



Design, Technology and Management Society International

Company Limited by Guarantee

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E-mail: info@dtmsi.co.za Website: www.dtmsi.org

in collaboration with



POTGIETER TRAINING CONSULTANTS

Registration Number 2007/162926/23

Website: www.potgietertraining.com Email: johan@potgietertraining.com

**DTMSI DIPLOMA PROGRAM
AND
DEGREE EQUIVALENCY PROSPECTUS**

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**UNDERGRADUATE BUSINESS AND
MANAGEMENT PROGRAMS**

PROFILE

The Design, Technology and Management Society International officially started in 1995 as a professional learned institution with a vision to provide a service to the world community in the fields of endeavor encompassed by it. It is one of the most diversified and structured institutions and has a multi-disciplined structure with two chapters. Membership is possible within either the Technological Chapter or Managerial Chapter. Both chapters are structured with sub-divisions and interest groups. Some of these sub-divisions are The MBA and Professional Managers Guild, International of Institute Engineers, International Guild of Academicians and the International Institute of Scientists.

The Society is one of few professional learned institutions in the world with its own developed degree programs from diploma level to the doctoral level in many fields of endeavor. Degree programs are available through approved academic institutions associated with the DTMS – International. It is one of few professional learned institutions worldwide with a certification and registering sub-division in many fields of endeavor. It also provides a certification service to the managerial community and is one of few institutions of this nature in the world.

The Society operates internationally with representation in many countries in the world such as: The Peoples Republic of China, Japan, Indonesia, Hong Kong, Macau, Vietnam, Malaysia, Singapore, Philippines, United Kingdom, USA, Italy, Malta, India, Fiji Islands, France, South Africa, Tanzania, Sierra Leone and Nigeria, Uganda, Ghana and several other countries.

Through its links all over the world, it has buildup relations with many prominent organizations and educational establishments. The Society's objects are to assist its members to gain the maximum level of professionalism and professional standing in their careers, which is possible to achieve. Professional development is the key objective along with the society's usual services to members and member organizations.

PROGRAM AND COURSE EVALUATION



The Design, Technology and Management Society International Professional Development Education meets the minimum standards and requirements by law in the USA applicable to professional education providers. Our staff's qualifications have been evaluated by California University FCE as having met the requirements of the U.S. Law on Continuing Education of Licensed Professionals. DTMSI graduates may apply to California University FCE for the evaluation of their DTMSI Professional Development Education based on the rules and regulations applicable to Continuing Education Providers as meeting the equivalent academic standards comparable to accredited university degree level coursework. For more information about their services, applicable fees and an application, kindly contact them at:

<http://www.cufce.org/> **E-mail Address:** cauniversity@cufce.org
Tel No: (323) 464-5285, Tel No: (213) 447-3546, Fax No: (323) 871-0863

Postal Address:

6556 Fountain Avenue, Los Angeles, CA 90028-7823

Rush Delivery Address:

California University Foreign Credential Evaluations & Research
6556 Fountain Avenue, Los Angeles, CA 90028-7823



California University FCE

Los Angeles

Certificate of Affiliation

Be it known that in recognition of the splendid performance and achievements in higher continuing education for the promotion and development of Engineering, Design, Science, Technology and Management, his certificate of affiliation is hereby awarded upon

Design, Technology & Management Society International

Whereas, its member-graduates are awarded certificates and continuing education credits; these credits shall be given the equivalency credits awarded by the regionally and nationally accredited colleges and universities of the United States of America.

In testimony whereof, the seal of California University FCE, the signature of the President, the Secretary and the Executive Director are hereunto affixed. Given at the Los Angeles, California, United States of America, this 17th day of September 2008.

Document No. CU4314-09-1808



Luis Amoroso
LUIS AMOROSO
President

Dil Nentia Valladares
DIL NENTIA VALLADARES
Executive Director

Luciano S. Amador
LUCIANO S. AMADOR
Secretary



RECOMMENDATION TO STUDENTS

The DTMSI highly recommend our graduates have their Society diplomas evaluated by CUFCE as per the above samples. The following is recommended:

1. An Apostle from the USA Secretary of State testifying the authenticity of your DTMSI credential
2. The CUFCE Credential Report stating its USA equivalency, and
3. The equivalent CUFCE Diploma with Transcript with USA equivalency suitable for usage and framing

These documents are legal in any country and testify that your diploma is equivalent to a regionally accredited USA degree from a recognized USA university.

Benefits of credential evaluation:

1. These credentials can also be used by students to seek employment or to apply to USA or similar institutions abroad for further studies.
2. It may also serve to assist students to apply for professional registration or membership with such organizations.
3. Prove you have an acceptable and recognized qualification to your employer for career advancement.

APPLICATION PROCEDURES TO STUDY DTMSI COURSE PROGRAMS

Prospective students are requested to apply through your consultant or agent and to provide all the information to them. This will ensure that all the required information copies of documents and any further requested information shall be obtained. It will ensure that there will be no delays. Where mature students apply, the agency or consultancy may on the request of the DTMSI interview the applicant and also conduct a survey to assess the eligibility of the applicant. Such applicants will be enrolled provisionally under conditions applicable to each case. The agency shall also give the student all the relative information and guidance to enroll into the appropriate program best suited to their ability. An assessment shall also be conducted to ensure that the student can meet the practical and laboratory requirements as well as having the minimum time available to undertake and complete the course of study.

This procedure is applicable to all enrolments for all the schools listed below.

1. Completed application form
2. Copies of credentials with transcripts detailing subjects completed
3. Comprehensive CV – resume with a detailed description of the prospective student's employment, responsibilities, practical experience and EXPERIENTIAL LEARNING achievement.
4. recommendation letters from referees where required or letter from employer
5. Information about completed research, studies or work undertaken NOT PREVIOUSLY PRESENTED for diploma/degree award.
6. Information about how tuition shall be paid and the presentation of such documents
7. Registration fee applicable
8. Copy of ID or valid passport
9. Statement of how you wish to study and whom will be appointed as mentor where required
10. Postgraduate student's needs to complete a narrative as required for the program in the proposed field of study. Details will be given to the applicant what is required.

AVAILABLE CERTIFICATE AND DIPLOMA PROGRAMS

Certificate in Business Management
Certificate in Finance and Accounting
Certificate in Marketing Management
Diploma in Business Management
Diploma in Finance and Accounting
Diploma in Marketing Management
ADVANCED Diploma awarded by DTMSI or
Bachelor of (BBA) in Business Management
ADVANCED Diploma awarded by DTMSI or
Bachelor of Commerce (B Com) Degree in Finance and Accounting
ADVANCED Diploma awarded by DTMSI or
Bachelor of Arts (BA) Degree in Marketing Management
ADVANCED Diploma awarded by DTMSI or
Bachelor of Science (B S) Degree in Financial Mathematics
Certificate in Hotel Management (awarded by the DTMSI)
Diploma in Hotel Management (awarded by the DTMSI)
Advanced Diploma in Hotel Management (awarded by the DTMSI)
Bachelor's Degree in Hotel and Hospitality Management

GENERAL INFORMATION

All DTMSI developed programs are equivalent to university degree programs. For example, a BBA would be equivalent to the Advanced Diploma and a Masters Degree equivalent to the Postgraduate Diploma. Usually when students are enrolled within universities where they study DTMSI developed degree programs they are eligible to apply to the DTMSI for the appropriate Society credential. The Society will award them our related credential and appropriate transcript upon application and payment of the applicable fee. Where students are enrolled into joint DTMSI – University Degree programs, students will receive their DTMSI credentials at no additional cost upon successful completion of the program.

Likewise, where DTMSI enrolled students have successfully completed their Society diploma program they may apply to the DTMSI for the equivalent degree awarded by the cooperating university. In this case the appropriate graduation fees and any administrative fees payable must be paid.

It is usually advantageous for students to choose to enroll first into the DTMSI program and to transfer their credits to the equivalent university degree program at a later stage or to apply for the degree upon completion. During their studies they are able to study more flexible as well as having more freedom due to different rules and regulations while enrolled via the DTMSI. The equivalency of the programs makes it possible to consider this as an option because the same textbooks, study guides and coursework requirements are used.

Students may apply to the DTMSI through our appointed representatives or cooperating partners for these awards.

ENROLMENT

The DTMSI uses the open enrollment system, which means students may enroll at any date and time throughout the year. Students may also enroll for the complete program or part of any program or for each section such as the certificate, diploma and complete program. The usual rules applicable to universities will apply. Where students do

not have the required entry level knowledge or requirements, the DTMSI will prescribe bridging coursework as required to meet the minimum entry level requirements.

SINGLE SUBJECTS

Any subjects for any diploma program may be taken as a single course. Students may enroll at any time to study single subjects. Subjects may be listed on transcripts and specified as independent completed coursework. For less than seven completed courses, the DTMSI will issue the usual transcript in the prescribed manner. For completed coursework containing more than seven subjects, the DTMSI will award a certificate and transcript. For more than fourteen subjects, a diploma will be awarded when students choose to study single subjects.

SCHOOL OF BUSINESS AND MANAGEMENT

The information about subjects, electives, textbooks, coursework requirement, study guides etc., are the same for the DTMSI diploma programs. Therefore, they are not specifically listed below. For information about this option, refer to the appropriate degree program indicated

General options:

Certificate in Business Management

This course aim is to provide the student with the general knowledge required for junior positions in management capable of performing business management duties or to assist and to supervise for professionals and managers. The course equips individuals with the basic introductory knowledge to understand the basic skills of management or to work as team members or under guidance and supervision of senior professionals.

COM1002	Communication Skills I (English Composition)
COM1003	Communication Skills II (Composition in Business)
BUS1301	Micro Economics
BUS1302	Macro Economics
BUM2001	Principles of Management
BUS2001	Introduction to Accounting
INF2003	Computers and Information
BUS2023	Leadership

After the completion of the above courses, the Society will award the Certificate in Business Management. Students may continue completing the Diploma and will be granted exemption for the completed courses taken for the diploma program.

Certificate in Finance and Accounting

This course aim is to provide the student with the general knowledge required for junior positions in financial management capable of performing financial management duties or to assist and to supervise for professionals and managers. The course equips individuals with the basic introductory knowledge to understand the basic skills of management or to work as team members or under guidance and supervision of senior professionals.

BUS1021	Business Ethics
BUS1301	Micro Economics
BUS1302	Macro Economics
PSY1002	Business Psychology
BUS2001	Principles of Management
BUS2004	Business Law
BUS2001	Introduction to Accounting
BUS2052	Computing Accounting Methods

After the completion of the above courses, the Society will award the Certificate in Finance and Accounting. Students may continue completing the Diploma and will be granted exemption for the completed courses taken for the diploma program.

Certificate in Marketing Management

This course aim is to provide the student with the general knowledge required for junior positions in marketing management capable of performing marketing management duties or to assist and to supervise for professionals and managers. The course equips individuals with the basic introductory knowledge to understand the basic skills of management or to work as team members or under guidance and supervision of senior professionals.

COM1002	Communication Skills I (English Composition)
COM1003	Communication Skills II (Composition in Business)

BUS2001	Principles of Management
BUS2023	Leadership
BUS2001	Introduction to Accounting
BUS2011	Marketing Management
BUS3026	Organizational Behavior
BUS4010	International Marketing

After the completion of the above courses, the Society will award the Certificate in Marketing Management.

