



2012-143

Module Description Catalogue

“Economy and Businesses”

of the Nehemiah Gateway University

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Nehemiah Gateway Albania

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7304 Buçimas

Albania

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Module Description: Introduction to Business Administration

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 770	Obligatory	I	65	85	150	5
Lecturer			Thomas Queisser, Wolfgang Frisch			
Language			English			
Aim of the Module						
The students will gain a broad understanding of the process of historical development, present dynamic, as well as the practical experience through exercises, case studies and planning simulations, regarding the Enterprise Economy.						
Content of the Module						
Part of the module are as follows: The objectives and the history of the enterprise Economy; Basic research concepts applied to the Enterprise Economy; Methods of Enterprise Economy; Object of experience and knowledge; Enterprise and the environment; Importance of decision making; Business forms and legal structures; Creating values in the work and leading process; Basic survey in trade emphasizing wholesale.						
Learning Outcomes						
By the end of the module, the student will be able to:						
<ul style="list-style-type: none"> • Understand the goals and the business structure's organization including, materials, economic and logistic factors. • Identify the factors that influence the quality of service and its connection to the whole service process. • Apply appropriate business concepts and terminology, identifying work-related problems and in the leading process. • Analyse the defined problems with basic business methods. • Solve basic problems using the recognized decisional making methods. • Cooperate constructively in a work group and are able to clearly assert their point of view while working in a team assigned to a complex task. 						
Precondition(s)		-				
LITERATURE						
Required						
Daft. R. (2010). New era of Management. 9 th edn. South-Western Cengage Learning.						
Gareth R. Jones. (2007). Introduction to Business: How companies create value for people, international edn. Boston: McGraw – Hill/Irwin.						
Recommeneded						

Mode of Teaching and Learning

Class - Seminar, individual and group study, home work, presentation, business simulation.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	50 %
Project Work presentation	1	40 %
Participation in the lesson		10 %
Total Percentage / Grade		100 %

Module Description: Marketing I and Sales

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 773	Obligatory	II	65	85	150	5
Lecturer			Melissa St. Jones, Thomas Queisser, David Fagan			
Language			English			
Aim of the Module						
<p>Students will master general marketing management concepts and understand the complexity of the marketing process in a complex global and information economy. Different tasks on market study will be given and the methodical procedure will be explained, to enable students to develop a concept using critical thinking skills.</p>						
Content of the Module						
<p>Basics of the enterprise economy; Principles of marketing (customers, markets, competitors); Scientific basis of the behavior types; Market study and marketing instrument; Marketing Mix management (Product, Price, Place, Promotion: advertising PR, Sales promotion); Sales management; Communication mix (including digital and social media); Services marketing (People, Process, Physical evidence); Marketing Planning and supervision.</p>						
Learning Outcomes						
<p>In the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the core concepts of the marketing and sales process. • Describe the function of the marketing tools in the Marketing-Mix. • Recognize the sales management as a part of it and relate the purchase theory to the marketing strategy. • Develop a practical marketing plan and / or case studies utilizing marketing concepts and principal acquired in the course. • Work effectively in groups on marketing problems and apply methods using concrete problem solving skills independently. • Present their point of view while critically viewing different positions, leading toward better marketing decisions using diverse vantage points. • Gather data and information from different sources (academic, market and internet based sources). • Justify and analyse them according to given criteria. 						
Precondition(s)		Introduction and Business Administration				
LITERATURE						
Required						
Kotler. P. (2013). Marketing Management. 2 nd edn. U.K: Pearson.						

Recommended

William. D. P., & Joseph .P. C., & McCrthy .J. (2008). *Basic Marketing: A marketing strategy planning approach*, 7th edn. Boston.

William. D. P., & Joseph .P. C., & McCrthy .J. (2009). *Basic Marketing: A marketing strategy planning approach*, 17th edn. Boston.

Ryan. D. (2014). *Understanding Digital Marketing*. 3rd edn. London.

Ryan. D. (2015). *Understanding Social Media*. London.

Tuten. T.L., & Solomon, M.R. (2015). *Social Media Marketing*. 2nd edn. London.

Mode of Teaching and Learning

Lecture, discussion and problem solving, case study, teamwork project, presentations, short homework and assignment.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	50 %
Project Work presentation	1	40 %
Participation in the lesson		10 %
Total Percentage / Grade		100 %

Module Description: Costing and Budgeting

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 818	Obligatory	III	65	85	150	5
Lecturer			Jeffrey Davies, Raymond Kemp			
Language			English			
Aim of the Module						
<p>This module provides a basic introduction to the different systems of costing and budgeting. The specific needs of costing and budgeting of organizations the main subject of this module. Besides that, the students will learn about the interactions between production and costs theory. The students should solve, evaluate and analyse different costing and budgeting tasks on their own.</p>						
Content of the Module						
<p>Basic costing theory and methods; Types of costs (direct materials, labour and overhead costing, costing of jobs and services); Full costing and process costing; Cost analysis; Marginal costing and breakeven analysis; Costing for short-term decision-making; Budgetary planning and control; Basic principles of cash budgeting, introduction to standard costing (calculation of direct cost variances); Budgeting for capital expenditure projects (basic principles).</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Describe basic costing theories, their methods and the principles of budgetary planning and control. • Compare different types of costs and budgetary aspects. • Explain how the costing serves to the business decision making process. • Apply knowledge in cost calculation and budgeting exercises. • Analyse different aspects of cost calculation and budgeting using business arguments. • Evaluate the information from various sources according to the given criteria. • Prepare reports on cost and budgeting issues for the business decision-making process. • Contribute constructively in a working group and are open to suggestions. • Defend their position by drawing on a business argument. 						
Precondition(s)		-				
LITERATURE						
Required						
Atrill. P. & McLaney.E. (2013). Accounting and Finance for Non-Specialists. 8 th edn. New York: Prentice.						
Recommended						
Drury. C. (2014). Management and Cost Accounting. 6 th edn.						
Weetman. P. (2013). Management Accounting: An Introduction. 6 th edn. Prentice.						

Mode of Teaching and Learning

Combination of lecture, discussion, active participation, quizzes, activities, case analysis, and examination. Exercise in interpretation of financial statements discussion and problem solving, presentation.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam		70 %
Test		30 %
Total Percentage / Grade		100 %

Module Description: Human Resources Management and Organization

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 787	Obligatory	IV	65	85	150	5
Lecturer			Thomas Norman, Mathias Malessa, Jonathan Lowell			
Language			English			
Aim of the Module						
<p>This module gives the students the basic theories and concepts of the organization design, knowledge on differentiation, analysis and specific forms of structure and process organization. Students understand the consequences to be taken into account by the factors of influence and design principles. They learn to evaluate the importance of political decisions on personnel throughout the entire enterprise. They understand the context of HR management and why it is relevant to managers.</p>						
Content of the Module						
<p>Theory and practice of organization; Forms of structure organization; Forms of process organization; Newest development of the enterprise organization (e.g. network organization, mission, objectives and functions of human resource management); Trends on the development of personnel policy; Human resources planning; Marketing of personnel / recruitment; Reduction of personnel; Personnel development; Personnel management; Rewarding and social policy; Personnel controlling.</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Evaluate the importance of the current organizational design as an essential element in the overall management process and HR especially. • Assess the contribution of the political organization decisions, for corporate control. • Explain how much the HR management measures are relevant to the business practice. • Apply current theory and practices of HR management functions to support the organization' strategy. • Demonstrate the specialized knowledge and practices how to attract, maintain and develop the HR in the organization. 						
Precondition(s)		General Business Administration				
LITERATURE						
Required						
Bohlander. G. & Snell. S. (2010). Managing Human Resources. 15 th edn. Ohio: South-Western						
Recommended:						
Daft. R. L. (2008). Management. 8 th edn. Ohio: South-Western Cengage.						
Mode of Teaching and Learning						
Lecture, discussion and problem solving, presentation, practical examples from HR management in Adidas						

company.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	70 %
Project presentation	1	30 %
Total Percentage / Grade		100 %

Module Description: Financial Accounting

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L° 774	Obligatory	IV	65	85	150	5
Lecturer			Jeff Davies, Raymond Kemp			
Language			English			
Aim of the Module						
Students should understand the basics of the economic and financial enterprise in financial markets and financial institutions. They should know, evaluate critically, and apply the important investment procedures and understand financial calculations.						
Content of the Module						
Conceptual Framework for Financial Reporting (IASs / IFRSs); Statutory requirements; Principles of regular accounting; Preparation of statutory financial reports (Income Statement, Statement of Changes in Equity, Statement of Financial Position); Comparative presentation of Characteristic and rules according to IAS/IFRS; Valuation of assets, tangible and intangible noncurrent assets; Inventory and construction contracts; Valuation of liabilities; Provision and contingencies; Accounting for corporation tax; The imputation system; Preparation and analysis of Cash-flow statements; Preparation of Consolidated accounts for groups (including the key accounting standards i.e. IAS / IFRS relating to all of the areas above); Financial analysis and business valuation.						
Learning Outcomes						
By the end of the module students will be able to:						
<ul style="list-style-type: none"> • Prepare annual income statements and balance sheets as an important tool of communication between the enterprise and its stakeholders. • They can distinguish between the HGB balance requirements and IAS/IFRS balance and analyse its consequences. • They are able to independently make use of all available study tools. • They can complete routine research under minimal guidance from a lecturer. • Students can effectively participate in and lead work groups. • They are capable of arguing their point of view using theory-based arguments. • They have developed their intuition for a variety of complex issues. • They ask targeted questions, take part in professional discussions based on theory and take co-responsibility for their learning success. • They are able to give the lecturer the right feedback. 						
Precondition(s)		Industrial Accounting, Costing and Budgeting				

LITERATURE

Required

Elliott. B. & Elliott. J. (2011). Financial accounting and reporting. 14th edn. UK: Prentice-Hall.

