



DEPARTMENT OF PUBLIC AND BUSINESS ADMINISTRATION

Courses offered in the English Language – Fall Semester 2011-2012

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 behavior 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 333 Management Information Systems (6 ECTS)

Information systems (IS) are pervasive in all business functions. The course examines the various types of IS encountered in modern businesses, their roles in supporting operations, managerial functions and competitive needs, challenges from the proliferation of IS and their strategic prospects. Technical issues related to IS infrastructure, hardware, software, networks and organization of data resources are examined with an emphasis on managerial issues related to the development, effective deployment, management and strategic business uses of IS resources.

PBA 334.2 Human Resource Management (6 ECTS)

The objective of this course is to introduce students to the theory and practice of Human Resource Management (HRM). Issues such as recruitment, selection, performance appraisal, planning, compensation and benefits, training and development as well as employee relations will be analysed in the course. In addition, students will have the opportunity to analyse a variety of practical situations where the theories behind the practice of HRM are applied.

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 intrapreneurship, 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.