

Academic year : 1	Semester : 1				Centre : Nice	
ECONOMICS						
Code :	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18		
Pre-requisites	None					
Co-requisites	None					

I. LECTURER(S)

Lectures :

- Marji LINES (PhD)

Tutorials :

- Marji Lines (PhD)

II. COURSE OBJECTIVES

- Understand key core concepts and systematic methods for their use in both an international and a local context and highlight their uses in decision making in business and management

III. COURSE CONTENT

- An introduction to economics and methods
- Scarcity and resource allocation
- Demand, supply and price determination
- Opportunity cost
- Exchange and markets
- Measuring national productions and income
- The business cycles
- Inflation and deflation
- The real – Nominal principle
- The economy at full employment
- Economic growth determinants
- Aggregate demand and aggregate supply
- The role of governments and the macro policy debate
- Automatic stabilizers and discretionary spending decisions
- Fiscal policy and crowding out
- The fiscal multiplier
- Estimates and real world results
- Governments deficits and debt
- Government surpluses
- Financing government deficits
- Money, banking and the role of credit in the economy
- The Money multiplier
- The credit crunch

- The ECB and monetary policy
- The EuroZone stability pact
- Central bank independence

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Present and define terms and concepts to analyse and clarify contemporary economic issues which decision makers may face in international business and management.

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Foundations of Economics 4th Ed. Bade, Parkin. Pearson

Additional:

Economics 9th Edition. Parkin. Pearson

Economics: A students guide. Beardshaw, Brewster Cormack and Ross Prentice Hall

Essentials of Economics. Slowman. 4th Edition. Prentice Hall

Principles of Econ. 9th Editions. Case Fair Oster. Prentice Hall

Academic year : 1	Semester : 1				Centre : Nice
INTERNATIONAL BUSINESS ISSUES					
Code :	ECTS : 2	Total : 28	Lectures : 21	Tutorials : 7	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Spencer Hamilton

Tutorials :

- Spencer Hamilton

II. COURSE OBJECTIVES

- Provide a basic introduction drawing on multiple disciplines, to current issues in the international business arena and different business and social environments.

III. COURSE CONTENT

- Contemporary world issues affecting international business including themes such as:
 - The energy crisis – water, oil and gas
 - Global warming and pollution
 - The rising trade blocks
 - Business ethics and corporate social responsibility
 - Diversity in management
 - Globalisation and multinationals
 - The knowledge economy and technology
 - Sustainable development
 - Fair trade and NGO's

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- An understanding which will assist managers to recognise the role played by external and internal environments which will help managers to make strategic decisions that will make a positive impact on their business undertakings.

V. EVALUATION

- 100% continuous assessment

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Articles will be provided for each workshop theme

Academic year : 1	Semester : 1				Centre : Nice
INTRODUCTION TO ORGANISATIONS					
Code :	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Marie Jose SCOTTO (Ph.D)
- M HULT (Ph.D.)

Tutorials :

- Marie Jose SCOTTO (Ph.D)
- M HULT (Ph.D)

II. COURSE OBJECTIVES

- Examine how organisational techniques have developed and evolved into the field of Human Resource Management.
- Students encouraged to reflect on their experience of life, organisations and work to understand ideas and theories discussed during the course.

III. COURSE CONTENT

- The human dimension – individual behaviour and motivational theories; group and team dynamics, leadership, power and knowledge management
- The organisational dimension – approaches to relationships, leadership and forms of control; organisations and technology and innovation.
- Political organisations and decision making culture
- Ethics at work, bureaucracy and globalisation

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Aims are to provide an understanding of the contemporary workplace and the contemporary organisation in today's globalised world where vital skills have moved from manufacturing to service sector industries

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Knight, D & Willmott, H (Ed) Introducing Organisational Behaviour and Management,
Thomson London

Academic year : 1	Semester : 1				Centre : Nice
PRINCIPLES OF MARKETING					
Code :	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Jeanette MCDONALD

Tutorials :

- Jeanette MCDONALD

II. COURSE OBJECTIVES

- To introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands.