Recommended

Frank. Business Accounting.

Epstein. (2011). Reading and Understanding Financial Statements.

Fridson & Alvarez. (2011). Financial Statement Analysis

Websites:

Deloitte. (2014). *Conceptual framework for financial reporting 2010*.

<http://www.iasplus.com/en/standards/standard4> (Accessed: 8 October 2014).

IFRS Foundation (2014). <http://www.iasb.org/Home.htm> (Accessed: 8 October 2014).

Mode of Teaching and Learning

Lecture, discussion and problem solving, presentation.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	75 %
Test	1	25 %
Total Percentage / Grade		100 %

Module Description: Leadership

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^o 789	Obligatory	VI	65	85	150	5
Lecturer			Jonathan Lowell, Mangalina Cane, Mathias Malessa			
Language			English			
Aim of the Module						
<p>The students have acquired extensive and detailed knowledge of the major theories in the field of leadership and corporate governance. Students should be familiar with the integrative approaches of recent management and leadership research with special focus to leadership of 21st century, Authentic leadership.</p>						
Content of the Module						
<p>Corporate Culture; Principles of Knowledge Management; Training / Continuing Education; Retention; Employability / Self-responsibility; Forecasting Models; Early warning systems; Social responsibility of the enterprise; HR management tools and systems; Staff evaluation tools and systems; Positive reinforcement and Motivation; Stress and Conflict Management; Information Management; Critical discussion of existing integrative management systems, e.g. Process Management; Quality Management; Principles of Change Management Innovation and technology; Power and control; Alienation, cognitive dissonance; Women and work; Emotional intelligence; Leisure and future of work.</p>						
Learning Outcomes						
<p>By the end of the module, students will be able to:</p> <ul style="list-style-type: none"> • Understand what makes a leader, the role and difference of authentic leadership. • Discover their individual values and purpose and how it is related with these of their organization. • Handle different case studies based on management & leadership related problems. • Independently analyse, prepare result-oriented and solution strategies. • The students can participate effectively in a working group and are able to lead the group. • They have learned reasons for its position by drawing on a theoretically sound argument. • They have developed a sense of multifaceted and complex problems and can constructively deal with this situation. • Students ask specific questions to be able to understand and participate in the theoretical basis of differentiated technical discussions. • They share responsibility for the learning success and can give the teacher adequate feedback. They can take responsibility for their own work and critically evaluate it. • They can also deal constructively with critical comments about their own performance. 						
Precondition(s)		Strategic Management I, Human Resources and Organization				
LITERATURE						
Required						
Mullins. L. (2010). Management and organizational behaviour.						
George. B. (2007). True North. USA: Jossey- Bass Reader.						

Website:

<https://www.youtube.com/watch?v=LOnXcrmgAw8>

<https://www.youtube.com/watch?v=sioZd3AxmnE>

What is authentic:

<https://www.youtube.com/watch?v=IWfdF6RuZg0>

Bill George on Leadership in the 21st century:

<https://www.youtube.com/watch?v=VUHopNhFZul>

ROBERT J. Thomas on crucible experiences

<https://www.youtube.com/watch?v=QJLOMk39Ld8>

Marcus Buckingham on strength-sweet spot

<https://www.youtube.com/watch?v=1KeNfhw7bK0>

Dan Pink on “what motivates us

<https://www.youtube.com/watch?v=uwA97yWz9Uc>

Alex Linily on strength

<https://www.youtube.com/watch?v=T92g2hVv3Vw>

Mary Gentile : giving voice to values

<https://www.youtube.com/watch?v=UQ3WZ9nv7vQ>

David Goleman on Emotional Intelligence

<https://www.youtube.com/watch?v=Y7m9eNoB3NU>

Recommended

Mode of Teaching and Learning

Lecture, case studies, discussion groups, quizzes, internet research.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	30 %
Project presentation	1	30 %
Project Work	1	40 %
Total Percentage / Grade		100 %

Module Description: Material Management I

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 771	Obligatory	I	65	85	150	5
Lecturer			Ralf Kaufman, Jeffery Adams			
Language			English			
Aim of the Module						
<p>The students will gain an overview of the goals and the organization of goods and materials economy. They should understand materials flow, through and out of organizations as well as concepts and techniques for planning production and production materials requirements, the inventory, warehouse and distribution management. The products and processes, the logistic concept and the quality management.</p>						
Content of the Module						
<p>Introduction to Material Management; Goods/material economy, logistic and supply chain (aims, notions, organization); Tasks and concept of purchase; Purchase planning and leading production concept; Production planning system and production activity control; Types of inventory and process management, commissioning, transport and distribution of goods; Products and processes; Characteristics of the “service” product; Aspects of service production overlapping functions of methods relating to materials management; Exemplary specializations and actual developments; Total quality management.</p>						
Learning Outcomes						
<p>At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> • Understand the material flow process, the concepts for inventory, warehouse, distribution management and the management of the material management functions. • Discuss, describe, and solve problems of basic materials management and supply chain management functions and activities. • Discuss, describe, and solve problems of production management, planning, scheduling, and business logistics. • Cooperate constructively in a work group and clearly assert their point of view in regards to the materials management functions. 						
Precondition(s)		Introduction to Business Administration				
LITERATURE						
Required						
<p>Arnold. T., Chapman. S. & Clive. L. (2008). Introduction to Materials Management. 6th edn. New York: Prentice Hall.</p>						
Recommended						

Mode of Teaching and Learning

Lectures, class discussion, homework reading and problem-solving assignments, small group discussions and problem solving.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	70 %
Project presentation	1	10 %
Project work		20 %
Total Percentage / Grade		100 %

Module Description: Material Management II

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 772	Obligatory	II	65	85	150	5
Lecturer			Ralf Kaufman, Jeffery Adams			
Language			English			
Aim of the Module						
<p>To give to the students a deeper understanding of the processes related with purchasing, the procurement of the materials and services, the logistic and management mechanism, the forms of the enterprise network with their advantages and disadvantages. To introduce the methods and tools applied in the cycle of the product and a processing order inside supply chain is the aim of this subject. Theoretical part will be illustrated through best-practice examples.</p>						
Content of the Module						
<p>Introduction to Purchasing & Supply Chain Management; Purchasing Activities and Strategy; Purchasing organization and integration; Purchasing policies and global sourcing; Cost management and Negotiation; Contract management; Purchasing law and ethics; Performance Measurement and Evaluation; Basic terms of the supply chain (enterprise networks, coordination mechanisms in networks); Design approaches and optimization of goals in the supply chain; Goods, information and money flows related; The processes, strategies and tools for that procurement; Product development; Order extraction; Production and distribution management; Controlling instruments; Tasks and tools of logistics controlling in practice; Cybernetic control loops; Contents of the strategic and operational-tactical logistic controlling; Determinants and measurement of logistics performance; Logistics cost drivers; Process-oriented logistics cost survey; Logistics cost figures; Inventory control.</p>						
Learning Outcomes						
<p>In the end of the module the students will be able to:</p> <ul style="list-style-type: none"> • Describe the role of purchasing as a key element in supply chain management. • Discuss the importance of purchasing policies and strategic purchasing. • Describe, explain and evaluate logistic processes of an enterprise through the logistic basis of organization. • Identify the best practices of logistic, and model and steer the processes, by targeted management. • Distinguish economic consequences of the enterprise from the full management of the logistic processes over the special limits of the elements of the system. • To clearly assert their point of view in regards to the enterprise economy. 						
Precondition(s)		Material Management I				
LITERATURE						
Required						
Monczka. R., Handfield. B., Giunipero. C. Patterson. L. Waters. D. (2010). Purchasing and Supply Chain						

Management. UK.

