

**SCHOOL OF ECONOMICS AND MANAGEMENT****UNDERGRADUATE COURSES AVAILABLE IN ENGLISH FOR STUDENTS  
ON THE ERASMUS PROGRAM****FALL SEMESTER 2018****DEPARTMENT OF ECONOMICS****ECO 311 LABOUR ECONOMICS (6 ECTS)**

In this course we study the labour market and the effects of economic policy on employment and wages. We also study the relationship between wages and employment opportunities, the way in which economic incentives affect occupational choices, the relationship between wages and the employment environment, the incentives for and the effects of human capital accumulation, as well as the effects of labour unions on wages and labour productivity. Finally, we study the effects of different policy measures, such as minimum wage laws, unemployment benefits, and labour income taxes, on the labour market and the welfare of workers.

**ECO 309 ECONOMIC GROWTH (6 ECTS)**

The course examines various models of economic growth. It starts with models of exogenous growth; it first examines the well-known Solow-Swan growth model and then its theoretical and empirical extensions. Later the course focuses on models of endogenous growth. These models attempt to explain the patterns of growth and development observed in historical data and to understand how various government policies can affect the long-run growth of a country.

**ECO 355 TOPICS IN INTERNATIONAL ECONOMICS (6 ECTS)**

The class examines the International Economy and the environment in which Multinational Corporations operate. It analyzes the purpose and rules of the World Trade Organization, as well as other international organizations. Regional Trade Agreements, like the European Union and NAFTA, are also examined. In addition, the class analyzes Foreign Exchange Markets and the different strategies Multinational Corporations use to take advantage of the opportunities they are faced with.

**DEPARTMENT OF BUSINESS AND PUBLIC ADMINISTRATION****BPA 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.

**BPA 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.

**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 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 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.

## 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 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.

### **Coordinators of Departments**

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