Students may continue completing the Diploma and will be granted exemption for the completed courses taken for the diploma program.

Diploma in Business Management

This course aim is to provide the student with the general knowledge required for positions in management capable of performing business management duties or to assist and to supervise for professionals and managers in a general business environment. The course equips individuals with the general knowledge to understand and apply the basic skills of management or to work as team members or under guidance and supervision of senior professionals.

COM1002	Communication Skills I (English Composition)
COM1003	Communication Skills II (Composition in Business)
BUS1301	Micro Economics
BUS1302	Macro Economics
BUS1001	Office Management
BUM2001	Principles of Management
BUS2001	Introduction to Accounting
INF2003	Computers and Information
BUS2023	Leadership
BUS2051	Business Statistics I
BUS2012	Finance
BUS2004	Business Law
BUS2023	Leadership
BUS2011	Marketing Management
BUS2024	Human Resources Management
BUS3017	Small Business Management
BUS3026	Organizational Behavior

After the completion of the above courses, the Society will award the Diploma in Business Management. Students may continue completing the Advanced Diploma and will be granted exemption for the completed courses taken for the diploma program.

Diploma in Finance and Accounting

This course aim is to provide the student with the general knowledge required for positions in financial management capable of performing financial management duties or to assist and to supervise for professionals and financial managers in a general business environment. The course equips individuals with the general knowledge to understand and apply the basic skills of management or to work as team members or under guidance and supervision of senior professionals

BUS1021	Business Ethics
BUS1301	Micro Economics
BUS1302	Macro Economics
PSY1002	Business Psychology
BUS2001	Principles of Management
BUS2004	Business Law
BUS2001	Introduction to Accounting
BUS2012	Finance
BUS2052	Computing Accounting Methods
BUS2053	Leadership
BUS2051	Business Statistics I

BUS2054	Accounting
BUS3018	Financial Accounting
BUS3057	Computerized Accounting I
BUS3058	Computerized Accounting II

After the completion of the above courses, the Society will award the Diploma in Finance and Accounting. Students may continue completing the Advanced Diploma and will be granted exemption for the completed courses taken for the diploma program.

Diploma in Marketing Management

This course aim is to provide the student with the general knowledge required for positions in marketing management capable of performing marketing management duties or to assist and to supervise for professionals and marketing managers in a general business environment. The course equips individuals with the general knowledge to understand and apply the basic skills of management or to work as team members or under guidance and supervision of senior professionals

COM1002	Communication Skills I (English Composition)
COM1003	Communication Skills II (Composition in Business)
PSY1002	Business Psychology
BUS1004	Business Law
BUS1021	Business Ethics
MNM1001	Introduction to Accounting
BUS1301	Micro Economics
BUS1302	Macro Economics
PUL1009	Public Relations
BUS2051	Business Statistics I
BUS2052	Business Statistics II
BUM2001	Principles of Management
INF2003	Computers and Information
BUS2011	Marketing Management
BUS4010	International Marketing
BUS4014	Marketing Strategy

After the completion of the above courses, the Society will award the Diploma in Marketing Management. Students may continue completing the Advanced Diploma and will be granted exemption for the completed courses taken for the diploma program.

Undergraduate Full Course Options:

ADVANCED Diploma awarded by DTMSI or Bachelor of (BBA) in Business Management

Awarded by affiliated universities
Please apply to the Society for more information

The diploma in business management aims to provide the student with all the knowledge and expertise to be able to work independently in managerial and similar administrative positions. The purpose is also to equip the student with the knowledge and skills and to advance further into more senior positions in management and administration. The program begins with a set of core courses forming the basis of the program and allows the student to choose a major study area from the list below

COM1002	Communication Skills I (English Composition)	3 credits
COM1003	Communication Skills II (Composition in Business)	3 credits
HUM1001	Literature of the Western World I	3 credits
HUM1002	Logical Reasoning	3 credits
PUL1009	Public Relations	3 credits
BUS1021	Business Ethics	3 credits
HIST1001	World History I	3 credits
PSY1002	Business Psychology	3 credits
MTH2010	College Algebra	3 credits
BUS1301	Micro Economics	3 credits
BUS1302	Macro Economics	3 credits
BUS1001	Office Management	3 credits
BUM2001	Principles of Management	3 credits
BUS2001	Introduction to Accounting	3 credits
BUS2051	Business Statistics I	3 credits
BUS2052	Business Statistics II	3 credits
BUS2012	Finance	3 credits
INF2003	Computers and Information	3 credits
BUS2004	Business Law	3 credits
BUS2023	Leadership	3 credits
BUS2011	Marketing Management	3 credits
BUS2024	Human Resources Management	3 credits
BUS3017	Small Business Management	3 credits
BUS3026	Organizational Behavior	3 credits
Select any three courses from -		
BUS3028	Project Management	3 credits
BUS3006	Service Management	3 credits
BUS3025	Business Forecasting	3 credits
BUS3022	Banking	3 credits
BUS3030	Investment Management	3 credits
BUS3027	Strategic Management	3 credits
Select any four courses from -		
BUS3018	Financial Accounting	3 credits
BUS3019	Management Accounting	3 credits
BUS3020	Corporate Finance	3 credits
BUS3022	Banking (not to be selected if selected in section above)	3 credits
BUS3033	Management Information Systems	3 credits
BUS4037	Decision Management	3 credits
Select any four courses from -		
BUS4029	E-Business Management	3 credits
BUS4038	Sales Management	3 credits
BUS4010	International Marketing	3 credits
BUS4007	Consumer Management	3 credits
BUS4008	Marketing research	3 credits
BUS4014	Marketing Strategy	3 credits
BUS4016	Advertising and Promotion	3 credits
BUS4032	Financial Analysis	3 credits
Select any one course from -		
BUS4031	Risk and Insurance Management	3 credits
BUS4036	Investment Analysis	3 credits
BUS4034	Portfolio Analysis	3 credits
BUS4035	Risk Management in Banking	3 credits
Compulsory Course Section:		
EM4R003	Research Methods	3 credits
EMR4002	Research Methodology	3 credits
Course Completion:	Thesis	6 credits

**ADVANCED Diploma awarded by DTMSI or
Bachelor of Commerce (B Com) Degree in Finance and Accounting**

Awarded by affiliated universities
Please apply to the Society for more information

The diploma in accounting and finance aims to provide the student with all the knowledge and expertise to be able to work independently in managerial and similar positions. The purpose is also to equip the student with the knowledge and skills and to advance further into more senior positions in management and administration. The program begins with a set of core courses forming the basis of the program and allows the student to choose a major study area from the list below

COM1002	Communication Skills I (English Composition)	3 credits
COM1003	Communication Skills II (Composition in Business)	3 credits
HUM1001	Literature of the Western World I	3 credits
HUM1002	Logical Reasoning	3 credits
PUL1009	Public Relations	3 credits
BUS1021	Business Ethics	3 credits
HIST1001	World History I	3 credits
PSY1002	Business Psychology	3 credits
MTH2010	College Algebra	3 credits
BUS1301	Micro Economics	3 credits
BUS1302	Macro Economics	3 credits
BUS1021	Business Ethics	3 credits
BUS2004	Business Law	3 credits
BUS1301	Micro Economics	3 credits
BUS1302	Macro Economics	3 credits
BUS2001	Principles of Management	3 credits
INF2003	Computers and Information	3 credits
BUS2001	Introduction to Accounting	3 credits
BUS2012	Finance	3 credits
BUS2054	Accounting	3 credits
BUS2052	Computing Accounting Methods	3 credits
BUS2051	Business Statistics I	3 credits
BUS2052	Business Statistics II	3 credits
BUS2053	Leadership	3 credits
BUS3018	Financial Accounting	3 credits
BUS3057	Computerized Accounting I	3 credits
BUS3058	Computerized Accounting II	3 credits
BUS3027	Strategic Management	3 credits
BUS3019	Management Accounting	3 credits
Select any five courses from		
BUS3006	Monetary and Currency Systems	3 credits
BUS3020	Corporate Finance	3 credits
BUS3056	Taxation	3 credits
BUS3053	Cost Accounting	3 credits
BUS3025	Business Forecasting	3 credits
BUS3033	Management Information Systems	3 credits
BUS3022	Banking	3 credits
BUS3030	Investment Management	3 credits
BUS4032	Financial Analysis	3 credits
BUS4037	Decision Management	3 credits
BUS4036	Investment Analysis	3 credits
BUS4034	Portfolio Analysis	3 credits
Select any one course from -		
BUS4031	Risk and Insurance Management	3 credits
BUS4035	Risk Management in Banking	3 credits
Compulsory Course Section:		
EMR4003	Research Methods	3 credits
EMR4002	Research Methodology	3 credits
Course Completion:	Thesis	6 credits

**ADVANCED Diploma awarded by DTMSI or
Bachelor of Arts (BA) Degree in Marketing Management**

Awarded by affiliated universities

Building on the Diploma program, this course is aimed to provide the student with more specialized knowledge as a sales and marketing manager with managerial abilities capable of managing the entire sales and marketing operations for any business or company. The course equips individuals to plan, advise, design, research and manage independently sales and marketing operations, plan and advise on marketing policies for organizations or to work as part of a team as management professionals and to work as sales and marketing managerial experts for businesses and companies.

COM1002	Communication Skills I (English Composition)	3 credits
COM1003	Communication Skills II (Composition in Business)	3 credits
HUM1001	Literature of the Western World I	3 credits
HUM1002	Logical Reasoning	3 credits
HIST1001	World History I	3 credits
MTH2010	College Algebra	3 credits
MTH2003	Introduction to Probability	3 credits
BUS2051	Business Statistics I	3 credits
BUS2052	Business Statistics II	3 credits
BUM2001	Principles of Management	3 credits
PSY1002	Business Psychology	3 credits
BUS2012	Finance	3 credits
INF2003	Computers and Information	3 credits
MNM1001	Introduction to Accounting	3 credits
BUS2052	Computing Accounting Methods	3 credits
BUS3026	Organizational Behavior	3 credits
BUS1301	Micro Economics	3 credits
BUS1302	Macro Economics	3 credits
PUL1009	Public Relations	3 credits
BUS2004	Business Law	3 credits
BUS1021	Business Ethics	3 credits
BUS3025	Business Forecasting	3 credits
BUS3033	Management Information Systems	3 credits
BUS4037	Decision Management	3 credits
BUS2053	Leadership	3 credits
BUS3053	Cost Accounting	3 credits
Optional Course Section 1: Select three courses from –		
BUS3006	Service Management	3 credits
BUS3027	Strategic Management	3 credits
BUS4010	International Marketing	3 credits
BUS2012	Finance	3 credits
BUS4029	E-Business Management	3 credits
Optional Course Section 2: Select three courses from –		
BUS4038	Sales Management	3 credits
BUS4007	Consumer Management	3 credits
BUS4008	Marketing research	3 credits
BUS4014	Marketing Strategy	3 credits
BUS4016	Advertising and Promotion	3 credits
Optional Course Section 3: Select any two courses from -		
BUS4031	Risk and Insurance Management	3 credits
BUS4036	Investment Analysis	3 credits
BUS4034	Portfolio Analysis	3 credits
BUS4035	Risk Management in Banking	3 credits
Course Completion:		
BUS3017	Small Business Management	3 credits
EMR4002	Research Methodology	6 credits
Thesis/project		9 credits

**ADVANCED Diploma awarded by DTMSI or
Bachelor of Science (B S) Degree in Financial Mathematics**

Awarded by affiliated universities

This diploma program is specially designed as an academic diploma program degree equivalent for those who wish to specialize in financial mathematical professional. The program is structured with an emphasis to equip the student with basic skills needed in the financial environment. This course aims to provide the student with all the knowledge and expertise to be able to work independently as an analyzer or advisor in positions as a financial mathematical expert or to work as part of a team. The purpose is also to enable students to acquire the knowledge and theoretical understanding with skills to equip themselves to advance further from basic principles to their desired level of expertise in the managerial environment.