Case studies provided by course professor

Recommended

Mode of Teaching and Learning

Seminar, individual and group work, analysis, reporting, and discussion of detailed business case studies in four general areas of materials management and supply chain management: supply, operations, distribution, and integration with other business functions

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	70 %
Presentation	1	10 %
Case studies	1	20 %
Total Percentage / Grade		100 %

Module Description: Marketing II and Sales

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 816	Obligatory	IV	65	85	150	5
Lecturer			Pradeep Racherla, Ulli Arnold			
Language			English			
Aim of the Module						
<p>Students should get a general overview of the main strategic concepts used in marketing. They will be presented with the organizing and strategic function of communication, assisted to understand the role of CRM in both general terms and in the context of Key account management where dealing with. The increasing importance of digital media for corporate and businesses to customer communication, the customer decision process for both B-to-C and B-to-B will also be explored in the module.</p>						
Content of the Module						
<p>Ways of explaining the purchaser's behaviour; Specialization of marketing instruments (strategic concepts: plan and develop marketing strategies); CRM-including key accounting management-customer decision process: Consumer (B-to-C), organizations (B-to-B); Customers' life time values; Customer segmentation and using data base; Branding and positioning; Social media in corporate context, and social media driven communication strategies; Industrial goods marketing, social responsibility of the firms.</p>						
Learning Outcomes						
<p>At the end of the module the students will be able to:</p> <ul style="list-style-type: none"> • Describe and explain in depth the strategic concept in marketing and the strategic function of communication in the enterprise. • Explain the importance of the definitions on the subject (Corporate Design; Corporate Image, etc.). • Appreciate the close connection between the models of an enterprise and the transferee methods of communication. • Demonstrate comprehension of the role of marketing in modern organizations. • Apply methods and models of preference and image measurement and processing. • Analyse the effects and evaluate them critically. • Explore and appreciate the ethical and social responsibilities of contemporary marketing professional / organizations. 						
Precondition(s)		Marketing I and Sales				
LITERATURE						
Required						
Lamb. Hair & McDaniel. Marketing. Thompson						
Recommended						
Tapp. A., Whitten. L., Housden. M. (2013). Principles of direct, database and digital marketing. 5 th						

edn.Pearson.

McCorkell. G. (1999). Direct and Database Marketing. Kogan.

Mode of Teaching and Learning

Lecture, discussion, case studies and problem solving, presentation.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	50 %
Project work presentations	1	40 %
Participation in the lesson		10 %
Total Percentage / Grade		100 %

Module Description: Marketing III

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 817	Obligatory	V	65	85	150	5
Lecturer			Pradeep Racherla, Farooq Chudry			
Language			English			
Aim of the Module						
To help students to understand the importance of market research as well as marketing activity in the business decision making, to develop to them necessary skills to analyse, evaluate and synthesize key concepts and theories in marketing research within the business research context.						
Content of the Module						
Specialization of the methods (qualitative and quantitative) of market research, the relationship between market research and decision making and the research finding's application in decision making – samples and validity and reliability issues, case studies.						
Learning Outcomes						
In the end of the module, students will be able to:						
<ul style="list-style-type: none"> • Explain the relationship between market research and decision-making. • Differentiate the processes used in formulating and conducting market research projects. • Recognise the market conditions under which research may be conducted, and the impact of these conditions on the type of research to be carried out, including methodology and project management. • Comprehend the range of qualitative and quantitative techniques and methods available in market research, including applicability and limitations. • Use the language of market research as practitioners and business people use it. • Perform some of the more common qualitative and quantitative techniques, including protocol/survey construction data collection/fieldwork analysis and reporting. 						
Precondition(s)		Marketing I and Sales, Marketing II and Sales				
LITERATURE						
Required						
McDaniel. C. & Gates. R. (2010). Marketing Research with SPSS. 8 th edn.						
Recommened						
Aaker. D., Kumar, V. & Day, G. (2003). Marketing Research. 8th etn.						
Bradley. N. (2007) Marketing Research: Tools and Techniques Oxford University Press. Oxford.						
Malhotra. N.K., Birks. D.F. & Wills. P. (2012) Marketing Research: An Applied Approach. 4th edn. Prentice-Hall.						
McDaniel. C., Gates. R., (2006). Marketing Research Essentials with SPSS. 6th edn.						

McNeil. R. (2005). Business to Business Market Research: Understanding and Measuring Business Markets.
 McQuarrie. F. (2006). The Market Research Tool Box: A Concise Guide for Beginners. 2nd edn. Sage Publications.

Mode of Teaching and Learning

Lecture, discussion and problem solving, presentation, case study

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	50 %
Test 1	1	25 %
Test 2	1	25 %
Total Percentage / Grade		100 %

Module Description: Management Accounting

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 885	Obligatory	V	65	85	150	5
Lecturer			Raymond Kemp			
Language			English			
Aim of the Module						
<p>This module provides an overview of the approaches of modern cost management (activity-based costing, target costing, life cycle costing, benchmarking). It aim therefore to nurture an integrated and systematic understanding of the interactions between the various functional areas At the same time the possibilities and limits of applicability for companies will be analysed.</p>						
Content of the Module						
<p>Performance measurement at organizational level; Financial analyses accounting ratios multivariate analyses; Use of non-financial approaches; PM in divisional organizations use ROI, du point, RI Pricing of transfers of goods / services between divisions; Performance measurement at product level, standard costing (including the calculation of sales and fixed overhead variances); Presentation of operating statements; Interpretation of variances-trend, materiality etc.; Planning and operational variances; Controlling of financial, material and human resources; (Advanced) Costing for decision making; Limiting factors (opportunity cost approach, make versus buy, product mix decision); Linear programing techniques; Pricing, including target costing pricing; Life cycle costing, relevant costing / minimum price contrasts; Decision-making models; Dealing with risk and uncertainty; Learning curves; Modern development in accounting theory; Activity based budgeting; Zero Budgeting; Cost reduction.</p>						
Learning Outcomes						
<p>By the end of the module the students will be able to:</p> <ul style="list-style-type: none"> • Understand the role of Management accounting and control as an instrument of corporate governance. Make the connections between management accounting/control and other instruments of corporate governance. • Acquire extensive and detailed knowledge of the different controlling instruments. • Apply these tools in a company to a good competent level. • Evaluate the dynamics of the future development of controlling instruments. 						
Precondition(s)		Marketing I and II				
LITERATURE						
Required						
Horngren, Datar & Rajan. (2012). Cost Accounting: A Managerial Emphasis. Pearson.						
Recommended						
Atrill. P. & McLaney. E.J. (2006). Management Accounting for Decision Makers. Prentice Hall.						
Drury. C. (2004). Management and Cost Accounting. 6 th edn.						

Fayol. H. (2002). Critical Evaluations in Business And Management.

BPP learning materials for the ACCA module Performance Management.

Mode of Teaching and Learning

Combination of lecture, discussion, active participation, quizzes, activities, case analysis, and examination.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	70 %
Project work	1	30 %
Total Percentage / Grade		100 %

Module Description: Corporate Finance

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L° 820	Obligatory	VI	65	85	150	5
Lecturer			Raymond Kemp			
Language			English			
<p>Aim of the Module</p> <p>Students will gain and detailed economics and financial knowledge related to the corporate sector and the foreign trade. Students will use selected tools of financial and risk control and should know how to apply them in different situation.</p>						
<p>Content of the Module</p> <p>The operation of the economy and financial markets; Fundamentals of investment planning, evaluation of investment, sources of finance; Efficient markets and the EMH; Management of working capital (inventory models & management of payables, receivables including factoring); Cash management; Long term planning and budgeting; Use of DCF to evaluate capital expenditure projects; NVP versus IRR; Treatment of risk inflation; Sensitivity analysis, capital rationing; Leasing and asset replacement decisions; Implication of and impact of taxation; Source of long term finance and impact on earnings, gearing and corporate control; Equity finance, flotation, rights issues etc.; Impact on taxation; Innovative finance instruments; Valuation of shares, including assets- and earning-based approaches; Free cash flow; dividend growth and CAPM models; Merger and take Cost of capital and optimal structure theories including MM; Dividend policy, including MM; Implication of and impact of taxation Financing foreign trade.</p>						
<p>Learning Outcomes</p> <p>By the end of the module the students will be able to:</p> <ul style="list-style-type: none"> • Obtain a detailed knowledge of investment and financing theory and methods. • Analyse practical problem and situations. • Select appropriate methods and techniques for the solution of investment and financing decision-making problems. • They are able to make use of all available learning and work tools on their own. • They can carry out routine research work under minimal guidance of a lecturer. • Students can work effectively in a work group and are able to take over the leadership of the group. • They have learned to argue their point of view by using theory-based arguments. • They have developed their intuition for a variety of complex issues and are constructively familiar with that situation. • They ask targeted questions; take part in professional discussions based on the theory and take over the co-responsibility of the learning success. • They are able to give the lecturer the right feedback. 						
Precondition(s)		Financial accounting				
LITERATURE						
Required						

Atrill. P. (2011). *Financial Management for Decision Makers*: Financial Time Press.
 McLaney. E.J. (2011), *Business Finance: Theory and Practice*. Prentice Hall.
 Titman. S., Martin. J.D. and Keown. A.J. (2011). *Financial management: Principles and Applications*. Pearson Education.
 Van Horne. J.C. & Wachowicz. J.M. (2009). *Fundamentals of Financial Management*: Financial Times. Prentice Hall.

