

Course Catalog

2022 – 2023

Certificate Impact Program Term I Courses

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European Business University of Luxembourg
Wiltz Campus | Online Campus

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CODE: CP100 - BUSINESS MANAGEMENT I & II (10 ECTS)

COURSE DETAILS

Course level: Undergraduate

Course category: Core requirement

Course credits: 10

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. The course covers the following topics: The Environment of Business; Business Ownership and Entrepreneurship; Management and Organization; Human Resources; Marketing; Finance and Investment.

COURSE OBJECTIVES

1. To identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.
2. To compare the advantages and disadvantages of the major forms of business ownership and discuss why many people are willing to accept the risks of entrepreneurship.
3. To understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers.
4. To describe the management role of acquiring and retaining human resources and creating a supportive work environment.
5. To explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, and pricing strategy.
6. To explore the ways of using technology to manage information and to understand accounting's role in managing financial information.
7. To describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short term and long term funds.

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

1. Identify the potential marketing opportunities that are created by the population trends; Relate how business institutions operate in our modern-day political, social and economic environment;
2. Describe various business ownership forms;
3. Acquire information about starting your own business;
4. Explain management functions;
5. Acquire a vocabulary for further study of business subjects;
6. Describe the importance of marketing activities;
7. Explain the challenges facing management;
8. Identify basic long and short-term financial planning techniques;
9. Describe how organizations protect themselves against potential losses;
10. Identify and apply business laws as they affect business;
11. Discuss international trade and markets.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L 1	Identify the potential marketing opportunities that are created by the population trends; Relate how business institutions operate in our modern-day political, social and economic environment	YES	✓			
L 2	Describe various business ownership forms, Acquire information about starting your own business;	YES			✓	
L 3	Acquire a vocabulary for further study of business subjects, Identify and apply business laws as they affect business	YES			✓	
L 4	Present or convey, formally and informally, information on standard/mainstream topics in the subject/discipline/sector to a range of audiences. Identify basic long and short-term financial planning techniques;	YES			✓	✓
L 5	Explain the challenges facing management; Explain management functions; Describe the importance of marketing activities; SCQF Level 9 characteristics. 1, 2, 3, 5	YES	✓		✓	✓

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments

55% - Classwork (review questions, homework, weekly quizzes, and other related activities)

5% - Merits

40% - Final Exam

BIBLIOGRAPHY

- G. Pearson, The Rise and Fall of Management, Gower Publishing, 2009.

- Wren & A.G. Bedeian, The Evolution of Management Thought, 6th Edition, Wiley 2009.
- Atrill, P. & McLaney, E (2015) Accounting & Finance for Non-Specialists. Ninth Edition. Pearson.
- Boakes, K, Reading and Understanding the Financial Times. Second Edition. Prentice Hall, 2010.
- Willman, P. (2014) Understanding Management - the Social Science Foundations. Oxford University Press

CODE: CP101 - HUMAN RESOURCE MANAGEMENT I & II (10 ECTS)

COURSE DETAILS

Course level: Undergraduate

Course category: Core requirement

Course credits: 10

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The course will introduce students to the core of human resources function in organizations: acquiring, developing, motivating, and retaining people. The structure of HR policies and practices must enable employees to fully apply their skills to the achievement of organizational goals. Every essential element of the HR function - strategy, organizational design, policies, and programs - needs to align with HR and business strategy. In this course, the key elements of the HR function are discussed and students, using cases related to the experience of leading international companies to learn, how these key elements are related to organizational strategy. The course informs students about several key problems of contemporary global markets, which require essential changes of HR strategy, such as globalization, big data, dotcoms, and organizational alternatives to traditional business structures, such as Uber, Airbnb, Alibaba.

COURSE OBJECTIVES

Introduce students to the core of human resources function in organizations: acquiring, developing, motivating, and retaining people

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

1. Discuss the key functions and defining characteristics of HRM as a mechanism to add a competitive advantage to the organisation.
2. Examine the resourcing strategies and processes that an organisation employs commenting on the contribution made by the HRM function to the process.
3. Illustrate the role of HRM in the process of performance management and the development of employees.