COM1002	Communication Skills I (English Composition)	3 credits
COM1003	Communication Skills II (Composition in Business)	3 credits
HUM1001	Literature of the Western World I	3 credits
HIST1001	World History I	3 credits
HUM1002	Logical Reasoning	3 credits
BUS1021	Business Ethics	3 credits
PHC1002	Business Psychology	3 credits
INF1007	Introduction to Computer Science	3 credits
INF1008	Introduction to Computer Business Environment	3 credits
MTH2010	College Algebra	3 credits
MTH2011	Differentiation	3 credits
MTH2012	Integration	3 credits
MTH2002	Introduction to Statistics	3 credits
MTH2003	Introduction to Probability	3 credits
MTH2006	Introduction to Differential Equations	3 credits
MTH2107	Ordinary Differential Equations	3 credits
BUS3032	Financial Analysis	3 credits
Electives 1:	Select one course from –	
BUS1301	Micro Economics	3 credits
BUS1302	Macro Economics	3 credits
Electives 2:	Select one course from –	
BUS2041	Business Management	3 credits
BUS2042	General Management	3 credits
Core courses		
MTH3104	Vector Analysis	3 credits
MTH3105	Mathematical Modeling	3 credits
MTH3108	Sequences and Series	3 credits
MTH3203	Computer Mathematics	3 credits
MTH3204	Linear Algebra	3 credits
MTH3205	Complex Analysis	3 credits
MTH3206	Logic and Group Theory	3 credits
Electives 3:	Select one course from –	
BUS3005	Taxation	3 credits
BUS3006	Monetary and Currency Systems	3 credits
BUS3007	Fundamentals of Financial Management	3 credits
BUS3008	Econometrics	3 credits
Core courses		
MTH4114	Matrices	3 credits
MTH4207	Fourier Analysis	3 credits
MTH4209	Real Analysis (sequences)	3 credits
MTH4210	Optimization	3 credits
Electives 4:	Select one course from –	
BUS4111	International Economics	3 credits
BUS4113	Financial Management	3 credits
BUS3027	Strategic Management	3 credits
Course Completion - Compulsory Units:		
MTH4208	Financial Derivatives	3 credits
EMR4003	Research Methods	3 credits
Course Completion:	Thesis/project	6 credits

Advanced Diploma in Hotel and Hospitality Management or BA in Hotel and Hospitality Management

This program integrates into a Bachelor's degree in hotel and hospitality management. It is compiled into several stages as follows:

Certificate in Hotel Management (awarded by the DTMSI)

This course aim is to provide the student with the general knowledge required for junior positions in the tourism, hotel and hospitality environment capable of performing management duties or to assist and to supervise for professionals and managers. The course equips individuals with the basic introductory knowledge to understand the basic skills of management or to work as team members or under guidance and supervision of senior professionals.

ACC2001	Principles of Accounting I	3 credits
ENL1002	English I	3 credits
MAT2010	Business Mathematics I	3 credits
INF2003	Introduction to Computers	3 credits
ENL1003	Business English	3 credits
PSY1002	Introduction to Psychology	3 credits
ACC2054	Introduction to Accounting II	3 credits
MAT2011	Business Mathematics II	3 credits
BUS2001	Introduction to Management	3 credits
BUS2000	Introduction to Hotel Industry	3 credits
ACC2052	Accounting Information Systems	3 credits
HGT2000	Hospitality Supervision	3 credits
HGT2000	Tourism and Hospitality Industry	3 credits
Total Credits		39 credits

Fieldwork and Practical Work Training at Suitable Hotel: 3 – 6 months

Total training period 1 - 2 years

After the completion of the above courses, the Society will award the Certificate in Hotel and Hospitality Management. Students may continue completing the Diploma and will be granted exemption for the completed courses taken for the certificate program.

Diploma in Hotel Management (awarded by the DTMSI)

This course aim is to provide the student with the general knowledge required for positions in the tourism, hotel and hospitality environment capable of performing management duties or to assist and to supervise for professionals and managers in a higher position in tourism, hotel and hospitality business environment. The course equips individuals with the general knowledge to understand and apply the basic skills of management or to work as team members or under guidance and supervision of senior professionals

BUS2000	Professional Career Development	3 credits
HGT2000	Housekeeping Management	3 credits
ACC3056	Revenue and Income Tax	3 credits
HGT2100	Hospitality Services Management	3 credits
INF1008	Introduction to Systems Software	3 credits
HGT3017	Small Business Management	3 credits
ECO1301	Fundamentals of Economics	3 credits
ACC3022	Financial Auditing	3 credits
BUS2054	Human Resources Management	3 credits
BUS2023	Human Resources Development	3 credits
ACC3053	Cost Accounting	3 credits
BUS3026	Organizational Behavior	3 credits

MKT2011	Principles of Marketing	3 credits
		Total Credits 39 credits

Fieldwork and Practical Work Training at Suitable Hotel: 3 – 6 months

Total training period 1 - 2 years

After the completion of the above courses, the Society will award the Diploma in Hotel and Hospitality Management. Students may continue completing the Advanced Diploma and will be granted exemption for the completed courses taken for the diploma program.

Advanced Diploma in Hotel Management (awarded by the DTMSI)

The diploma in hotel and hospitality management aims to provide the student with all the knowledge and expertise to be able to work independently in managerial and similar administrative positions in this industry. The purpose is also to equip the student with the knowledge and skills and to advance further into more senior positions in hotel or tourism management and administration. The program begins with a set of core courses forming the basis of the program and allows the student to focus in the study area relative to the industry

HGT2200	Principles of Resort Timesharing	3 credits
HGT2300	Tourism Management	3 credits
HGT2400	Event Management	3 credits
HGT2500	Restaurant Management	3 credits
Electives: Select any two courses from -		
MTH2002	Statistical Analysis	3 credits
BUS2012	Financial Management	3 credits
ACC3018	Concepts of Financial Reporting	3 credits
BUS4014	Marketing Management	3 credits
		Total Credits 18 credits

Fieldwork and Practical Work Training at Suitable Hotel: 3 – 6 months

Total training period 1 year

After the completion of the above courses, the Society will award the Diploma in Hotel and Hospitality Management. Students may continue completing the degree courses for a degree award and will be granted exemption for the completed courses taken for the diploma program.

Bachelor's Degree in Hotel and Hospitality Management (awarded by cooperating institution)

This diploma program is specially designed as an academic diploma program degree equivalent for those who wish to specialize in tourism, hotel and hospitality professions. The program is structured with an emphasis to equip the student with basic skills needed in the hospitality and tourism environment. This course aims to provide the student with all the knowledge and expertise to be able to work independently as an analyzer or advisor in positions as a managerial expert or to work as part of a team. The purpose is also to enable students to acquire the knowledge and theoretical understanding with skills to equip themselves to advance further from basic principles to their desired level of expertise in the managerial environment.

HGT3200	Supply and Procurement Management	3 credits
HGT3300	Catering Management	3 credits
HGT3400	Meeting and Convention Management	3 credits
EMR4003	Research Methods	6 credits
Course Completion:	Thesis/project	9 credits
		Total Credits 24 credits
		Total Credits Required for Degree 120 credits

Total training period 1 year

Course Description Business Diploma Programs

COM1002 Communication Skills I (English Composition)

Language as skill of communication; Phonetics; Modifiers; Sentence connectives; The participle; The gerund; Punctuation and capitalization; Vocabulary; Use of abbreviations; Correct usage; Letter writing;

COM1003 Communication Skills II (Composition in Business)

Verbal communication; Oral presentation; Technical written communication; Forms of technical writing; Report writing; Advertising; Collection of short essays; Collection of short stories

HUM1001 Literature of the Western World I

THE MIDDLE AGES. From *The Koran.*; The Cattle Raid of Cooley: *Exile of the Sons of Uisliu*; *Hrafinkel the Priest of Frey*; Marie de France: *Lais*. from **Fable*; Renard the Fox: from *Renard the Fox*; Dante Alighieri: *The Divine Comedy*; The Thousand and One Nights: *The Story of Sindbad the Sailor*; *Sir Gawain and the Green Knight*; Geoffrey Chaucer: from *The Canterbury Tales*; Christine de Pizan: from *The Book of the City of Ladies*; *Everyman*; THE RENAISSANCE; Francis Petrarch: *Rhymes*; Giovanni Boccaccio: *The Decameron*; Marguerite de Navarre: *The Heptameron*; Michel de Montaigne: *Essays: Of Cannibals*, From *Apology for Raymond Sebond*; Miguel de Cervantes Saavedra: *Don Quixote*. William Shakespeare: *The Tempest*.

HUM1002 Logical Reasoning

Questions ; Kinds of Knowledge; Rationalism vs. Empiricism; The Nature of Knowing; Logic and the Laws of Thought; Epistemological Issues The Nature of Linguistic Meaning; The Verifiability Theory of Meaning; Truth; Scientific Method; The Problem of Induction; The Knowledge Situation; Theories of Knowledge; **Logical Reasoning**; Inductive Argument; Deductive Argument; Validity; Logical Fallacies; **Research**; How the Mind Seeks Truth

HIST1001 World History I

I. HUMAN ORIGINS AND HUMAN CULTURES: 5 MILLION BCE-10,000 BCE — BUILDING AN INTERPRETIVE FRAMEWORK: WHAT DO WE KNOW AND HOW DO WE KNOW IT? 1. The Dry Bones Speak: 5 Million BCE-10,000 BCE — What Is Paleoanthropology and Why Is It Important? II. SETTLING DOWN: 10,000 BCE-1000 CE — THE FIRST CITIES AND WHY THEY MATTER: DIGS, TEXTS, AND INTERPRETATIONS. 2. From Village Community to City State: 10,000 BCE- 750 BCE — What Are Cities and Why Are They Important? 3. River Valley Civilizations: 7000 BCE-750 BCE — The Rise of Cities and States Along the Nile and the Indus. 4. A Polycentric World: 1700 BCE-1000 CE — Cities and States in East Asia, West Africa, and the Americas. III. EMPIRE AND IMPERIALISM: 2300 BCE-1100 CE —WHAT ARE EMPIRES AND WHY ARE THEY IMPORTANT? 5. Dawn of the Empires: 2300 BCE-300 BCE — Empire-Building in West Africa, West Asia, and the Mediterranean. 6. Rome and the Barbarians: 750 BCE-480 CE — From Conquest, Colonization, and Alliance to Revolt, Bankruptcy, and Dismemberment. 7. China: 220 BCE-910 CE — Fracture and Unification: The Qin, Han, Sui, and T'ang Dynasties. 8. Indian Empires: 1500 BCE-1100 CE — Cultural Cohesion in a Divided Continent. IV. THE RISE OF WORLD RELIGIONS: 600 BCE-1500 CE — NOT BY BREAD ALONE: HOW DO HISTORIANS UNDERSTAND RELIGION IN WORLD HISTORY? 9. Hinduism and Buddhism: 300 BCE-1200 CE — The Sacred Subcontinent: The Spread of Religion in India and Beyond.10. Judaism and Christianity: 600 BCE-1100 CE — Peoples of the Bible: God's Evolution in West Asia and Europe. 11. Islam: 570 CE-1500 CE Submission to Allah: Muslim Civilization Bridges the World. V. WORLD TRADE: 1100-1776 CE — CHANNELS OF COMMUNICATION: THE EXCHANGE OF COMMODITIES, DISEASES, AND CULTURE. 12. Establishing World Trade Routes: 1100-1500 CE — The Patterns and Philosophies of Early Economic Systems.