Recommended:

McLaney. E. J., (2011). *Business Finance: Theory and Practice*: Prentice Hall
Atrill. P. (2014). *Financial Management for Non Specialists*. 3rd edn. Prentice Hall.
 Titman. S., Martin. J. D., & Keown. A. J. (2011). *Financial Management: Principles and Applications*. Pearson Education
 Horne. V. & Wachowicz. J. M., (2009). *Fundamentals of Financial Management*: FT/Prentice Hall
 Investopedia Guide to Corporate Finance (online)
 BPP learning materials for the ACCA module Financial Management.

Mode of Teaching and Learning

Combination of lecture, discussion, active participation, quizzes, activities, case analysis, and examination.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Entrepreneurship I

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 883	Obligatory	V	65	85	150	5
Lecturer			David Fagan			
Language			English			
Aim of the Module						
<p>The aim of the module is to introduce students to the entrepreneurship concepts and economic understanding, the role entrepreneurs, their Independence, responsibility and ability to promote ethical behaviour - both as employees and as potential leaders. Promote discipline both within the company (department or across multiple projects) and beyond (economic, political and social contexts).</p>						
Content of the Module						
<p>Business start-up and quality assurance; Entrepreneurship; Business plans and business games; Ownership versus manager, SMEs; Family SME policy; SME development; Networks; Cooperation.</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Describe the entrepreneurship concept in relation to new and existing businesses. • Assess the importance of building a strong vision and culture in an organization through enthusiastic leadership example. • Conceptualize why organizations fail or succeed. • Analyse different business models and approaches to the business plan. • Create a model organization and apply entrepreneurial principles and theories to their concept as well as relating to work from earlier terms. • Assess the effects and importance of the business ethics and social responsibility. • Develop individual social skills and ethical behaviour. 						
Precondition(s)		Strategic Management I, II				
LITERATURE						
Required						
Burns. P. (2011). Entrepreneurship and small firms. Third edn. Polgrave Macmillian.						
Recommended						
Deakins. D., & Freel. M. Entrepreneurship and small firms. 6th edn. Mc Graw–Hill.						
Brew. S. (2014). How to make Serious Money on eBay. MAGBOOK.						
Mladjenovic. D. (2013). Micro-Entrepreneurship for DUMMIES. 4 th edn. Dummies.						
Simon. D. (2010). Enterprise, entrepreneurship and small business. England.						
Greene. L., C. Entrepreneurship: Ideas in action. 3 rd edn. Mason, OH. Thompson.						

Mode of Teaching and Learning		
Seminar, individual and group study work, case studies.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	35 %
Presentation	1	15 %
Project work	1	50 %
Total Percentage / Grade		100 %

Module Description: Entrepreneurship II

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 884	Obligatory	VI	65	85	150	5
Lecturer			David Fagan, Ahmed Bugri			
Language			English			
Aim of the Module						
<p>The aim of the module is to introduce students to the entrepreneurship concepts and economic understanding, the role entrepreneurs, their Independence, responsibility and ability to promote ethical behaviour - both as employees and as potential leaders. Promote discipline both within the company (department or across multiple projects) and beyond (economic, political and social contexts).</p>						
Content of the Module						
<p>Corporate Governance; Good Governance; Business Ethics, Values; Social Entrepreneurship; Employee participation and cooperatives; Entrepreneurship; Succession planning: Legal & psychological implications; The economics of entrepreneurship; Financial aspect of entrepreneurship; Management consultancy.</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Describe the entrepreneurship concept in relation to new and existing businesses. • Assess the importance of building a strong vision and culture in an organization through enthusiastic leadership example. • Conceptualize why organizations fail or succeed. • Analyse different business models and approaches to the business plan. • Create a model organization and apply entrepreneurial principles and theories to their concept as well as relating to work from earlier terms. • Assess the effects and importance of the business ethics and social responsibility. • Develop individual social skills and ethical behaviour. 						
Precondition(s)		Entrepreneurship I				
LITERATURE						
Required						
<p>Wiley. J. & Pigneur. Y. (2010). Entrepreneurship: The creation and growth of small and medium enterprises. Munich. Pearson 2004</p> <p>Godin. Seth. The boots trapper's bible. 2010</p> <p>Taylor. Dew. N., Wiltbank. R., Ohlsson. A. (2010). Effectual Entrepreneurship.</p>						

Harvard Business Review. (2013). Why the Lean Start – up changes everything.
Harvard Business Press. (2007). Creating a business plan.

Recommended

Mode of Teaching and Learning

Seminar, individual and group study work, case studies.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	50 %
Project work presentation	1	50 %
Total Percentage / Grade		100 %

Module Description: Microeconomics

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 822	Obligatory	III	65	85	150	5
Lecturer			Burhan Yavas, David Harries			
Language			English			
Aim of the Module						
<p>The aim of the course is to introduce to students the subject and methods of economics the basics of the analysis of households and businesses and how they can evaluate and use the instrument of market analyze in the framework of micro economy.</p>						
Content of the Module						
<p>Principles of Economics (content, scope and methods of economics); Introduction to the economic history of dogma; General, Economic systems, Fundamentals of economic policy; Problem-oriented introduction; Exemplary illustration of economic problems; Micro economic theory (theory and policy of competition); Analysis of offer and demand; Market forms and market balance; Market processes and competition; Competition and economic concentration; The law against restraints of competition; Framework laws for the market economy in addition to the law against restraints of competition.</p>						
Learning Outcomes						
<p>At the end of this module the students will be able to:</p> <ul style="list-style-type: none"> • Understand the microeconomic problems from different perspectives, actors and stakeholders. • Describe the basic of economic analyse methods from the view of enterprise analysis and the budget. • Explain the benefits of these methods of economics analyses. • Develop appropriate solutions for the upcoming problems based on the outcomes of economic analyses of different market types and forms. • Analyse market professionally. • Evaluate the logic and ethical aspects of economic decision and independently draw conclusions for individual and collective actions. • Evaluate through their social competence the decision making process and its importance on microeconomic issues. 						
Precondition(s)		General Business Administration				
LITERATURE						
Required						

Mankiw. G. (2007). Principles of Economics. 4th edn. South-Western.
Baumol. J., W. & Blinder. S., A. Economics: Principles & Policy.

Mode of Teaching and Learning

Seminar, individual and group study work, case studies.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	40 %
Test 1	1	30 %
Test 2	1	30 %
Total Percentage / Grade		100 %

Module Description: Macroeconomic

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 823	Obligatory	IV	65	85	150	5
Lecturer			Burhan Yavas, Ahmed Bugri			
Language			English			
Aim of the Module						
<p>The aim of the course is to introduce students to the logic of systematic description of the economic cycle. It cover the basics model of macroeconomic income and employment theory The monetary concepts of money supply process. Theoretical issues for the monetary policy and currency are widely discussed. Students will learn the dependencies of a company from the overall economic development, and will understand how a company is influenced by economic processes, monetary policy decisions or developments in foreign exchange markets and what kind of responses to such factors are possible.</p>						
Content of the Module						
<p>Theory of cycles, economic overall account, macro theory; Ex-post analysis of the national income; Ex-post analysis and macroeconomic theory; Analysis of the commodity market; Analysis of the monetary market analysis of the labour market Illustration and disturbances of the aggregate balance; Consequences of economic policy; General fundamentals; Monetary sizes; Monetary offer; Monetary policy; Balance of payments; Foreign exchange market; Balancing mechanisms of the balance of payments; International monetary order.</p>						
Learning Outcomes						
<p>At the end of this module the students will be able to:</p> <ul style="list-style-type: none"> • Understand and proceed with national account terminology. • Describe the differences between classified description of the economic cycle and macro-economic phenomenon. • Explain in the context of macroeconomic model, the effects of the monetary and fiscal policy decisions. The various currency systems as well. • Analyse the macro-economic models with professional competence and recognize the need for sustainable management. • Understand the fiscal policy and the difference of the monetary system. • Deal with macroeconomic data and information and to assess the relevance to their own economic decisions. • Evaluate the potential gap between microeconomic and macroeconomic rationality and the need of 						

economic and social governance.		
Precondition(s)	Microeconomics	
LITERATURE		
Required		
Mankiw. G. (2007). Principles of Economics. 4th edn. South-Western.		
Baumol. J., W. & Blinder. S., A. Economics: Principles & Policy.		
Albania: Economy statistics and industry reports. (2008). World Statistics Pocketbook. United Nations Statistic's Division.		
The World Bank: overview Albania: http://data.worldbank.org/country/albania		
Recommended:		
Andrew. A. (2011). Macroeconomics. 7th edn. USA. Wesley.		
(8 selected articles published by the Federal Reserve).		
Mode of Teaching and Learning		
Seminar, individual and group study work, case studies.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Economic Policy

