capital are examined in greater detail.

#### **ECO 310 MONEY, BANKING AND FINANCIAL MARKETS (6 ECTS)**

Money demand, money creation, instruments and targets of monetary policy, monetary transmission mechanism, banking system and financial markets, role of the central bank, structure of interest rates, portfolio selection.