INF1006 Computer Usage

Introduction and history; Evolution of the computer; Computer fundamentals; Concept of information and data processing; Practical applications; Importance of software and operating systems; Basics of Word Processing; Spreadsheet applications using Excel part A; Spreadsheet applications using Excel part B; Microsoft Access; Microsoft Power Point; Practical applications

INF1007 Introduction to Computer Science

Computer basics; History generators and classification of computers; Number systems; Data representation; Boolean algebra and logic circuits; Memory unit; Input/output; Classification of programming languages; Operating systems; Basic operational concepts; Numerical analysis; Algorithms and flowcharts; Programming languages; Computer graphics; Management information systems

INF1008 Introduction to Computer Business Environment

Introductory concepts; Data processing; Data structure file organization and maintenance; Programming; Operating systems; E-commerce and Internet; System analysis and design; Computer based information systems; Database; Viewing and editing in dBase III Plus; Printing reports and labels in dBase III Plus; Practical applications

BUS1001 Office Management

Modern office; Office management; Office organization; Office accommodation and layout; Office environment; Furniture; Correspondence and mail; Record administration; Office stationery and forms; Office appliances; Office communication; Personnel management; Office services; Office supervision; Collection of data; Presentation of data; Office reports; Office cost reduction and saving; References.

BUS2001 Principles of Management

Introduction; Managers and management; Managing today's world; Foundations of planning and decision making; Basic organization designs; staffing and human resources management; Managing change and innovation; Foundations of individual and group behavior; Motivation and rewarding employees; Leadership and trust; Communication and inter-personal skills; Foundations of control; Technology and operations

PSY1002 Business Psychology

Principles, practices and problems; Techniques, tools and tactics; Employee selection principles and techniques; Psychological testing; Performance appraisal; Training and development; Leadership, motivation, job satisfaction and job organization; Safety, violence and health in the workplace; Stress in the workplace; Consumer psychology.

BUS2001 Introduction to Accounting

Introduction; The accounting background; Recording double-entry bookkeeping; Main financial statements; The profit and loss account; The balance sheet; Preparing financial statements; Partnerships and limited companies; Cash flow statement – interpretation of accounts; Regulatory and conceptual frameworks; Measurement systems; The annual report; Creative accounting; International accounting; Introduction to management accounting; Costing; Planning and control; Short-term decision making; Strategic management accounting; Long-term decision making; Capital and sources of finance.

BUS2012 Finance

Introduction; The financial markets and interest rates; Understanding financial statements and cash flows; Evaluating a firm's financial performance; Financial forecasting, planning and budgeting; The time value of money; Valuation and characteristics of bonds; Valuation and characteristics of stock; The meaning and measurement of risk and return; Capital-budgeting techniques and practice; Cash flows and other topics in capital budgeting; Determining the financial mix; Dividend policy and internal financing; Introduction to working-capital management; Liquid asset management; International business finance.

INF2003 Computers and Information

Evolution of the computer; Computer fundamentals; Concept of information and data processing; Importance of software; Basics of Word Processing; Spreadsheet applications using Excel; Microsoft Access; Microsoft Power Point.

PUL1009 Public Relations

Introduction to contemporary public relations; Practitioners of public relations; Organizational settings; Historical origins; Ethics and professionalism; Legal considerations; Theoretical underpinnings – adjustments and adaptation; Communication and public opinion; Media and media relations; Steps in the management process – defining public relations problems, planning and programming, tasking and communication, evaluating the problem; Business and industry; Government and politics; Non-profit organizations; Health care education; Trade associations; Professional societies and labor unions.

BUS1021 Business Ethics

The textbook is based on case studies on the topics below in each category:

Introduction; Four ethical theories; What is a corporation – can a corporation have a conscience; principle of moral projections; the corporation as a moral person; business ethics and stakeholder analysis; What are proper business practices – ethics on competition; the principle of fair competition; in defense of advertising; a model to explore the ethics of erotic stimuli in print advertising; appropriate behavior in electronic communication; technology and business ethics; ethical dilemmas in the use of information technology; Ethical issues within the corporation – working conditions in home care; holding corporations accountable; the future of affirmative action; paradoxes facing women of color in organization; sexual harassment in the workplace; women in corporate boards; The context of business –ethics in need of regulation; a reflective model of environmental regulation; bribery and implicit agreements; why an international code of business would be good for business; ethics of accounting regulation; ethics and international development.

BUS2004 Business Law

Legal heritage and critical thinking; Constitutional law for business and online commerce; Traditional, alternative and E-commerce dispute resolution; Torts and privacy; Business and cyber crimes; Ethics and social responsibility of business; Contracts – classification, agreement, consideration, capacity, legality, asset and writing; Contracts – third-party rights, performance, breach and remedies; Sales and lease contracts – formation, title, risk, performance and breach; Warranties, product liability and consumer protection; E-commerce contracts; Negotiable instruments and digital banking; Credit, secured transactions and bankruptcy; Sole proprietorships and limited companies; Corporations; Investor protection and online securities transactions; Agency and employment; Equal opportunity in employment; Antitrust law; Intellectual property and internet law; Real property and environmental protection; Personal property, bailment's and insurance; International and comparative law.

BUS2023 Leadership

Introduction; The nature of managerial work; Perspectives on effective leadership behavior; Participating leadership, delegation and empowerment; Dyadic role-making theories and fellowship; Power and influence; Managerial traits and skills; Contingency theories of effective leadership; Charismatic and transformational leadership; Leading change in organizations; Leadership in teams and decision groups; Strategic leadership by executives; Developing leadership skills; Ethical leadership and diversity; Overview and integration.

BUS2011 Marketing Management

Market and marketing; Modern marketing concept; Marketing system; Marketing function; Buying, assembling and selling; Transportation, storage and warehouses; Standardization and grading; Marketing finance; Marketing risk; Marketing information and research; Marketing management; Marketing strategy and planning; Product; Pricing; Branding and packaging; Promotional program and sales force; Advertising; Personal selling; Sales organization; Sales forecast management; Control of sales force; Consumer behavior; Channels of distribution; Marketing of industrial goods; Marketing of securities; Marketing of agricultural goods; Regulated markets; Organized markets; Co-operative marketing; International marketing; Marketing and society.

BUS3017 Small Business Management

Entrepreneurship today; Small businesses and the Internet economy; The entrepreneur; Women-owned and minority-owned businesses; Family businesses; Business growth and the entrepreneur; Home-based growth and the entrepreneur; Global business; Starting a new business; Buying an existing business; Franchising and other alternatives; The business plan – introduction, marketing, management and personnel, startup costs and financing, projected financial statements, the legal section, insurance, supplies, risks, assumptions and conclusions; Case studies.

BUS2024 Human Resources Management

Introduction; Human resource planning; Job analysis; Acquisition of human resources; Training and development; Human resources motivation; Organizational development and change; Group behavior; Working life and its quality; Communication; Leadership; Workers participation in management; Promotion, transfer and career; Counseling in human resources management; Job evaluation; Performance appraisal; Managing stress and conflict at workplace; Industrial disputes; Time management; Computer applications in HRM; HRM scenario in today's environment.

BUS3026 Organizational Behavior

Introduction; Foundations of industrial behavior; Personality and emotions; Basic concepts; Motivation from concepts to applications; Individual decision making; Foundations of group behavior; Understanding work teams; Communication; Leadership and creating trust; Conflict and negotiation; Foundations of organization structure; Human resource policies and practices; Organizational culture; Organizational change and development.

BUS3027 Strategic Management

Basic concepts of strategic management; Corporate governance and social responsibility; Environmental scanning and industry analysis; Internal scanning organizational analysis; Strategy formation – situation analysis and business strategy, corporate strategy, functional strategy and strategic choice; Strategy implementation – organizing for action, staffing and leading; Evaluation and control; Case studies.

BUS3028 Project Management

Systematic approach; The conception phase; The study phase The design phase; The implementation phase; Project management; The project phase; Specifications and reports; Modeling and system design; References.

BUS4029 E-Business Management

Formulation an Internet strategy in a networked world; Creating an integrated E-commerce strategy; Ownership issues; E-strategy leadership through a technology focus; Developing a market focus – sector strategies in segmenting markets; Service leadership – adding value to the customer at every point of contact; E-branching – the emergence of new global brands; Forming an Internet rollout strategy; Internet strategy effectiveness – a scorecard approach; Future issues – issues that will shape the formulation of strategy; Reviews and case studies – conversations with executives.

BUS4037 Decision Management

Decision making concepts; Issues ad skills; Classification of corporate decisions; Process of corporate decision making; Factors affecting decision making; Models of decision making; Ex-ante evaluations for project decisions; Break even analysis and corporate decision making; Production function and decision making; Pricing and decision making skills; Decision making in production and formulation of strategies; Decision tree; Transportation problems; Assignment problems; Competitive situations – theory of games; Replacement decisions; Markov analysis; Simulations of management systems; Time-management decisions; Corporate decision making and statistical approach.

BUS3018 Financial Accounting

An overview; Accounting postulates; Concepts and principles; Accounting equation and transaction analysis; Accounting mechanisms; Journals; Cash book and subsidiary books; Ledger posting and trial balance; Bank reconciliation statement; Errors and their reflections; Preparation of financial statements; Profit and loss account and balance sheet; Elements of financial statements; Depreciation accounting; Inventory valuation; Revenue, expense, gains and losses; Company accounts; Accounting for shares; Accounting for debentures; Company fiscal accounts; Financial statement analysis; Computerized accounting.

BUS3019 Management Accounting

Introduction; Management accounting; Managerial uses of financial statements; Analysis and interpretation of financial statements; Ratio analysis; Fund flow statement; Cash flow statement; Planning and control; Working capital management; Marginal costing; Standard costing; Budget and budgetary control; Capital budgeting; Management information systems and reporting; Responsibility accounting; Management audit; Price level accounting

BUS3020 Corporate Finance

Finance and the financial manager; Present value and the opportunity cost of capital; Calculation of present value; The value of common stocks; The net present value lead to better investment decisions and other criteria; Making investment decisions with net present value rule; Introduction to risk, return and the opportunity cost of capital; Risk and return, Capital budgeting and risk; The generation of positive present value; Financing decisions and market efficiency; An overview of corporate financing; Issuing of securities; The dividend policy; The influence of debt policy; Limits in the borrowing of money; Financing and valuation; Spotting and valuing options; Real options; Warrant and convertibles; Valuing debt; Different kinds of debt; Managing risk; Managing international risk; Financial analysis and planning; Short-term financial planning; Credit management; Cash management; Short-term lending and borrowing; Mergers; Control, governance and financial architecture; Conclusions.