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 824	Obligatory	V	65	85	150	5
Lecturer			Burhan Yavas, David Harries			
Language			English			
<p>Aim of the Module</p> <p>In this module of economics, the students will be able to apply the theoretic basis of the previous semesters in the areas of microeconomics, macroeconomics, money and currency on the economic policy issues. The main issues will be unemployment, inflation, external trade, background, distribution and social insurance. The right selection of problems will be determined from the actual discussions on economic policy.</p>						
<p>Content of the Module</p> <p>Introduction to economic policy; Application of the policy of stability; Paradigmatic ways of the policy of stabilization; Employment; Stability of prices; Economic growth; External balance; Environment; Current questions of economic policy; Labour code and labour-market policy (social security, policy of income distribution, policy relating to building property; Distribution and social policy.</p>						
<p>Learning Outcomes</p> <p>At the end of this module the students will be able to:</p> <ul style="list-style-type: none"> • Recognize the impact of the increasing coalescence of the world economy and changing of the basic parameters of the entrepreneurial actions and understand why economic intervention may be necessary. • Compare and critically evaluate the usage of various economic instruments • Evaluate the main effects generated by taxes and transfers and assess the complex effects of tax-based solutions. • Analyse and judge the intervention in the conditions of externalities, invisibilities and asymmetric information. • Realize that potential state failure is a reason for a cautious economic policy. • Summarize that the priorities should be determined by the respective current economic policy debate. • Make the decision on different economics policy issues during their work in groups, being responsible for the social and ecological consequences of the economical operation and also their 						

ethical implications.		
Precondition(s)	Macroeconomics	
LITERATURE		
Required		
Mankiw. G. (2007). Principles of Economics. 4th edn. South-Western.		
Baumol. J., W. & Blinder. S., A. Economics: Principles & Policy.		
GDP: a number of problems Mark Robson		
IFS School of Finance		
Recommended		
Mode of Teaching and Learning		
Lecture, discussion and problem solving, presentation of articles on economic policies		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	40 %
Test 1	1	30 %
Test 2	1	30 %
Total Percentage / Grade		100 %

Module Description: Contract Law

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 825	Obligatory	II	65	85	150	5
Lecturer			Chris Hale			
Language			English			
Aim of the Module						
<p>The aim of the module is to introduce to the students several areas of the rule of law, and court system, the basic principles of ownership, possession, limited right and the broad law enforcement and to develop to them an understanding of the practical relevance of the subject of law, the style of legal opinion, the methodology for case processing and working closely with Essential Elements in several contexts, including in analysis of a statute.</p>						
Content of the Module						
<p>Overview of the legal system and the legal fields, legal techniques; Introduction to the Civil Code (contractual law, including detailed understanding of the essential elements of a contract agency); Introduction (legal subjects, the merchant, general contractual principles, contractual substantiation, the principle of deficiency of intention, in particular authorizations; Special law of obligations (contracts of purchase) and their performances (contracts of activity, contract of personal service, work contract, contracts of agency); Liability for damage (basic questions of the right to enrich oneself, basic questions of the law of torts especially applied in the business law context, and including detailed understanding of the essential elements of certain specific torts, basic questions of the right to enrich oneself).</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Explain and make the difference between the law and civil rights. • Build a relation between the fields of rights and their practical application. • Compare different types of contracts and are able to conclude independently a business contract. • Explore the most significant problems of practice in connection with any contract and with the general rules on pre-justification, content and termination of obligations. 						
Precondition(s)		-				

LITERATURE		
Required		
Janet. D. (2007). Company Law in the new Europe: The EU Acquis, Comparative Methodology, And Model Law (Corporations, Globalization and the Law). USA. Edward Elgar Publishing.		
Handout Materials: CISG text. Albanian Civil Code text. Selected court decisions and local country statutes. Selected articles		
EC Unfair Contract Terms Directive (93/13) text.		
Recommended		
Mode of Teaching and Learning		
Lecture, case study, group work, discussion and quiz solving.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	60 %
Group project presentations	1	10 %
Quizzes	1	20 %
Participation in the lesson		10 %
Total Percentage / Grade		100 %

Module Description: Company and Labour Law

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 826	Obligatory	3	65	85	150	5
Lecturer			Chris Hale, Elis Tarelli			
Language			English			
Aim of the Module						
<p>The aim of the module is to enable students to have a deep understanding of company and employment law, to see examples of the deviations from the commercial and civil law and linking the fields of law in practice, to enable them to apply in practice independently and safely, the fundamental origins, capital boarding, liability, liquidation and substitution rules.</p>						
Content of the Module						
<p>The commercial enterprise (commercial employees, commercial transactions, partnerships, corporation private limited companies, survey of business combination law); Basics of employment law (the concept of worker, the initiation of employment, the situation before the contract, preliminary negotiations, employment and labour relations, forms of employment); The duties of the employee from the employment contract (the obligations of the employer under the employment, termination of employment, collective bargaining law); Rule bankruptcy (consumer bankruptcy, bankruptcy, real bankruptcy); The opening procedure (creditor discrimination); Actionable measures and legal consequences, Liability and insolvency offenses.</p>						
Learning Outcomes						
<p>At the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the field of action for the company and labour law • Link the fields of law and their practical application in different cycles of business decision • Apply in practice the knowledge of the trade and company Law. • Reflect in their work the needs for commercial and legal relations. 						

- Differentiate the duties of the employee and the employer in the employment contract.
- Terminate employee or employer-term contracts to legally effective way.
- Receive the insights into the process of both the regular insolvency proceedings and of the bankruptcies.
- Evaluate when an insolvency application shall be made and the consequences arising out of the failure of the application.

Precondition(s)	Contract Law
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LITERATURE

Required

Janet. D. (2007). Company Law in the new Europe: The EU Acquis, Comparative Methodology, And Model Law (Corporations, Globalization and the Law). USA. Edward Elgar Publishing.

Hansmann. R. & Kraakman. R. (2004). What is Corporate Law.

Recommended

- Albanian Code of Corporate Governance
- Law "On Entrepreneurs and Companies"
- Law "On the National Registration Centre"
- Albanian Civil Code
- Albanian Labour Code

Mode of Teaching and Learning

Lecture, case study, individual and group work, discussion and problem solving.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Industrial Accounting

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 767	Obligatory	3	65	85	150	5
Lecturer			Jeffrey Davies, Meil Williams			
Language			English			
Aim of the Module						
To provide to the students a basic introduction to accounting and the techniques of financial accounting.						
Content of the Module						
Introduction to business accounting; distinction between financial and management accounting; Nature and role of accounting, users of financial information and their needs, the regulatory framework; Accounting systems; Financial statements (The construction of balance sheet (SOFP) and income statements); Adjustment to trial balance for accruals / prepayments, depreciation, provision for bad debts etc.; Fundamental accounting concepts and conventions; Accounting for changes in equity; Disposal of fixed assets; Ratio analyses-uses and limitations of ratios as a tool of financial analysis; Working capital management (inventories, receivables, payables and cash operating cycle); Accounting for VAT; Taxation of individuals, partnerships and limited companies; Computer application in accounting.						
Learning Outcomes						
By the end of the module students will be able to:						
<ul style="list-style-type: none"> • Distinguish financial accounting from other kinds of accounting of the enterprise. • Understand the system of double entry accounting. • Acquire the methodological skills to capture transactions from all major functional areas of the company accounting practices. • Learn how changes in inventory on balance sheet accounts and income and expenses are to be charged on profit and loss accounts. • Attain the professional skills for preparing annual Income statements and balance sheets/SOFP. • Through implementing accounting techniques during their individual studies and also through the collaboration in different cases of accounting in class sessions, individual and social 						

competencies are expanded.		
Precondition(s)	Introduction to Business Administration	
LITERATURE		
Required		
Atrill. P., & Mc Lanney. E. Accounting and Finance for non-specialists. 6th edn.		
Davies. J. & Dodge. R. Foundations of Business Accounting. 2nd edn.		
Recommended		
Davies. T. & Crawford. I. (2011). Business Accounting and Finance. 1 st edn. Prentice Hall.		
McLaney. E. & Atrill. P. (2012). Accounting: An Introduction with My Accounting Lab. 6 th edn. Prentice Hall.		
Mode of Teaching and Learning		
Combination of lecture, discussion, active participation, quizzes, activities, case analysis, and examination.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Mathematic and Statistics

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 765	Obligatory	2	65	85	150	5
Lecturer			Albert Elam, George Sturm			
Language			English			
Aim of the Module						
<p>The aim of the course is to equip students with facts, intuition and skills necessary to critically read econometric research produced by others and to conduct independent econometric research. The student will grow in their verbal, written and communication skills.</p>						
Content of the Module						
<p>Mathematics for economists; Sequences and series (calculation of interest and compound interest, calculation of bonds, calculation of repayment, applied examples of financial mathematics, matrix calculation, linear equation system, linear optimization, differential calculation, excursion; commercial calculation); Statistics (Fundamentals, marking of empiric distributions, regression and correlation analysis, inductive statistics, exemplary specializations).</p>						
Learning Outcomes						
<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the importance of using mathematics and statistics as a tool for planning and decision making with problems of economic and business. • Explain different formulas behind financial ratios, interest calculations and other important financial concepts. • Apply basic econometric method as tools (including modern software package (R) for data analyses . • Estimate economic and social relationships to test hypotheses by using real data. • Evaluate and interpret business information and the results in a certain context. 						
Precondition(s)		-				

LITERATURE**Required**

Sturm. G. Introduction to Probability and statistics: Theory and Practice. (part 1).