III. COURSE CONTENT

- The marketing concept and environment
- Identifying and understanding the customer – segmentation, targeting, positioning and consumer behaviour
- The use of marketing research and information systems
- The marketing mix – product, branding, pricing, distribution; channel issues and promotion
- Competitive forces and marketing planning
- Measuring performance
- An introduction to marketing ethics and social responsibility

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;

- 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Principles and practice of marketing 5th Ed. Jobber. McGraw-Hill 2010

Additional: Dibb et al. 5th Ed. Marketing Concepts and Strategies. Houghton Mifflin

Academic year : 1	Semester : 1				Centre : Nice
QUANTITATIVE METHODS 1					
Code :	ECTS : 5	Total : 48	Lectures : 24	Tutorials : 24	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Mark VARLEY

Tutorials :

- Mark VARLEY

II. COURSE OBJECTIVES

- The module introduces a range of quantitative techniques used in international business including both descriptive and inferential techniques in order to enhance familiarity and proficiency with quantitative analysis techniques for use later in both academic and professional work.

III. COURSE CONTENT

- The course will cover the following areas, for each area students will work through both the theory and practical uses of the technique as applied to international business and be able to perform calculations on paper and using appropriate computer based tools:
 - Collecting data: surveys and samples
 - Presenting data: displaying qualitative vs. quantitative data
 - Summarizing univariate data: measures of location, measures of spread, quality and consistency
 - Summarizing bivariate data: correlation and regression, data collected over time
 - Assessing risk: measuring different types of probabilities tree diagrams
 - Probability distributions: binominal, poisson
 - Modelling populations: normal, standard normal, t distribution
 - Statistical decision making: estimation, population proportions, hypothesis testing

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Understand why statistics are important for making business decisions (when to use quantitative analysis vs 'common sense')
- Demonstrate a sound knowledge of statistical terms
- Explain the merits and limitations of various statistical techniques
- Read and interpret statistical information and be able to recognise when meaningful statistics are (and are not) being used
- Perform statistical analysis on paper as well as using Excel where appropriate

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Buglear J: Stats Means Business: Butterworth Heinemann Oxford

Additional: Quantitative Analysis in Operations Management: Brandon-Jones, Slack. Prentice Hall

Academic year : 1	Semester : 1				Centre : Nice
STUDY SKILLS 1					
Code :	ECTS : 3	Total : 36	Lectures : 27	Tutorials : 9	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Patrice SEMERIA
- Loretta GATT

Tutorials :

- Patrice SEMERIA
- Loretta GATT

II. COURSE OBJECTIVES

- To develop basic study disciplines and skills required for successful Higher Education study and for business.

III. COURSE CONTENT

- IT skills including a thorough knowledge of Powerpoint
- Academic writing skills (general structure and essays)
- Academic vocabulary and phrases (contextual use)
- Use of databases for research purposes (in computer lab)
- Exploiting sources: reading, selecting information, note-taking, summarising, paraphrasing, quoting and avoiding plagiarism
- Oral presentation skills – development and practice and describing visual information for academic purposes and for business

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- basic study disciplines and skills required for successful Higher Education study and for business.

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;

- 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core text : Academic vocabulary in use – Cambridge University Press

Academic year : 1	Semester : 2				Centre : Nice
BUSINESS OPERATIONS AND PROCESSES					
Code : BBA1	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Marco NOWINSKI

Tutorials :

- Marco NOWINSKI

II. COURSE OBJECTIVES

Business Operations is a set of concepts and tools that can be useful in the management of the operations which are at the core of any business or organisation. The course is designed to provide a basic exposure to this subject for those specialising in other business areas.

- The course aims to help the student to understand the importance of the operations management function to be able to successfully compete in today's global business environment.
- Students will acquire an understanding of the strategic issues involved as well as the relationship with other functional areas such as marketing and finance as well as the tools and techniques used to solve operations management issues.