BUS3022 Banking

Functions and roles of the financial system in the global economy; Financial assets, money, financial transactions and financial institutions; Key sources of financial information; The future of the financial system and the money and capital markets; The determinants of interest rates – competing ideas; Measuring and calculating interest rates and financial asset prices; The impact of inflation, deflation, yield curves and duration on interest rates and asset prices; Marketability, default risk, call privileges, repayment risk, taxes and other factors affecting interest rates and asset prices; Interest rate forecasting and handling – swaps, financial future and options; Introduction to the money market; Money market instruments – treasury bills, repurchase agreements, federal funds, bank CD's, commercial paper, federal agency securities, acceptances and Euro-currency deposits; The role and services of the federal reserve and other central banks around the world; The tools and goals of central bank monetary policy; The commercial banking industry; Non-bank thrift institutions – savings and loan associations, savings banks, credit loans and money markets; Mutual funds, pension funds, insurance companies, finance companies and other financial institutions; The regulation of the financial institution's sector; The treasury in the financial markets; State and local governments in the financial markets; Business borrowing; Corporate stock; Consumer lending and borrowing; The residential mortgage market; The international transaction and currency values; International banking.

BUS3030 Investment Management

Introduction; The investment environment; Alternative outlets for funds; Security analysis; Portfolio analysis and management; Financial derivatives; International financial flows; References.

BUS3025 Business Forecasting

Introduction; A review of basic statistical concepts; Exploring data patterns and choosing a forecasting techniques; Moving averages and smoothing methods; Time series and their components; Simple linear regression; Multiple regression; Regression with series data; The Box-Jenkins method; Judgment forecasting and forecasting adjustments; Managing the forecasting process.

BUS4032 Financial Analysis

An overview; Income statement an statement of stockholder's equity; Statement of cash flows; Statement of cash flow's – direct method; The analysis of financial statements; Analysis of segmental data; Financial ratios.

BUS3033 Management Information Systems

An overview; Information systems decision making; Computer hardware for information systems; Data communications systems; Database management technology; Client-server computing; Artificial intelligence; Office information systems in business; Systems analysis and design; Strategic management information system; Information resources management.

BUS4038 Sales Management

Selling and sales management; Sales promotion; Sales forecasting; Types of selling; Sales-force; Sales territories and quotas; Sales information; Salesman's remuneration and compensation; Concept of advertising; Sales and promotion; Advertising through agencies; Advertising management.

BUS4010 International Marketing

The global marketing job; Theoretical foundations; Cultural foundations; Country attractiveness; Export expansion; Licensing, strategic alliances, FDI; Understanding local buyers; Local marketing in new growth markets and emerging markets; Global segmentation and positioning; Global products, services, pricing, distribution, advertising, promotion, E-commerce and personal selling; Organization for global marketing.

BUS3006 Service Management

Concept of service; Services characteristics; Service expectations; The service product; Service location; Pricing for services; Promotional services; The service process; Physical evidence; People and services; Services marketing organizations and research; Service design; Service demand and supply; The service delivery; Service quality; Service performance and measurement; The service encounter; Service employees and internal marketing; Customer management and service guarantees; Customer retention and relationship; Service leadership; Service mix scenario; Service profitability and productivity; International marketing of services.

BUS4007 Consumer Behavior

Introduction; Scope and application; Consumer needs and motivation; Consumer as a perceiver and learned; Influence of personality and attitudes on buying behavior; Consumer psychographics; Influence of group dynamics and consumer reference groups; Influence of social and economic classes; Influence of family in decision making; Diffusion of innovations; Cultural aspects of consumer markets; Organizational buying behavior; Role of consumer behavior in advertisement; Consumer involvement and decision making; Information search and processing; Alternative evaluation; Purchase and its results; Consumer protection; Market segmentation; Commerce and consumer behavior.

MNM1008 Marketing Research

Introduction; The role of research in marketing; The marketing research industry; Thinking like a researcher; The marketing research process; Clarifying the research question through secondary data and exploration; Ethics in marketing research; The design of marketing research; An overview of research design; Qualitative research; Observation studies; Surveys and interviews; Experiments and test markets; Measurement; Measurement scales; Questioning and instruments; Basic sampling concepts; Determining sample size; Data preparation and description; Exploring, displaying and examining data; Hypothesis testing; Measures of association; Multivariate analysis; Presenting insights and findings.

BUS4014 Marketing Strategy

Marketing-oriented perspectives underlie successful corporate business and marketing; Corporate strategy decisions and their marketing implications; Business strategies and their marketing implications; Identifying attractive markets; Industry analysis and competitive advantage; Measuring market opportunities; Targeting attractive market segments; Differentiation and positioning; Marketing strategies for new and growing markets; Strategies for new market entries; Strategic choices for new and growing markets and for mature and declining markets; Organizing and planning for effective implementation; Designing control systems to deliver superior marketing performance.

BUS4016 Advertising and Promotion

Introduction; The role of IMC in the marketing process; Organizing for advertising and promotion; Perspectives on consumer behavior; The communication process; Source, message and channel factors; Establishing objectives and budgeting for the promotional program; Creative strategy – planning and development, implementation and evaluation; Media planning and strategy; Evaluation of broadcasting media; Evaluation of print media; Support media; Direct marketing and marketing on the Internet; Internet and WWW, Sales promotion; Public relations, publicity and corporate advertising; Personal selling; Measuring the effectiveness of the promotional program; International advertising and promotion; Regulation and advertising and promotion; Evaluating the social, ethical and economic aspects of advertising and promotion.

BUS4031 Risk and Insurance Management

Risk and its management; Objectives of risk management; Risk identification and measurement; Pooling arrangements and diversification of risk; Insurer ownership, financial and operational structure; Insurance regulation; Insolvencies, solvency ratings and solvency regulation; Insurance pricing; Risk aversion and risk management by individuals and corporations; Insurability of risk, contractual provisions and legal doctrines; Loss control; Legal liability for injuries; Automobile insurance; Homeowners insurance; Life insurance and annuities; Employee benefits – group

medical coverage; Retirement plans; Worker's compensation and employee injuries; Social securities; Corporate risk management and shareholder wealth; Tax, regulatory and accounting factors affecting corporate risk management; Risk retention/reduction decisions; Commercial insurance contracts; Hedging with derivative contracts; Alternative risk transfer; Analysis tools used in corporate management – case studies; Corporate liability to customers, third parties and shareholders; Issues in liability risk and its management.

BUS4036 Investment Analysis

Financial services - industry transition, value production and the economy; Assessing financial institution's stock performance; Analysis of performance using accounting data; Financial services – economic overview; Overview of financial service markets and instruments – credit; Value production in credit services; Securities trading, dealing and origination; transaction processing services; Insurance services; Asset management and information and advisory services; The economic environment; Regulation of deposit – taking financial institutions, securities market and insurance activities and markets; The tax environment and financial services; Portfolio management and financial services; Portfolio risks – measurement and management; Forward and futures contracts and portfolio risks; Options, portfolio risk and pricing financial services; Projecting financial institution operating costs; Optimizing financial institution performance.

BUS4035 Risk Management in Banking

The need for risk management; Lessons from financial disasters; Regulatory capital standards with VAR; Regulatory capital standards with VAR; Measuring financial risk; Computing value at risk; Back testing VAR models; Portfolio risk – analysis methods; Forecasting risks and correlations; VAR testing; Stress testing Implementing Delta-normal VAR; Simulation methods; Credit risk; Liquidity risk; Using VAR measure and control risk; Using VAR for active risk management; VAR in investment management; The technology of risk; Operating risk management; Integrated risk management; Risk management – guidelines and pitfalls.

BUS2054 Accounting

The Economic and Institutional Setting for Financial Reporting; Accrual Accounting and Income Determination; Additional Topics in Income Determination; Structure of Balance Sheet and Statement of Cash-flows; Essentials of Financial Statement Analysis; Role of Financial Information in Valuation; Contracting. Receivables. Inventories; Long-Lived Assets and Depreciation; Liabilities. Leases. Income Tax Reporting; Pensions and Postretirement Benefits; Owners' Equity. Inter-corporate Equity; Investments; Cash Flow Statement. Overview of International Financial Reporting Differences and Inflation.

BUS2052 Computing Accounting Methods

Introduction; Computer background; Operating systems, application software; Accounting applications; Excel and other types of software applications; Preparing accounting statements and reports and limited companies Cash flow statement – interpretation of accounts; Regulatory and conceptual frameworks, measurement systems; Using software systems; How to apply accounting methods; Accounting and reports; Debtors and creditors; Long- term decision making; Capital and sources of finance

BUS2051 Business Statistics I

Introduction; Classification and tabulation; Measures of central value; Measures of dispersion; Skewness moments and Kurtosis; Correlation analysis; Regression analysis; Association of attributes; Index numbers; Time series analysis; Interpretation and extrapolation; Log and antilog tables

BUS2051 Business Statistics II

Introduction; Use and relationship of statistics and probability; Probability theory; Random variables; Some probability distribution functions; Two-dimensional random variables; Practical applications; Random processes; Correlation functions[Spectral density of random processes; Linear systems with random inputs; Practical applications

BUS3057 Computerized Accounting I

Installation and Overview; Security and Internal Controls; New Company Setup for a Merchandising Business; Working with Inventory, Vendors, and Customers; Accounting Cycle and Year End; First Month of the New Year; Project 1: Your Name Hardware Store; Project 2: Student-Designed Merchandising Business; Microsoft Office Accounting Tools and Fixed Assets; Integration with Microsoft Office-Excel and Word; Project 3: Student-Designed Forms

BUS3058 Computerized Accounting II

Northwind Traders-A Product Company; Customers & Receivables; Vendors & Payables; Employees & Payroll; Banking; Company & Financial; Fabrikam, Inc.-A Service Company; SMALL BUSINESS ACCOUNTING FOR SERVICE BUSINESSES; Maintaining Accounting Records for Service Businesses; Completing Quarterly Activities & Closing the Fiscal Year; Project 1: Fargo Medical Center, Inc; Project 2: Student-Designed Service Business; SMALL BUSINESS ACCOUNTING FOR MERCHANDISING BUSINESSES; Vendors and Inventory Acquisition and Payments; Sales and Collections; Banking and Financial Reports; Project 3: Neymark's Sporting Goods; Project 4: Student-Designed Merchandising Business; ADVANCED MICROSOFT OFFICE ACCOUNTING APPLICATIONS; Microsoft Office Accounting; Tools and Controls; Integration with Microsoft Office: Excel and Word; Project 5: Student-Designed Project

BUS4056 Taxation

Tools of positive analysis and normative analysis; Public goods; Externalities; Political economy; Income redistribution – conceptual issues; Expenditure programs for the poor; Social insurance – social security and unemployment insurance and health care; Cost benefit analysis; Taxation and income distribution; Taxation efficiency; Efficient and equitable taxation; The personal income tax; Personal taxation and behavior; The corporate tax; Deficit finance; Taxes on consumption and wealth; Public finance in federal system