Sturm. G. Introduction to Probability and statistics: Theory and Practice. (part 2).

Miller. D., Salzman. S., & Clendenen. C. Business Mathematics. 11th edn.

Laughbaum. E. & Seidel. K. (2009). Business math Excel application. 2nd edn. Pearson Education.

Recommended**Mode of Teaching and Learning**

Combination of lecture, exercises, active participation, quizzes, activities, case analysis, and examination.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Basic of Information Technology

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 764	Obligatory	I / II	65	85	150	5
Lecturer			Sandra Hader, Melissa St James, Goran Rafajlovski			
Language			English			
Aim of the Module						
<p>This module aims to introduce to the students the basic concepts of information technology, and its important role in the business environment. To enable them to use the simple principles of computer systems, databases, networking, and webpages.</p>						
Content of the Module						
<p>Basic concepts of data processing; Components of a computer system; Display of information; Software types; Application architectures; Basic Concepts databases and data modelling; Information and Knowledge Management; Basic concepts of business information systems; Internal company wide information systems; Fundamentals of Computer Networks (LAN, WAN, TCP / IP and the Internet); Network security; Creating websites.</p>						
Learning Outcomes						
<p>After completing this module, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the most important topics that have to do with the operation of computer systems, the structure, the function, the databases and their applications. • Describe the basics of computer communications, simple theoretical principles of computer systems they are familiar and can use. • Develop and implement small database applications. • Know applications of information and knowledge management. • Explain important computer networks. • Create simple web pages. 						
Precondition(s)		-				

LITERATURE		
Required		
O'Brien. A.,J. & Marakas. M.,G. (2009). Management information system. 9th edn. Boston. McGraw-Hill Irwin.		
Recommended		
Mode of Teaching and Learning		
Combination of lecture, discussion, active participation, quizzes, activities, exercises, presentation, case study, and examination.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	40 %
Partial Examination	1	20 %
Presentation	1	10 %
Home work	1	20 %
Key analyses	1	10 %
Total Percentage / Grade		100 %

Module Description: Business English

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L ^{oo} 749	Obligatory	I	65	85	150	5
Lecturer			Kit Batten			
Language			English			
Aim of the Module						
<p>The student will be able to hear and understand English spoken language; they will get familiar with business vocabulary and will use it in practice. They will be able to speak fluently and present themselves and their business in a professional way.</p>						
Content of the Module						
<p>Company descriptions (products, services); Socialize, engage in “small talk”; Call in a foreign language; Line or attending meetings (arranging and conducting of meetings, resolving conflicts); Understanding and writing different types of written notices and letters; Developing vocabulary.</p>						
Learning Outcomes						
<p>At the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Describe themselves and their professional context. • Become aware of intercultural differences. • Deal with everyday communication situations of the professional environment. • Identify and describe products and services. • Place calls and write good business letters. • Report on their business organization. • Conduct meeting or take a position as participants in session on various professional topics. • Express them in negotiation linguistically clearly and concisely. • Apply strategies to enforce own interests. 						

<ul style="list-style-type: none"> • Present project results and company profiles. 		
Precondition(s)	Good knowledge of high school in English (B2)	
LITERATURE		
Required		
<p>Comfort. J. Effective Negotiating. Oxford University Press. Lawas. A. Negotiations. Summetown Publishing. Fisher. R. & Ury. W. Getting to yes. Kennedy. G. The perfect Negotiation.</p> <p>Text from spotlight, especially by KEN TAYLOR is director of training for CSCT Interpersonal Skills (www.csct.ltd.uk) in London, and is co-author of The Vital Link (www.vital.link.net), a Web based, interactive communication skills package. He also writes each month in Spotlight. KDK Communication recommends <i>Business Spotlight</i> to all course participants. English Grammar in Use; CUP Raymond Murphy.</p>		
Recommended		
Mode of Teaching and Learning		
Exercises, seminar, application, group discussion, presentation, teamwork, active practice of the elements.		
TEACHING METHODOLOGY		
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.		
ASSESSMENT		
Studies during the module	Quantity	Percentage of the final grade
Written exam	1	60 %
Assignment and Presentation	1	40 %
Total Percentage / Grade		100 %

Module Description: Strategic Management I

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 830	Obligatory	III	65	85	150	5
Lecturer			Roger M. Jones, Paul Donders			
Language			English			
Aim of the Module						
<p>To give students an outline of the basic principles involved in strategic management. In this module, students will be presented with a number of examples of leadership based on well-known individuals. The nature of leadership will be discussed and compared to the different views and roles of management. This will lead to a consideration of personal and corporate vision and the holistic approach to management. It is also intended as an initial orientation in the role of taking responsibility in the organization and the issues involved in decision-making.</p>						
Content of the Module						
<p>Leadership approach and functions management; Characteristics of leaders, nature of leadership (good or bad leadership on the role of management); The importance of personal vision-identification of the personal aim, connections between personal, group, organizational and establishing of a society vision; Rudiments of management ideas, and comparison between scientific management with the needs of today; The decision making process; Directing vs. Empowering styles of management; Management systems and competencies; Management styles and organizational culture; Management styles, authority and accountability; Theories of communication; Optimal team structures; Human and organizational culture; Mechanistic and organic structure and contingency theory; Employment of networks of companies.</p>						
Learning Outcomes						
<p>At the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the effect and character differing management styles. • Compare and differentiate the role of manager versus leadership relating this to the organization with which they have become familiar in their first term practice phase. 						

- Identify the key important role of communication and the tools how to create, build and maintain effective teams.
- Analyse their organization.
- Differentiate the culture and structure and the relevance of differing cultures on the life and performance of the organization.
- Present this in the form of an individual analysis with considerable academic content.

Precondition(s)

Business administration

LITERATURE

Required

Textbook prepared by the instructor, hand outs. Students are expected to find their own sources via books or internet research.

Recommended

Paton. R. (1996). The New Management reader. London.

John. A. (2002). Inspiring Leadership. London.

Mode of Teaching and Learning

Lectures and through a case study working in groups studying a famous leader and making a class presentation of this. Lectures and through case study research based on their own organizations. Dialectic feedback and active participation in sharing first their business experiences are important components of this learning methodology.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Presentation	1	30 %
Individual Assignment	1	40 %
Group Assignment	1	30 %
Total Percentage / Grade		100 %

Module Description: Strategic Management II

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 831	Obligatory	IV	65	85	150	5
Lecturer			Roger M. Jones, Marcelle Bugre			
Language			English			
<p>Aim of the Module</p> <p>This module aims to give students an outline of the basic principles involved in strategic management and an introduction into models for strategic change. The essential differences between strategies and tactics will be discussed and the importance of clearly differentiating between these two aspects.</p>						
<p>Content of the Module</p> <p>Strategic concepts and theories; The environment; Strategic capabilities and strategic purpose; Business strategy; Corporate strategy and diversification; International strategy.</p> <p>A major part of this module is working in a team to arrive at innovative idea, to construct a 'real' organization with a vision into realizable strategies and to be able to 'sell' this idea to others.</p>						
<p>Learning Outcomes</p> <p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the key components of strategy that are used in organizational development. • Explore the importance of strategy, and the way these components can be analysed scientifically. • Use the right tools that can lead to better strategies that can ensure the achievement of organizational goals. • Analyse organizations by using tools such as SWOT analysis, Porter's five forces, the PESTEL analysis, as well as an analysis of the organizational mission, vision, goals and key competencies in relation to competitive markets. 						

- “Create” their own organization/company, basing the decisions they make on a real analysis of the environment and the market they aspire to enter.
- Emphasis should be placed not only on the academic issues of strategic management but also on the practical application and relevance of various strategic models. To achieve this, the course will take advantage of the dual nature of the Faculty educational approach and will take an interpolating stance rather than a deductive one, using the experiences in the student’s organization as a model for theoretical exploration (case study).

Precondition(s)

Business administration

LITERATURE

Required

Johnson. G., Scholes. K. & Whittington. R. (2009). Fundamentals of Strategy. Uk. Pearson.