III. COURSE CONTENT

- The strategic role of operations management
- Process and supply network design and work organisation
- Planning and control – inventory, supply chain and capacity planning as well as enterprise resource planning, project and quality planning.
- Operations improvement and TQM, failure prevention and recovery

IV. LEARNING OUTCOMES

At the end of this module, students should be able to :

- Distinguish between the process and choices available to a business and how th process choice develops into an operations philosophy delivering value to customers
- Demonstrate an understanding of the processes and systems used in modern business
- Identify the impact on the operations of changes in the business environment

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Core Text: Operations management 5th Edition Slack, Chambers and Johnson

Academic year : 1	Semester : 2				Centre : Nice	
INTERNATIONAL TRADE						
Code : BBA1	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18		
Pre-requisites	None					
Co-requisites	None					

I. LECTURER(S)

Lectures :

- M. Lines (Ph.D.)

II. COURSE OBJECTIVES

This course offers an introduction to the main theoretical tools and policies that are central to the study of international trade, but with an emphasis on application to the trade flows, trading blocks and international macroeconomic events that characterize the global economy today. The ability to use economic analysis to reach a deeper understanding of international trade will be an important formative element for those who intend to develop careers in international business and management.

III. COURSE CONTENT

- The course will examine international trade theory, international trade policy, and trading blocks (especially the European Union)
- An overview of world trade. Comparative advantage, the standard trade model. Economies of scale, international factor movements.
- Instruments of trade policy, the political economy of trade.
- Trading blocks, the European Union.

IV. LEARNING OUTCOMES

At the end of the module, the student should be able to :

- Identify benefits and limitations of how global markets work
- Use relevant economic principles to articulate insights into policy issues of relevance to business management worldwide

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Paul Krugman, Maurice Obstfeld, *International Economics: Theory and Policy*(International Version) Pearson Education 2009
ISBN13: 9781408263662

Material on European Union will be announced during the course.

Academic year : 1	Semester : 2				Centre : Nice
INTRODUCTION TO CROSS CULTURAL COMMUNICATION					
Code : BBA	ECTS : 3	Total : 30	Lectures : 21	Tutorials : 9	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Claude ALAVOINE (Dr of Business)
- Eugene STEVELBERG (Ph.D.)

Tutorials :

- Claude ALAVOINE (Dr of Business)
- Eugene STEVELBERG (Ph.D.)

II. COURSE OBJECTIVES

- Present and define terms and concepts related to communication and cross cultural issues in communication
- Present and understand the different cultural variables which influence the communication process

III. COURSE CONTENT

- Communication process and cultural mechanisms
- Relation between cultural background and the concept of feedback in communication
- Link between language and culture
- Context of communication and nature of messages
- Influence of culture on non verbal communication.

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Understand cultural differences in communication and their impact on the business environment .

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;

- 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

- **Core text** : Lustig and Koester: Intercultural competence: Interpersonal Communication Across Cultures:

Brislin Richard W., *Understanding Culture's influence on behavior*, Harcourt College Publishers, second edition, 2000.

Dereski Helen, *International Management: Managing across borders and cultures*, Prentice Hall, 4th Edition, 2002.

Ferraro Gary P., *The cultural Dimension of International Business*, Prentice Hall, 5th Edition, 2005.

Varner Iris, Beamer Linda, *Intercultural Communication in the Global Workplace*, 3rd Edition, McGraw-Hill, 2004.

Academic year : 1	Semester : 2				Centre : Nice	
INTRODUCTION TO MANAGEMENT						
Code : BBA	ECTS : 5	Total : 42	Lectures : 24	Tutorials : 18		
Pre-requisites	None					
Co-requisites	None					

I. LECTURER(S)

Lectures :

- M.J Scotto (Dr; of Business)
- M Hult (Ph.D.)