BUS3053 Cost Accounting

Cost Accounting: Information for Decision Making; Cost Concepts and Behavior; Fundamentals of Cost-Volume-Profit; Analysis; Fundamentals of Cost Analysis for Decision Making; Cost Estimation; Fundamentals of Product and Service; Costing; Job Costing; Process Costing; Activity-Based Costing; Fundamentals of Cost; Management Service Department and Joint Cost Allocation; Fundamentals of Management; Control

Systems; Planning and Budgeting; Business Unit Performance; Measurement; Transfer Pricing; Fundamentals of Variance; Analysis; Additional Topics in Variance Analysis; Non-financial and Multiple; Measures of Performance

BUS4034 Portfolio Analysis

Study Directions: The capital market, valuation and rates of return, Portfolio analysis – risk and return, portfolio investment process, Portfolio choice – utility theory and indifference curves, Markowitz – portfolio selection model, shape – the single index model, Capital market theory and the capital asset pricing model, Computing estimates and tests of the capital asset pricing model, bond portfolio management strategies, Investment timing and performance measurement, performance evaluation, Foreign portfolio investment, modern portfolio theory-oriented approach and global asset allocation, Forward and future contracts and portfolio risks, Foreign portfolio investment abroad, Commercial portfolio behavior, Banking considerations

MTH2010 College Algebra

Indices, logarithms and suds; Ratio, proportion and variation; Simultaneous linear equations and quadratic equations Arithmetic progression, geometric progression and harmonic progression; Permutation and combination; Binominal theorem; Exponential series and logarithmic series; Simple interest compound interest and annuity; Partnership; Stocks and shares' Determinants; Set theory; Rectangular Cartesian co-ordinates in a plane; Equations of straight lines; Circle; Parabola; Ellipse

MTH2011 Differentiation

Real numbers; Functions and graphs; Continuity and limit; Differentiation; Successive differentiation; Tangents and normals; Mean value theorem; Maxima and minima intermediate forms; Partial differentiation; Equality of repeated derivatives; Concavity and points of inflection; Curvature and evolutes asymptotes; Singular points; Singular points; Curve tracing; Envelopes; Partial differentiation; Equality of repeated derivatives; Concavity and points of inflection; Curvature and evolutes; Curvature and evolutes; Asymptotes; Singular points; Curve tracing; Envelopes

MTH2012 Integration

Table of standard results; Methods of integration; Integration of algebraic relational functions; Integration of trigonometric functions; Integration of irrational functions; Definite integral as the limit of a sum; Areas of plane regions; Rectification; Lengths of plane curves; Volumes and surfaces of revolution; Center of gravity; Moment of inertia; Differential equations of the first order and first degree; Trajectories of a family of curves; Linear equations

MTH2002 Introduction to Statistics

Introduction; Classification and tabulation; Measures of central value; Measures of dispersion; Skewness moments and Kurtosis; Correlation analysis; Regression analysis; Association of attributes; Index numbers; Time series analysis; Interpretation and extrapolation; Log and antilog tables

MTH2003 Introduction to Probability

Introduction; Use and relationship of statistics and probability; Probability theory; Random variables; Some probability distribution functions; Two-dimensional random variables; Practical applications; Random processes; Correlation functions[Spectral density of random processes; Linear systems with random inputs; Practical applications

MTH2006 Introduction to Differential Equations

Calculus revision; Equations of the first order and of degree higher than one; Linear equations of second and higher order; Simultaneous equations; Euler's homogeneous linear differential equations; Practical applications; Method of variation of parameters; Total differential equations; Laplace transform; Co-ordinate geometry; The plane and the straight line; The sphere.

MTH2107 Ordinary Differential Equations

Elementary differential equations; Equations of first order and first degree; Trajectories; Linear equations with constant coefficients; Homogeneous linear equations and Cauchy-Euler equations; Equations of the first order but not of the first degree and singular solutions; Extraneous loci; Ordinary simultaneous differential equations; Number integration; Picard's interactive methods; Existence and uniqueness theorems; Independence of solutions of linear differential equations; Linear equations of second order; Simultaneous equations of the form $dx/R = dy/Q = dz/R$; Total differential equations; Riccati's equations; Integration in series; Series solutions of linear differential equations; Legendre polynomials and functions; Legendre functions of second kind; Hermite polynomials; Laguerre polynomials; Partial differential equations' Linear partial differential equations of order one; Non-linear partial differential equations with constant coefficients; Partial differential equations of order two with available coefficients; Monge's methods

BUS1301 Micro Economics

Economics and the economy; The tools of economic analysis; Demand, supply and the market; Government in the mixed economy; The effect of price and income on demand quantities; The theory of consumer choice; Business organization and behavior; Developing the theory of supply – costs and production; Perfect competition and pure monopoly – the limiting cases of market structure; The analysis of factor markets – labor; Capital and land – completing the analysis of factor markets; Introduction to welfare economics; Taxes and government spending; Industrial policy and competition policy; Privatization and regulation; International trade and commercial policy.

BUS1302 Macro Economics

Introduction to macro economics and national income accounting; The determination of national income; Aggregate demand, fiscal and foreign trade; Money and modern banking; Central banking and the monetary system; Aggregate supply, the price level and speed of adjustment; Unemployment; Inflation; Open economic macro-economics; Economic growth; The business cycle; Macro-economics – where do we are; The international monetary system.

BUS2041 Business Management

Introduction; Managers and management; Managing today's world; Foundations of planning and decision making; Basic organization designs; Staffing and human resources management; Managing change and innovation; Foundations of individual and group behavior; Motivation and rewarding employees; Leadership and trust; Communication and inter-personal skills; Foundations of control; Technology and operations

BUS2042 General Management

Managers and management; Managing today's world; Foundations of planning and decision making; Basic organization designs; Staffing and human resources management; Managing change and innovation; Foundations of individual and group behavior; Motivation and rewarding employees; Leadership and trust; Communication and inter-personal skills; Foundations of control; Technology and operations

MTH3104 Vector Analysis

Multiplication of vectors by scalars and addition of vectors; Geometry with vectors; Geometry; Scalar product; Applications to metric geometry; Vector product and scalar triple product; Geometry with Cartesian co-ordinates; Statics with vectors; Vector valued functions of scalar variables; Differential operators; Integral transformation; Practical applications

MTH3105 Mathematical Modeling

The probability paradigm; The binomial model and random variables; The binomial model and random variables; Continuous random variables and the Gaussian model; Continuous random variables and the Gaussian model; Statistics; The Poisson model; Modeling random signals; Modeling random signals; Practical Application

MTH3108 Sequences and Series

Introduction; Sets and statements; The real number; Neighborhoods and limit points of a set; Sequences; Infinite series with positive terms; Infinite series with positive and negative terms; Real functions-limit and continuity functions; Real functions – the derivative; Riemann integrability.

MTH3203 Computer Mathematics

Computer numbers systems; Addition and subtraction; High-speed adder; Sequential Multiplication; Parallel Multiplication; Sequential division; Fast array dividers; Floating point operations; Residue number operations; Operations through logarithms; Signed-digit number operations

MTH3204 Linear Algebra

Linear equations in linear algebra; Linear equations in linear algebra; Matrix algebra; Determinants; Vector spaces; Eigen-values and Eigenvectors; Orthogonality and least squares; Symmetric matrices and quadratic forms

MTH3205 Complex Analysis

Complex analysis; Geometrical representation of complex numbers; Bilinear transformations; Topological considerations; Analytic functions; Infinite series; Power series; Conformal mapping; Complex integration; Cauchy theory; Singular points; Calculus of residues; Uniform convergence infinite products; Analytic continuation; Entire functions.

MTH3206 Logic and Group Theory

Introduction; Argument structure; Argument evaluation; Propositional logic; The propositional calculus; The logic of categorical statements; Predicate logic; The predicate calculus; Introduction to fallacies; The probability calculus; Further developments in formal logic.

BUS3007 Fundamentals of Financial Management

Introduction; The financial markets and interest rates; Understanding financial statements and cash flows; Evaluating a firm's financial performance; Financial forecasting, Planning and budgeting; The time value of money; Valuation and characteristics of bonds; Valuation and characteristics of stock; The meaning and measurement of risk and return; Capital-budgeting techniques and practice; Cash flows and other topics in capital budgeting; Determining the financial mix; Dividend policy and internal financing; Introduction to working-capital management; Liquid asset management; International business finance.

BUS3008 Econometrics

Introduction; Brief overview of the statistical applications to econometrics; Multi-collinearity – correlated regressions; Hetero-scedasticity – error-variance is non-constant; Auto-correlation – error terms are correlated; Econometric modeling – model specification and diagnostic testing; non-linear regression models; Qualitative response regression models; Panel data regression models; Dynamic econometric model – autoregressive and distributed lag model; Simultaneous equation problem; The identification problem; Simultaneous equation methods; Time series econometrics – basic concepts and forecasting.

MTH4114 Matrices

Fundamental concepts; Algebra of matrices; Rank of a matrix; Vector spaces of n-tupelos and their transformations; Systems of linear equations; Quadratic forms and congruence of matrices; Quadratic forms in the real field; Hermitian matrices and forms; Orthogonal matrices – unitary matrices; Characteristic roots and characteristic vectors of a matrix; Orthogonal and unitary reductions of quadratic forms; Similarity of matrices

MTH4207 Fourier Analysis

The Fourier method; Orthogonal sets and Fourier series; Convergence of Fourier series; Boundary value problem; Sturm-Loiuville problems and applications; Legendre polynomials and applications; Verification of solutions and uniqueness; References.

MTH4208 Financial Derivatives

Financial derivatives markets; An overview; Options; Convertible securities; Warrants; Futures; Currency futures and options; Forward and future contracts and portfolio risk; Swap markets; Swaps – asset and liability management; Modern banking and over-the-counter derivatives markets; Financial derivatives; Risk control and accountability; Managing derivatives risks – an integrated approach; Creating risk-management value chain.

MTH4209 Real Analysis (sequences)

Sets and statements; The real number; Neighborhoods and limit points of a set; Sequences; Infinite series with positive terms; Infinite series with positive and negative terms; Real functions limit and continuity; Real functions; The derivative; Riemann integrability.

MTH4210 Optimization

Problem solving with mathematical models; Deterministic optimization models in operations research; Improving search; Linear programming models; Simplex search for linear programming; Interior point methods for linear programming; Duality and sensitivity in linear programming; Multi-objective optimization and goal programming; Shortest path and discrete dynamic programming; Network flows; Discrete optimization models and methods; Constrained and unconstrained non-linear programming.

Hospitality, Logistics, Procurement and Public Administration

ACC2001 Principles of Accounting I

Introduction; The accounting background; Recording double-entry bookkeeping; Main financial statements; The profit and loss account; The balance sheet; Preparing financial statements; Partnerships and limited companies; Cash flow statement – interpretation of accounts; Regulatory and conceptual frameworks; Measurement systems; The annual report; Creative accounting; International accounting; Introduction to management accounting; Costing; Planning and control; Short-term decision making; Strategic management accounting; Long-term decision making; Capital and sources of finance.