Recommended

Mode of Teaching and Learning

Lectures on strategic concepts with the expectation of critical discussion on the part of the students. A term paper of 3000-5000 words shall be produced by each student to a good academic standard which displays their knowledge and ability to apply this to a practical application with which they are familiar is an integral learn and examining element of this course.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Presentation	2	15% +20 %
Assignment	1	55 %
Participation		10 %
Total Percentage / Grade		100 %

Module Description: Strategic Management III

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L° 832	Obligatory	VI	65	85	150	5
Lecturer			Roger M. Jones, Heather Skinner			
Language			English			
Aim of the Module						
<p>To introduce students to fundamental marketing concepts required for strategic marketing in an international context and to provide the basic knowledge required making a marketing plan for an organization, taking into account the special considerations of international marketing. Special emphasis shall be placed on the practical application of marketing concepts as well as the importance and special relevance of marketing philosophies for small and medium-sized enterprises.</p>						
Content of the Module						
<p>International marketing strategy; Relation between international business and strategic marketing; Competition and collaboration; Diversification of strategies and portfolio of business; When to go international?; Competition and its relevance to marketing in general; International marketing; Costs and risks of international ventures; Internationalization vs. Globalization; Safety factors; Choice criteria of relevant markets; External audits; Competitor analysis; Customer issues and cultural considerations; Internal audits; The utility of E-commerce; Ethical issues related to managing a global supply chain / value chain; Additionally, basic marketing concepts and theories will be revised as necessary in an international context; The Marketing Mix in International Marketing; Product issues in both consumer and industrial markets; Standardization vs. Adaptation; Place issues, deciding how to enter a foreign market; Indirect exporting and its advantages; Direct exporting-domestic based sales representation; Overseas sales subsidiary; Licensing; Franchising; Joint Ventures; Direct Investment; Factors affecting choice of market entry method; Implications of market exit; International pricing systems and pricing corridors; Global brands, brand provenance and Country of Origin Effect; International marketing communications; Reorganizing for International Marketing; Centralization v. Decentralization; Strategic orientation of international organizations; Marketing planning</p>						

fundamentals; Business Mission; The Marketing Audit; SWOT Analysis; Marketing objectives; Using segmentation theories in international marketing; Core Strategy – how objectives can be accomplished; Tests of an effective core strategy; Marketing mix decisions; Organization and implementation; Control; The rewards of marketing planning; Problems in making planning work; How to handle marketing planning problems.

Learning Outcomes

At the end of the module student will be able to:

- Building upon the work in marketing of the previous semester.
- Gain knowledge of the structure and content of a marketing plan as well as the special marketing methods.
- Create a comprehensive international marketing plan for their organization (or part of their organization).
- Apply the methods when the organizations go international.
- Analyse the real market situations
- Make marketing management decisions based on a thoroughly academic analysis.

Precondition(s)	Marketing I and II, Strategic Management II
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LITERATURE

Required

Johnson. G., Scholes. K. & Whittington. R. (2009). Fundamentals of Strategy: And my strategy Lab. Uk. Pearson.

Morgan. G. (2006). Images of Organization. Prentice Hall.

Recommended

Mode of Teaching and Learning

Lecture, case study, discussion and problem solving.

TEACHING METHODOLOGY

Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written Exam	1	100 %
Total Percentage / Grade		100 %

Module Description: Scientific Work

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°763	Obligatory	I V	45 20	45 40	90 60	5
Lecturer			Ema Kristo, Vilma Tafani			
Language			English			
Aim of the Module						
Students know the basic characteristics of scientific papers and major epistemological positions and are familiar with basic science theoretical concepts. They know the phases of the research process and include an overview of the methods of empirical research.						
Content of the Module						
Specific to Semester 1:						
Introducing to academic writing; Theory of science and methods of social research; Assignment for project reports; Characteristics and forms of scientific work; Choice and specification of the subject; Literature review and information evaluation; Definition of the structure and organization of work; Content and form of the manuscript; Methods of Social Research; Phases of the research process; Concept specification; Operational and measurement; Research design competitions; Data collection techniques.						
Specific to Semester 2:						
Project outline for thesis; Independent planning of a research process and developing research design (Expose) under guidance of the lecturer.						
Learning Outcomes						
By the end of the module students will be able to:						
<ul style="list-style-type: none"> Formulate a scientific problem to be processed. 						

- Perform a structured literature review and make critical analyses to the source of the literature.
- Develop an appropriate research design implementing that in a form of structured written report that meets scientific criteria.
- Identify the different phases of research process especially hypothesis formation.
- Individually apply the surveys techniques (data collection) of the empirical research in context of project report and thesis writing (observation, survey, experiment or content analysis).
- Differentiate science theoretical position, science theoretical concepts and identify business administration as a science.
- Makes differences between quantitative vs. qualitative types of research work
- Independently plan a research process for a possible thesis topic
- Develop a research design (Expose) for the possible thesis topic (choice and specification of the topic, problem definition and goal formulation, literature search and information gathering, selection and development of a method of an analyses, determination of the structure and layout).
- Work on a research work using “Citavi”. The students know the procedure, and survey techniques (such as surveys, experiments, content analysis) of social research and can independently apply these in the context of project work and the dissertation. Group work, discussions and presentations increase following social and personal areas of expertise: Working in partnership, enforcement and persuasiveness, conflict resolution, active listening, verbal expressiveness, analytical capability and capacity for self-reflection.

Precondition(s)	-
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LITERATURE

Required
Ranjit. K. (2005). Research Methodology: A step guide for beginners. London.
Tuarabian. K. (2003). A manual for writers of research Papers, Thesis and dissertation. Chicago and London.
St.Mary’s University of Minesota(2014).Qualitative vs quantitative research retrieved form.
<http://www2.smumn.edu/deptpages/tclibrary/tutorials/finding/qualitative.php>
Swales & feak(1994).Academic writing for graduated students. University of Michigan, Press
Weissberg&Buker.(1990). Writing up research. Prentice hall regents.

Recommended

Mode of Teaching and Learning
Seminar, individual work and study

TEACHING METHODOLOGY
Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Written Exam	1	60 %
Term paper	1	40 %
Total Percentage / Grade		100 %

Module Description: Intercultural Communication, Presentation and Project Management

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°°760	Obligatory	II	65	85	150	5
Lecturer			Stephen Holmes, Roy Atwood			
Language			English			
Aim of the Module						
<p>This course is an introduction to basic concepts of communication, communication models and skills, (including intercultural communication and how it relates to the global business workplace) the role and importance of a good presentation and how to prepare a scientific presentation. The basics for the project management will be introduced as well.</p>						
Content of the Module						
<p>Basic of communication; Overview of communication models; Intercultural communication history and competence (task and goals); Planning and organization process of communication as a part of the culture of the whole enterprise; Basic elements of management process of IC; Cooperation skill and conflict management; Interview techniques; Change skills for work and working, dealing with emotion; Moderation, presentation, discussion, argumentation, and negotiation techniques.</p> <p>Presentation skills: Application areas and objectives of a presentation; Presentation of dramaturgy; Use of media and visualization; Nonverbal communication (Body language, facial expression and gestures-dealing with stage fright); Discussion fashion ration; Follow-up of presentation-specifics: the scientific presentation.</p> <p>Project Management: Basics Project and Project Management; Phases of project management (project design and project implementation); Project organization; Leadership and project teams; Operating vs. strategic project management; Planning of project schedules; Project costs and project resources; Project control</p>						

communicative peculiarities in projects supporting change processes.

Learning Outcomes

In the end of module students will be able to:

- Understand basic terminology such as culture, communication, corporate culture, diversity, models in communication, presentation and project management,
- Recognize cultural features, the communication models, their own communication strengths and potential to reflect the communication behaviour itself and use all the aspects in a corporate context.
- Demonstrate acquired knowledge and techniques for the systematic relationship between theory and practice in the global workplace.
- Develop a sense of conflictual topics of conversation and know how to deal with them;
- Demonstrate knowledge, skills and attitudes on how to cope with changes in the working and professional lives independently, creatively and anticipatory.
- Strengthen their communication and presentation skills by means of practical examples, exercises and role plays to apply in practical training phases.
- Analyse and evaluate a company operating as a social system with its communication and interaction processes.
- Learn their own work, especially in project form, structure and organize itself.
- Become familiar with the strategies, tools, and principles of a successful planning, organization, management and control of projects during their work groups.
- Assess through different cases, their progress in communicative, presentation skills and project work and give independent view and conclusions.

Precondition(s)	Scientific work module
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LITERATURE

Required
 Varner. I. & Beamer. L. (2011). Intercultural Communication in the Global Workplace. 5th edn. Boston.
 Burke. R. (2003). Project Management. England. Wiley.
 Passenheim. O. Project Management. Germany. Bookboon.com.
 Ajam. A., Mounir. Project Management. Germany. Bookboon.com.

Recommended
 Catmull. E. (2008). How Pixar Fosters Collective Creativity.
 Ghosn. C. (2002). Saving the Business Without Losing the Company.
 Yunus. M. (1999). The Grameen Bank.
 Samovar. L. & Porter. R. Intercultural Communication.

