

SCHOOL OF ECONOMICS AND MANAGEMENT**UNDERGRADUATE COURSES AVAILABLE IN ENGLISH****SPRING SEMESTER 2020****DEPARTMENT OF ECONOMICS****ECO 306 INTERNATIONAL FINANCE (6 ECTS)**

National income accounting and balance of payments. Foreign exchange market and exchange rate determination in the short run and long run. National income and exchange rate. Fixed exchange rates and foreign exchange intervention. International Monetary systems 1870-present. Macroeconomic policy and coordination under flexible exchange rates. Optimum currency areas and the European case. The global capital market and the developing countries, growth, crisis and reform.

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.

ECO 370 TOPICS IN FINANCIAL AND MONETARY ECONOMICS (6 ECTS)

Topics in investment analysis, risk-return analysis performance, the Capital Asset Pricing Model (CAMP), efficient market hypothesis, prices and returns of stocks and bonds. Also, the course will cover topic on monetary policy, supply and demand for money, money multiplier and Rules Taylor.

DEPARTMENT OF BUSINESS AND PUBLIC ADMINISTRATION

BPA 334 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 analyzed in the course. In addition, students will have the opportunity to analyze a variety of practical situations where the theories behind the practice of HRM are applied.

BPA 335 CROSS-CULTURAL MANAGEMENT (6 ECTS)

The course introduces students to the role of culture in Management. It focuses on the meaning and significance of culture, studies the role of cultural values and their influence on Organizational Behaviour and sketches the significance of cross cultural similarities and differences in Management. The course also emphasises cross cultural communication and the role of culture in decision making, leadership and human resource management.

BPA 347 MANAGEMENT INFORMATION SYSTEMS (6 ECTS)

The course aims to acquaint the students with the different types of information systems that organizations use in support of their strategy, and to explain how firms can deploy technological resources in order to achieve resource-based competitive advantage. The course introduces the students to e-commerce with special focus on network effects and the management (e.g., pricing & versioning) of digital goods. Students will become familiar with how firms use web 2.0 tools to support their marketing and knowledge-management efforts, and will come to recognize the important ethical issues raised by the prevalence of information systems in modern business environments. Students that complete the course will be able to assess the strategic position of a firm, based on its use of technology in support of its strategic resources. Further, students will be practically acquainted with the use of Web2.0 tools and will be required to complete assignments related to social media, wikis, mesh-ups etc. A number of case studies is used to demonstrate the material in practice. The firms that are studied more closely include Zara, Fresh Direct, Capital One, Netflix, Zipcar, Walmart, Zynga, and others.

BPA 352 CONSUMER BEHAVIOR (6 ECTS)

This course examines the various theories of consumer behavior and their application to marketing decision-making. It analyzes the internal and external influences on consumer behavior and investigates methods for segmenting the consumer market. Consumer decision process is also examined, as well as the purchasing act and its outcome. Trends in the consumer market and the issue of consumerism are also discussed within the context of this course.

DEPARTMENT OF ACCOUNTING AND FINANCE

AFN 111 FINANCIAL ACCOUNTING PRINCIPLES (7 ECTS)

The main purpose of this course is to assist in understanding the use of accounting in the business environment. The course examines issues concerning the preparation, presentation and analysis of the financial statements to make investment, credit and management decisions. Specifically, the course covers the accounting cycle, the double entry system, the basic accounting equation, the accruals concept and adjustment entries, and the preparation of the financial statements. The course covers topics relating to the accounting treatment of inventories, debtors, cash, tangible and intangible assets, short and long-term liabilities and capital. Finally, the course covers the preparation of cash flow statement, and key financial ratios. The course relies heavily on Accounting Theory and Accounting Principles.

AFN 211 MANAGERIAL AND COST ACCOUNTING (7 ECTS)

The main purpose of Management Accounting is to assist managers in planning, controlling and evaluating the business activities, as well as in their decision making. Topics addressed in the course are basic cost classification and cost behavior concepts, new manufacturing environment and activity-based costing (ABC), use of cost data in cost-volume-profit analysis, budgets, standard costs and variance analysis, accounting responsibly and using of management accounting in decision making.

AFN 222 CORPORATE FINANCIAL MANAGEMENT (7 ECTS)

This course covers applications of Net Present Value (NPV) to capital budgeting investments, the risk-return trade-off, portfolio management, market efficiency, the cost of capital, financial leverage (debt policy or optimal capital structure), dividend policy, and basic valuation techniques.

AFN 322 INVESTMENT AND PORTFOLIO MANAGEMENT (6 ECTS)

This course examines the mechanics of the securities markets and provides a sound understanding of the principles of investment analysis and valuation. It explains how to value financial securities (e.g. bonds, stocks, options, futures), how to determine whether they are appropriate for inclusion in one's portfolio, and how to best trade. Emphasis is given to security analysis (i.e., determining whether an individual security is correctly valued in the market) and portfolio management (i.e., combining securities into a portfolio, monitoring that portfolio, and evaluating its performance).