ENL1002 English I

Language as skill of communication; Phonetics; Modifiers; Sentence connectives; The participle; The gerund; Punctuation and capitalization; Vocabulary; Use of abbreviations; Correct usage; Letter writing;

ENL1003 Business English

Verbal communication; Oral presentation; Technical written communication; Forms of technical writing; Report writing; Advertising; Collection of short essays; Collection of short stories

MAT2010 Business Mathematics I

Indices, logarithms and suds; Ratio, proportion and variation; Simultaneous linear equations and quadratic equations Arithmetic progression, geometric progression and harmonic progression; Permutation and combination; Binomial theorem; Exponential series and logarithmic series; Simple interest compound interest and annuity; Partnership; Stocks and shares' Determinants; Set theory; Rectangular Cartesian co-ordinates in a plane; Equations of straight lines; Circle; Parabola; Ellipse

INF2003 Introduction to Computers

Evolution of the computer; Computer fundamentals; Concept of information and data processing; Importance of software; Basics of Word Processing; Spreadsheet applications using Excel; Microsoft Access; Microsoft Power Point.

PSY1002 Introduction to Psychology

Principles, practices and problems; Techniques, tools and tactics; Employee selection principles and techniques; Psychological testing; Performance appraisal; Training and development; Leadership, motivation, job satisfaction and job organization; Safety, violence and health in the workplace; Stress in the workplace; Consumer psychology.

ACC2054 Introduction to Accounting II

The Economic and Institutional Setting for Financial Reporting; Accrual Accounting and Income Determination; Additional Topics in Income Determination; Structure of Balance Sheet and Statement of Cash-flows; Essentials of Financial Statement Analysis; Role of Financial Information in Valuation; Contracting. Receivables. Inventories; Long-Lived Assets and Depreciation; Liabilities. Leases. Income Tax Reporting; Pensions and Postretirement Benefits; Owners' Equity. Inter-corporate Equity; Investments; Cash Flow Statement. Overview of International Financial Reporting Differences and Inflation.

MAT2011 Business Mathematics II

Real numbers; Functions and graphs; Continuity and limit; Differentiation; Successive differentiation; Tangents and normals; Mean value theorem; Maxima and minima intermediate forms; Partial differentiation; Equality of repeated derivatives; Concavity and points of inflection; Curvature and evolutes asymptotes; Singular points; Singular points; Curve tracing; Envelopes; Partial differentiation; Equality of repeated derivatives; Concavity and points of inflection; Curvature and evolutes; Curvature and evolutes; Asymptotes; Singular points; Curve tracing; Envelopes

BUS2001 Introduction to Management

Introduction; Managers and management; Managing today's world; Foundations of planning and decision making; Basic organization designs; staffing and human resources management; Managing change and innovation; Foundations of individual and group behavior; Motivation and rewarding employees; Leadership and trust; Communication and inter-personal skills; Foundations of control; Technology and operations

BUS2000 Introduction to Hotel Industry

Part One: Perspectives on Careers in Hospitality: The Hospitality Industry and You. Forces Affecting Growth and Change in the Hospitality Industry. **Part Two: Food Service:** The r4estaurant Business. Restaurant Operations. Restaurant Industry Organization: chain, Independent, or

Franchise? Competitive Forces in Food Service. On-Site Food Service Issues Facing Food Service. **Part Three: Lodging:** Lodging: Meeting Guest Needs. Hotel and Lodging Operations. Forces Shaping the Hotel Business. Competition in the Lodging Business. **Part Four: Travel and Tourism:** Tourism. Destinations. **Part Five: Management in the Hospitality Industry:** Management: A New Way of Thinking. Planning in Hospitality Management. Organizing in Hospitality Management. Staffing: Human-Resources Management. Control in Hospitality Management. Leadership and Directing in Hospitality Management. **Part Six: Hospitality as a Service Industry:** The Role of Service in the Hospitality Industry

ACC2052 Accounting Information Systems

Introduction; Computer background; Operating systems, application software; Accounting applications; Excel and other types of software applications; Preparing accounting statements and reports and limited companies Cash flow statement – interpretation of accounts; Regulatory and conceptual frameworks, measurement systems; Using software systems; How to apply accounting methods; Accounting and reports; Debtors and creditors; Long- term decision making; Capital and sources of finance

HGT1000 Hospitality Supervision

Supervision: Managing for Results 9th Edition, John W Newstrom, ISBN-13 9780073545080, McGraw-Hill Part One: Supervisory Management; The Supervisor's Role in Management Creating a Positive Workplace Within a Dynamic Environment; Part Two: Planning and Problem Solving; Setting Goals, Making Plans, and Improving Costs; Problem Solving and Managing Information; Part Three: Organizing, Staffing and Training; Organizing an Effective Department; Staffing with Human Resources; Training and Developing Employees; Part Four: Leading the Workforce; Leadership Skills, Styles, and Qualities; Understanding and Motivating People at Work; Effective Employee Communication; Part Five: Working with Individuals and Teams; Appraisal of Employee Performance; Counseling and Performance Management; Building Cooperative Teams and Resolving Conflict; Part Six: Controlling and Improving Results; Control: Keeping People, Plans, Programs, and Costs on Track; Stimulating Productivity and Quality; Part Seven: Contemporary Concerns of Supervision; Managing a Diverse Workforce; Employee Safety and Health, and Labor Relations; Achieving Personal Supervisory Success.

HGT2000 Tourism and Hospitality Industry

Part I - Tourism Local Systems: An Applied Economics Approach. Systemic Approaches for the Analysis of Tourism Destination: Towards the Tourist Local Systems. (F. Capone). Identification and Analysis of Tourist Local Systems: An Application to Italy (1996-2001). (L. Lazzarotti, F. Capone). A Framework to Identify a Localised Tourism System. (G. Maulet). The Destination as a Local System of Innovation: The Role of Relational Networks. (J. Guia, L. Prats, J. Comas). Do Clusters and Networks Make Small Places Beautiful? The Case of Caramulo (Portugal). (Z. Breda, R. Costa, C. Costa). Destination Governance and Contemporary Development Models. (B. Svensson, S. Nordin, A. Flagestad). Tourism Industrial Development and Multinational Corporations: A Case of Productivity Spillovers in Malaysia. (Kong-Yew Wong, T. Baum). **Part II - Tourism Local Systems: a Managerial Sciences Approach.** Tourism System Dynamics: A Multi-Level Destination Approach. (E. Bonetti, C.S. Petrillo, M. Simoni). Integrated Quality Management as Part of the Strategic Management of Tourism Destinations: A Systems Perspective. (F.M. Dionísio Serra). The Use of Relationship Marketing in Developing Network and Co-operative Links within Tourism Product Marketing Groups (PMG's). (C. Gorman). Information and Communication Technologies Supporting Destination Management: A Multimedia Application. (A. Morvillo, M.I. Simeon, I. Vellecco). Regional Tourism Co-operation in Progress. (T. Soisalon-Soininen, K. Lindroth). Destination Competitiveness and the Role of Destination Management Organization (DMO). An Italian Experience. (A. Minguzzi). The Geographies of Tourism. Organising the Space Between Localisms and Global Networks. (G. Cusimano, M. Giannone). An International Project to Develop Networking for Promoting a Specific Destination: Emigration as a Tool to Enhance Tourism in Cilento Area. (P. Di Martino, C.S. Petrillo).

BUS2000 Professional Career Development

Introduction. Strategic Job and Role Planning. Job and Role Analysis and Planning. Inventory Current Job and Roles. Identify Changes in the Environment. Assess Environmental Impacts on Stakeholder Expectations. Determine the Impact on Job and Roles. Redefine Job Requirements. Ext And the Strategic Job and Role Planning Activity. Conclusions and Implications.

HGT2000 Housekeeping Management

Modern office; Office management; Office organization; Office accommodation and layout; Office environment; Furniture; Correspondence and mail; Record administration; Office stationery and forms; Office appliances; Office communication; Personnel management; Office services; Office supervision; Collection of data; Presentation of data; Office reports; Office cost reduction and saving; References.

ACC3056 Revenue and Income Tax

Tools of positive analysis and normative analysis; Public goods; Externalities; Political economy; Income redistribution – conceptual issues; Expenditure programs for the poor; Social insurance – social security and unemployment insurance and health care; Cost benefit analysis; Taxation and income distribution; Taxation efficiency; Efficient and equitable taxation; The personal income tax; Personal taxation and behavior; The corporate tax; Deficit finance; Taxes on consumption and wealth; Public finance in federal system

HGT2100 Hospitality Services Management

I. THE SERVICE PARADIGM. 1. The Metamorphosis of Services; The Service Economy; Global Tourism and Hospitality; Interdependency of Services; Hospitality as a Service Industry; Service Packages' Tangible and Intangible Aspects of Service Offers. 2. The Nature of Services; How Services Differ; Management Implications. II. SERVICES OF QUALITY. 3. Quality — the Core Service; An Historic Perspective on Quality; Economic Impact of Quality; The Cost of Quality; The Quality 'Gurus.'; The Core Ideas of TQM; The Special Case of Service Quality; Understanding Service Quality Theory; Service-quality Concepts 4. Understanding Customer Needs; Customers of a Service Organization; Internal Customers; External Customers; Measurement of Service Quality; Employee Research. III. SERVICES THAT SERVE. 5. The Service Vision; Service Vision or Concept; Service Strategy; Service Processes; Perfecting the Service System; Service Design and Blueprinting; Managing the 'critical encounters.' Designing and Managing Service Networks. 6. Modern Marketing (1) — External Service Implications;

Towards a New Marketing Paradigm; Integrating Operations, Marketing, and Human Resources; An Extended Marketing Mix for Services; New Marketing Concepts for Services. 7. Modern Marketing (2) — Internal Management Implications; The Shift in Focus; Internal Marketing; Relationship Marketing; In-House Marketing; Managing and Marketing Service Demand. IV. SERVICE GROWTH TO EXCELLENCE. 8. Empowerment, Guarantees, and Recovery; Service Superiority; Empowerment; Service Guarantees; Service Recovery; Coordinating Empowerment, Guarantee, and Recovery. 9. Global Strategies for Hospitality Services; The Trend is Global; From Inns to Internationalization; Choosing an International Location; In Search of Global Potential; Strategies for Globalizing Hospitality Firms; Globalization Through Partnerships and Alliances. 10. Technology and its Applications; The Advent of Technology; The Shift of Focus; The Internet; Internal and External Services; Integration of Marketing, Operations, and Human Resources; Applications of Technology in the Hospitality Industry; Marketing and Sales in the Age of Technology. 11. Implications of the New Paradigm in Hospitality; Evolving Imperatives; Services Management — The New Paradigm in Hospitality; References.

INF1008 Introduction to Systems Software

Introduction; Basic computer organization; Number systems; Arithmetic; Computer codes; Boolean algebra logic circuits; Storage devices; Input and output devices; Planning the computer program; Computer languages; Program development processes; Operating systems; Operating systems; Data communications and computer networks; Computer applications; System analysis and design; Computer security; References.

HGT3017 Small Business Management

Entrepreneurship today; Small businesses and the Internet economy; The entrepreneur; Women-owned and minority-owned businesses; Family businesses; Business growth and the entrepreneur; Home-based growth and the entrepreneur; Global business; Starting a new business; Buying an existing business; Franchising and other alternatives; The business plan – introduction, marketing, management and personnel, startup costs and financing, projected financial statements, the legal section, insurance, supplies, risks, assumptions and conclusions; Case studies.