II. COURSE OBJECTIVES

- The course will examine how management techniques have developed and are continuing to develop with changes in modern technology in the field of Human Resource Management. Students will gain an appreciation for the strategic role of HRM in designing and implementing effective HR policies and practices.
- On completion of the course, students should be able to identify HRM needs of an organisation; conduct a job analysis and produce a job description; evaluate the procedures and practices used for recruitment; assess requirements and implement training programmes and investigate how HRM is responding to current business trends and challenges.

III. COURSE CONTENT

- HRM Roles, responsibilities and challenges in the 21st Century. Legal issues in HRM related to recruitment and selection and employee relations.
- Job design, analysis and HR planning in a shifting labour market.
- Career development; training and appraisal and employee orientation.
- Pay, incentives and rewards and employee benefits and services.
- Recruitment strategies and procedures.
- Occupational health and safety, the Human Rights Code and labour-management relations including disciplinary and grievance procedures.

IV. LEARNING OUTCOMES

On completion of this module, the student should be able to :

- Appreciate human resource policy and practice in contemporary organisations

- Demonstrate the theoretical and practical relevance of HR theory in a contemporary context

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Bratton, J. and Gold, J. (2007) Human Resource Management Theory and Practice- 4
Palgrave Basingstoke

Academic year : 1	Semester : 2				Centre : Nice
QUANTITATIVE METHODS					
Code : BBA1	ECTS : 5	Total : 42	Lectures : 21	Tutorials : 21	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Mr Mark Varley

II. COURSE OBJECTIVES

- Understand why statistics are important for making business decisions (when to use quantitative analysis vs. "common sense")
- Demonstrate a sound knowledge of statistical terms
- Be able to explain the merits and limitations of various statistical techniques
- Be able to read and interpret statistical information and be able recognize when meaningful statistics are (and are not) being used
- Be able to perform statistical analysis on paper as well as using Excel and SPSS where appropriate
- Be able to apply quantitative techniques to solve a variety of business problems

III. COURSE CONTENT

- The course will cover the following areas, for each area students will work through both the theory and practical uses of the technique as applied to international business and be able to perform calculations on paper and using appropriate computer-based tools:
- Statistical analysis using SPSS
- Index numbers
- Investment appraisal
- Decision making : payoff tables, EMV, decision trees, SMART
- Time series analysis
- Linear programming
- Network analysis
- Inventory Control
- Randomness

IV. LEARNING OUTCOMES

On completion of this module, the student should be able to:

- Understand statistical inference in relation to international business decision-making

- Analyse output from both specialist and general office software
- Produce quantitative analysis using specialist software
- Convey the results of quantitative analysis

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

- Oakshott : Essential Quantitative Methods for Business, Management and Finance
- Brandon-Jones, Slack : Quantitative Analysis in Operations Management: Prentice Hall
- Field : Discovering Statistics Using SPSS

Academic year : 1	Semester : 2				Centre : Nice
STUDY SKILLS II					
Code : BBA1	ECTS : 2	Total : 24	Lectures : 0	Tutorials : 24	
Pre-requisites	None				
Co-requisites	None				

I. LECTURER(S)

Lectures :

- Loretta Gatt

II. COURSE OBJECTIVES

- Academic skills: development and further practice.
- Improving / perfecting academic and business presentations.
- Developing research techniques and report formats for both academic and business use.
- Learning to take notes and to summarise.

III. COURSE CONTENT

- Abstracts and longer written assignments, such as reports for academic purposes and for business purposes.
- Oral presentations of written projects.
- Bibliographies and consolidation of referencing conventions for academic work.

IV. LEARNING OUTCOMES

On completion of this module, students will have acquired the following skills :

- Understand cultural differences in communication and their impact on the business environment .

V. EVALUATION

- 50% continuous assessment :
 - 25% Participation ;
 - 25% coursework.
- 50% Final examination.

Resits : To be announced during the semester

VI. ESSENTIAL READING

Dell, F. and Mc Carthy, M. (2008) 'Academic Vocabulary In Use' : Cambridge. Cambridge University Press.