TEACHING METHODOLOGY
 Combination of lecture, discussion, active participation, presentations, case studies, writing essays / assignments.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Presentation	1	30 %

Project work assignment	1	40 %
Written exam	1	30%
Total Percentage / Grade		100 %

Module Description: Practical Training I

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 880	Obligatory	I and II	10	290	300	10
Lecturer			Martin Brunner, Mangalina Cane			
Language			English			
Aim of the Module						
<p>Practical application of the knowledge acquired during the theoretical quarters, describe and document the general orientation of the company, understand general aspects of material management and marketing and sales in their company, select a problem to be solved in form a project and write the project report as a scientific paper.</p>						
Content of the Module						
<p>Specific to Semester 1:</p> <p>Understand and document the company's fundamentals of material management, production management and logistics (organization – disposition – purchase – inventory control – fundamentals of production-production planning and control-logistic).</p> <p>Specific to Semester 2</p> <p>Understand and document the company's fundamentals of marketing and sales (main markets, customers, sales organization, marketing, public relation).</p>						
Learning Outcomes						
<p>Specific to Semester 1 "Function material management".</p>						

In the end of PT1 student will be able to:

- Understand the material flow and different material management functions of the company.
- Understand the purchasing policy/ strategy of the company.
- Explain how purchasing and logistic activities are integrated into the organizational structure of the company.
- Apply techniques for inventory, warehouse and distribution management in their specific condition of the company.
- Apply the key performance figures to measure the effects of purchasing, e.g. the contribution to achievement of objectives.
- Explain processes and methods to select appropriate suppliers.
- Analyse the policy for supplier relation management.
- Select a “problem to be solved” in the field of PTI in company.
- Describe the problem and formulate the theme of the project report.

Specific to Semester 2 “Function Marketing and Sales”.

In the end of PT2, the student will be able to:

- Explain the markets and customers of the company and their needs.
- Describe the sales organization and the main sales as well as public relation activities.
- Understand the importance of the marketing strategy and explain how it is implemented.
- Analyse and cost of marketing in relation to the total cost of the product.
- Solve selected the problem in the company in form of a project work.
- Write the project report according to scientific criteria.

Precondition(s)

Theoretical modules on the respective subjects.

LITERATURE

Required

Arnold. T., Chapman. N., Clive. L. (2008). Introduction o materials management. 7th edn.

Monczka. R., Handfield. R., Giunipero. L., Patterson. J. & Waters. D. (2010). Purchasing and Supply Chain Management. UK.

Philip. K. Marketing Management. 2nd edn. Pearson.

Burke. R. (2003). Project Management. England. Wiley.

Passenhein. O. Project Management. Germany. Bookboon.com.

Ajam. A., Mounir. Project Management. Germany. Bookboon.com.

Other hand-outs (atricles, case studies, etc.) from the module “Research Work”.

Hand – outs on general project management.

Recommended

Mode of Teaching and Learning

The practical training should be done in the diverse departments of the enterprise, which are responsible for the functional areas of material management and marketing and sales. It should be concentrated on the fields of information, cooperation in daily business respective routine work and the realization of project tasks in the student's own responsibility.

<p>The coaches have to discuss with the students the tasks of the department and the objectives of the forthcoming practical training.</p> <p>Regular information exchanges between university and company should take place in the course of Practical Training, especially for the definition of the title of the project work and the final assessment.</p>
<p>TEACHING METHODOLOGY</p> <p>On job training, coached by professionals.</p>
<p>ASSESSMENT</p> <p>No grading, only “passed” or “not passed”.</p>

Module Description: Practical Training II

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 882	Obligatory	III and IV	10	290	300	10
Lecturer			Martin Brunner, Mangalina Cane			
Language			English			
Aim of the Module						
Practical application of the knowledge acquired during the theoretical quarter, in the functions of accounting and HR Management and Organization.						
Content of the Module						
To understand the general context of the company and how the company has implemented the theoretical principles.						
Specific to Semester 3: Organization-cost and profit accounting-investment and financing, current account/ balance sheet accounting.						
Specific to Semester 4: General understanding of organization, and human resources management; Organization of processes; Staff management; Organization staff planning and recruitment; Staffs care; Human resource development; Staff administration; Wage and salary administration; Labour law; Industrial safety; Accident prevention and environmental protection.						
Learning Outcomes						
Specific to semester 3 “Financial and Management Accounting”						
At the end of this internship the students will be able to:						

- Understand the way the accounting is organized and the principles of accounting applied.
- Explain the budget processes and the way the budget is established.
- Identify the procedures used to control debtors. Discuss the way that information for the regular account is collected.
- Interpret the cash flow of the company.
- Analyse the way that the monthly accounts are used to control operation.
- Analyse the P&L sheet (including cost position) and the position of the balance sheet.
- Assess the importance of the financial information for different management meetings and the kinds these meetings held for the discussion on the progress against budget.
- Select a problem to be solve in the company and formulate the project title

Specific semester 4:

- Understand the company organizational structure.
- Describe the main business processes and the relation to the chart.
- Explain the HR policy, and the main functions and the organization of the HR department.
- Analyses the HR planning and recruitment process.
- Evaluate the personnel development plan and the salary scheme of the company.
- Improve the capabilities in problem solving and project work and better learn to summarize the results achieved in a comprehensive project report.

Precondition(s)

Practical Training I

LITERATURE

Required

Specific literature according to the project work. To be determined by the recommendations of the N.G. University.

Atrill. P., & Mc Lanney. E. Accounting and Finance for non-specialists. 6th edn.

Davies. J. & Dodge. R. Foundations of Business Accounting. 2nd edn.

Atrill. P. & McLaney.E. (2013). Accounting and Finance for Non-Specialists. 8th edn. New York: Prentice

Burke. R. (2003). Project Management. England. Wiley.

Passenheim. O. Project Management. Germany. Bookboon.com.

Ajam. A., Mounir. Project Management. Germany. Bookboon.com.

Bohlander. G. & Snell. S. (2010). Managing Human Resources.15th edn. Ohio: South-Western

Recommended

Davies. T. & Crawford. I. (2011). Business Accounting and Finance. 1st edn. Prentice Hall.

McLaney. E. & Atrill. P. (2012). Accounting: An Introduction with My Accounting Lab. 6th edn. Prentice Hall.

Drury. C. (2014). Management and Cost Accounting. 6th edn.

Weetman. P. (2013). Management Accounting: An Introduction. 6th edn. Prentice

Daft. R. L. (2008). Management. 8th edn. Ohio: South-Western Cengage

Mode of Teaching and Learning

There is a focus on application of the theoretical knowledge of the specific content of the module in practice.

Students will be encouraged to solve practical problems of medium difficulty, to take part in professional discussions and give the right feedback. The practical training in the diverse departments of the enterprise should be concentrated on the fields of information, cooperation in daily business respective routine work and the realization of project tasks in the student's own responsibility. The coaches are to discuss with the students the tasks of the department and the objectives of the forthcoming practical training. Regular information exchanges and finally a concluding assessment should take place in the course of the practical training

TEACHING METHODOLOGY

On job training, coached by professionals.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
Project report presentation		100%

Module Description: Practical Training III

Code	Type of the Module	Semester	Contact hours	Self study hours	Hours Total	Credits (ECTS)
L°° 882	Obligatory	V and VI	10	290	300	10
Lecturer			Martin Brunner, Mangalina Cane			
Language			English			
Aim of the Module						
<p>Students gather in the practical phases of the third year in-depth work experience and can identify and evaluate operational relationships between the business and functional areas. They apply direct in practice the problem-solving methods to complex situations and develop their social, methodological and personal skills.</p> <p>Specific goals of PT5: To enable students to understand what their role in company could be, to select the specific subject of specialization and deepen their academic and practical knowledge. To understand the context of the thesis and develop first ideas for its final Concept</p> <p>Specific goal PT6: By writing the thesis the student shall prove that he/she has the necessary expertise and methodology to solve a professional research question. The student shall further demonstrate that he/she is capable of analysing and structuring the question, planning how to answer it and summarize the findings in a comprehensive report.</p>						
Content of the Module						
<p>Specific to Semester 5: Based on personal ambition: specialization in one the functions offered by the Faculty (material and</p>						

production management, marketing, Finance, accountancy and controlling, Human resources management and organization.

Specific to semester 6:

This is the period when students go deeply in specialization in selected function and write the thesis.

Learning Outcomes

At the end of PT5 student will be able to:

- Orally explain the fundamentals of the chosen specialization subject.
- Describe how these fundamentals are applied in the company.
- Identify in cooperation with his coach the practical problem to be solved in company and define the possible research question for his/her thesis.
- Select and argue the appropriate methodology to be used and explain steps on the achievements.
- Describe the background and goal of their thesis, the expected results, the major milestones and the necessary sources and stakeholders in form of an exposé.

Specific to PT6:

During the writing the thesis students will be able to demonstrate:

- Thorough and comprehensive professional knowledge
- The ability to work analytically and systematically
- The use of the appropriate research methodology
- The application of problem-solving and project management techniques
- The knowledge of the specific processes of the company
- The ability to implement theoretical solutions in to practice
- The capability to document of the research process as well as the findings
- The competence to present and defend the findings orally.

Precondition(s)

Practical Training I and II

LITERATURE

Required

Specific literature according to selected specialisation to be determined by the recommendations of the N.G. University.

Recommended

Mode of Teaching and Learning

Training on the job in the departments of the companies, corresponding with the content of the selected specialization, project work, seminars, and workshops.

TEACHING METHODOLOGY

On job training, coached by professionals.

ASSESSMENT

Studies during the module	Quantity	Percentage of the final grade
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Oral exam PT 5	1	100%
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