ECO1301 Fundamentals of Economics

Economics and the economy; The tools of economic analysis; Demand, supply and the market; Government in the mixed economy; The effect of price and income on demand quantities; The theory of consumer choice; Business organization and behavior; Developing the theory of supply – costs and production; Perfect competition and pure monopoly – the limiting cases of market structure; The analysis of factor markets – labor; Capital and land – completing the analysis of factor markets; Introduction to welfare economics; Taxes and government spending; Industrial policy and competition policy; Privatization and regulation; International trade and commercial policy.

ACC3022 Financial Auditing

The nature of management control systems; The management control environment; Understanding strategic behavior in organizations responsibility centers; Revenue and expense centers; Profit center transfer prices; Measuring and controlling assets; Management control process; Strategic planning budget preparation; Analyzing financial performance reports; Performance measurement; Management compensation; Variations in management control; Controls for differential strategies; Modern manufacturing environments; Service organizations; Financial services organizations; Multinational organizations; Management control of projects.

BUS2024 Human Resources Management

Introduction; Human resource planning; Job analysis; Acquisition of human resources; Training and development; Human resources motivation; Organizational development and change; Group behavior; Working life and its quality; Communication; Leadership; Workers participation in management; Promotion, transfer and career; Counseling in human resources management; Job evaluation; Performance appraisal; Managing stress and conflict at workplace; Industrial disputes; Time management; Computer applications in HRM; HRM scenario in today's environment.

BUS2023 Human Resources Development

Introduction; The nature of managerial work; Perspectives on effective leadership behavior; Participating leadership, delegation and empowerment; Dyadic role-making theories and fellowship; Power and influence; Managerial traits and skills; Contingency theories of effective leadership; Charismatic and transformational leadership; Leading change in organizations; Leadership in teams and decision groups; Strategic leadership by executives; Developing leadership skills; Ethical leadership and diversity; Overview and integration.

ACC3053 Cost Accounting

Cost Accounting; Information for Decision Making; Cost Concepts and Behavior; Fundamentals of Cost-Volume-Profit; Analysis; Fundamentals of Cost Analysis for Decision Making; Cost Estimation; Fundamentals of Product and Service; Costing; Job Costing; Process Costing; Activity-Based Costing; Fundamentals of Cost; Management Service Department and Joint Cost Allocation; Fundamentals of Management; Control Systems; Planning and Budgeting; Business Unit Performance; Measurement; Transfer Pricing; Fundamentals of Variance; Analysis; Additional Topics in Variance Analysis; Non-financial and Multiple; Measures of Performance

BUS3026 Organizational Behavior

Introduction; Foundations of industrial behavior; Personality and emotions; Basic concepts; Motivation from concepts to applications; Individual decision making; Foundations of group behavior; Understanding work teams; Communication; Leadership and creating trust; Conflict and negotiation; Foundations of organization structure; Human resource policies and practices; Organizational culture; Organizational change and development.

MKT2011 Principles of Marketing

Market and marketing; Modern marketing concept; Marketing system; Marketing function; Buying, assembling and selling; Transportation, storage and warehouses; Standardization and grading; Marketing finance; Marketing risk; Marketing information and research; Marketing management; Marketing strategy and planning; Product; Pricing; Branding and packaging; Promotional program and sales force; Advertising;

Personal selling; Sales organization; Sales forecast management; Control of sales force; Consumer behavior; Channels of distribution; Marketing of industrial goods; Marketing of securities; Marketing of agricultural goods; Regulated markets; Organized markets; Co-operative marketing; International marketing; Marketing and society.

HGT2200 Principles of Resort Timesharing

Vacation ownership resort development: an overview; The Vacation Owner; The Community; Marketing Vacation Ownership Resorts; Sales; Points vs. Weeks; The role of exchange companies; Financing in the Timeshare Industry; Service Quality Management; Service Quality Management; Human Resources; Condominium Hotels; Vacation ownership expansion

HGT2300 Tourism Management

Introduction; History of Tourism; Demand for Tourism; Supply of Tourism; Transporting the Tourist 1; Transporting the Tourist 2; Accommodation and Hospitality; Tour Operating and Retailing; Visitor Attractions; Management; Public Sector; Managing the Visitor and their Impacts; The Future

HGT2400 Event Management

What are events?; The impacts of events; Event tourism planning; Conceptualising the event; The planning function; Human resource management and events; Strategic marketing of events; Sponsorship of events; Project management for events; Control and budgets; Risk management and legal issues; Logistics; Staging events; Evaluation and research; Issues and trends

HGT2500 Restaurant Management

Economics of Site Selection; Restaurant Atmosphere and Design; Principles of Kitchen Design; Space Allocation; Electricity and Energy Management; Gas, Steam, and Water; Design and Environment; Safety and Sanitation; Buying and Installing Foodservice Equipment; Storage Equipment: Dry and Refrigerated; Preparation Equipment: Ranges and Ovens; Preparation Equipment: Fryers and Fry Stations; Preparation Equipment: Broilers, Griddles, and Tilting Braising Pans; Steam Cooking Equipment; Cook-Chill Technology; Dishwashing and Waste Disposal; Miscellaneous Kitchen Equipment; Small-ware for Kitchens; Tableware; Linens and Laundry.

MTH2002 Statistical Analysis

Introduction; Classification and tabulation; Measures of central value; Measures of dispersion; Skewness moments and Kurtosis; Correlation analysis; Regression analysis; Association of attributes; Index numbers; Time series analysis; Interpretation and extrapolation; Log and antilog tables

HGT2012 Financial Management

Introduction; The financial markets and interest rates; Understanding financial statements and cash flows; Evaluating a firm's financial performance; Financial forecasting, planning and budgeting; The time value of money; Valuation and characteristics of bonds; Valuation and characteristics of stock; The meaning and measurement of risk and return; Capital-budgeting techniques and practice; Cash flows and other topics in capital budgeting; Determining the financial mix; Dividend policy and internal financing; Introduction to working-capital management; Liquid asset management; International business finance.

ACC3018 Concepts of Financial Reporting

An overview; Accounting postulates; Concepts and principles; Accounting equation and transaction analysis; Accounting mechanisms; Journals; Cash book and subsidiary books; Ledger posting and trial balance; Bank reconciliation statement; Errors and their reflections; Preparation of financial statements; Profit and loss account and balance sheet; Elements of financial statements; Depreciation accounting; Inventory valuation; Revenue, expense, gains and losses; Company accounts; Accounting for shares; Accounting for debentures; Company fiscal accounts; Financial statement analysis; Computerized accounting.

BUS4014 Marketing Management

The meaning of marketing in travel and tourism - Introducing travel and tourism; Introducing marketing: the systematic thought process; The special characteristics of travel and tourism marketing; The dynamic business environment: factors influencing demand for tourism; The changing business environment: individual motivations and buyer behavior; Understanding the marketing mix in travel and tourism - The marketing mix for tourism services; Market segmentation for travel and tourism markets; Travel and tourism products; Product formulation in tourism; The role of price in the marketing mix; Planning strategy and tactics for travel and tourism marketing - Information communications technology (ICT) and tourism marketing; Marketing research: the information base for effective marketing; Planning marketing strategy; Planning marketing tactics; Planning marketing campaigns: budgeting and measuring performance; Using the principal marketing tools in travel and tourism - Advertising and public relations; Sales promotion and merchandising; Brochures, other print and electronic information; Distribution channels in travel and tourism: creating access; Direct marketing; Applying marketing in the travel and tourism industry - Marketing countries as tourism destinations; Marketing visitor attractions; Marketing passenger transport; Marketing accommodation; Marketing inclusive tours and product packages; Case studies of marketing practice in travel and tourism - Travel Inn: a strategy for market development, market leadership and branding in the budget hotel sector; Long-lands at Cartmel: internet marketing strategy for a pioneering micro-business; RCI Europe: marketing strategy for the leading timeshare exchange company; The Balearic Islands of Spain: strategy for more sustainable tourism development; British Tourist Authority and Canadian Tourism Commission: ICT and the role of the Internet in NTO strategies for marketing facilitation; Epilogue: prospects for travel and tourism marketing.

HGT3200 Supply and Procurement Management

The Concepts of Selection and Procurement; Technology Applications in Purchasing; Distribution Systems; Forces Affecting The Distribution Systems; An Overview of the Purchasing Function; The Organization and Administration of Purchasing; The Buyer's Relations with Other

Company Personnel; The Purchase Specification: An Overall View; The Optimal Amount; The Optimal Price; The Optimal Payment Policy; The Optimal Supplier; Typical Ordering Procedures; Typical Receiving Procedures; Typical Storage Management Procedures; Security in the Purchasing Function; Fresh Produce; Processed Produce and Other Grocery Items; Dairy Products; Eggs, Poultry, Fish, Meat, Beverages, Nonfood Expense Items; Services; Furniture, Fixtures and Equipment.

HGT3300 Catering Management

Is food and beverage management in a rut? (Roy C Wood); What do we really know about the requirements of food and beverage consumers? Food and beverage markets in the modern age (Roy C Wood); How important is the meal experience? Choices, menus and dining environments (Roy C Wood); Is McDonaldization inevitable? Standardization and differentiation in food and beverage organizations (J Stephen Taylor); Strategic purchasing policy. Reality or chimera in the foodservice sector (Donald H Sloan); How does the media influence public taste for food and beverage? The role of the media in forming customer attitudes towards food and beverage provision (Sandie Randall); Do restaurant reviews really affect an establishment's reputation and performance? The role of food journalism in restaurant success and failure (Joseph E Fattorini); Can hotel restaurants ever be profitable? Short and long-run perspectives (Michael J Riley); How can we better understand operational productivity in food and beverage? A resource substitution framework (Michael J Riley); Why are there so many celebrity chefs and cooks (and do we need them)? Culinary cultism and crassness on television and beyond (Roy C Wood); Is food an art form? Pretentiousness and pomposity in cookery (Roy C Wood); Is there such a thing as beverage management? Drink and the food and beverage consumer (Joseph E Fattorini); What are the implications of tourism destination identity for food and beverage policy? Culture and cuisine in a changing global marketplace (Michael J Riley); Are restaurant dress codes in decline? The ever changing nature of food snobbery (Erwin Losekoot & Matthew J Alexander); Should smoking in restaurants be banned? The current state of debate (Dennis P Nickson); What lessons can be learned from the history of dining out? Some influences on current trends in the UK (John O'Connor).

HGT3400 Meeting and Convention Management

Anatomy of an Event; The Event Element Assessment; Developing the Event Site; Accommodating the Audience; Providing the Event Infrastructure; Safe Operations; Coordinating the Environment; Fundamentals of the Production; Staging the Entertainment Experience; Food and Beverage Operations; Making Event Memories; Ancillary Programs; Vendors and Volunteers; Knowledge Management; Strategies for Success.

EMR4003 Research Methods

Application of research; Usage of tools; The stated problem of your thesis; Review of the related literature; Planning your research project; Collecting data and information; Writing your research project; Qualitative research; Historical research, descriptive research; Experimental and Ex post facto designs; Statistical techniques for analyzing and technical details, style and format