4. Apply theories of motivation, leadership and authority to address people-related issues in an organization - Analyze cases related to people management.
5. Identify trends and challenges for HRM in the global organizational context
6. Demonstrate the ability to work in diverse teams to provide effective solutions to HR problems.
7. Analyse and apply concepts to explore a range of problems and operational issues that may be encountered within the professional framework of HRM.
8. Apply knowledge to create, critique, and/or improve HR tools (e.g., a resume, a job ad, a performance evaluation sheet)
9. Evaluate evidence synthesised from a range of diverse sources and develop rational arguments supported by reliable and validated sources of information.
10. Demonstrate the ability to communicate (verbally and/or written) effectively and efficiently to the appropriate level, appreciating the context of HRM and the organisational / industry setting.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Discuss the key functions and defining characteristics of HRM as a mechanism to add a competitive advantage to the organisation. (Characteristic 1)	Yes	X			
L2	Examine the resourcing strategies and processes that an organisation employs commenting on the contribution made by the HRM function to the process. (Characteristic 1)	Yes	X			
L3	Evaluate evidence synthesised from a range of diverse sources and develop rational arguments supported by reliable and validated sources of information. (Characteristic 3)	Yes		X		
L4	Analyse and apply concepts to explore a range of problems and operational issues that may be encountered within the professional framework of HRM. (Characteristic 2)	No			X	
L5	Demonstrate the ability to communicate (verbally and/or written) effectively and efficiently to the appropriate level, appreciating the context of HRM and the organisational / industry setting. (Characteristic 5)	No				X

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments.

- 55% - Classwork (review questions, homework, weekly quizzes, and other related activities)
- 5% - Merits
- 40% - Final Exam

CODE: CP105 - PROJECT MANAGEMENT CAPM I

COURSE DETAILS

Course level: Undergraduate
Course category: Specialization Course
Course credits: 10
Course duration: 13 weeks
Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)
Total exam hours: 2
Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)
Language of instruction: English
Teacher: Luc De Ceuster, MSc, PMP

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The Course CP105 Project Management (CAPM I) is the first course in a series of 4 during which you will be introduced into the “Art of Project Management”.

During this course module, you will learn about the projects and project management, and focus on the origin and selection of projects the definition of a project and creating the project plan.

This will include the origin of projects, how to select between projects using decision making methods and financial parameters, introducing important definition and terminology that all project managers use, providing an easy to use ten-step approach to project management to help you manage projects from definition to closing, application of different techniques.

The techniques that will be described in this section relate to the creation of the charter, developing the work breakdown structure, defining the work packages and activities, precedence diagramming methods including the critical path method, creating the project schedule or Gantt, resource allocation, project budget and S-curve and finally the principles of risk management. A free software ProjectLibre will also be introduced that will give you the possibility to get valuable experience on how to work with a typical project management software.

COURSE CONTENT

In the following overview, you will find the main topics that will be taught during the successive

lessons.

- Defining Projects
- Origin of Projects and Project Selection
- Principles of Decision Making for Projects
- Basic Principles of Project Management
- Introducing Basic Project Management
- Managing Projects in 10 steps
- Review and Midterm Quiz
- From Idea to Project Charter
- From Charter to Project Activities
- Principles of Precedence Diagramming and Critical Path
- Gantt Chart, Resources Allocation and Problem Resolution and Creating the Project Budget
- Project Risk Management
- Course Review and Final Quiz

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

- Define what a project is and what Project Management is about
- Establish a Return-on-Investment Policy to evaluate and select projects
- Identify the Different Steps needed to manage Projects into successful Completion
- Apply Project Management Principles to define and plan Projects
- Create a Project Charter and a Project Plan including Requirements, Scope, Precedence Diagram, Gantt Chart, Resources Allocation and Planning, Budget, and a Risk Management Plan.

Learning Outcomes:		Assessed in this module?	A	B	C	D
On successful completion of the course the candidate will be able to:						
L 1	Define what a project is and what project management is about	YES	✓			

L 2	Establish a Return-on-Investment Policy and conduct project selection	YES			✓	✓
L 3	Identify the different steps needed to manage projects into successful completion	YES			✓	✓
L 4	Apply different principles to define and plan projects	YES	✓		✓	✓
L 5	Create a Project Charter and a Project Plan including Requirements, Scope, Precedence Diagram, Gantt Chart, Resources Allocation and Planning, Budget, and a Risk Management Plan.	YES	✓		✓	✓

Assessments.

20% - Weekly Quizzes

10% - Weekly Forum and Discussion Board

10% - Merits

25% - Midterm Quiz

35% - Final Quiz

BIBLIOGRAPHY

- Focus on Project Success, Tools and Techniques, Luc De Ceuster, 2010
- Focus on Risk Management, Manage Risks to Improve Project Success, Luc De Ceuster, 2010
- Focus on Earned Value, Earned Value Management for Successful Projects, Luc De Ceuster, 2010
- SLACK, Nigel, CHAMBERS, Stuart & JOHNSTON, Robert. Operations Management (4th edition), Prentice Hall.
- Radical Project Management, 1st Edition, Prentice Hall 2002 by Rob Thomsett; ISBN: 0-13-009486-2 (the digested version of the text is stored on the e-Learning as PMThomsett.pdf)
- Project Management, 3rd Edition, Pearson Education Limited 2003 by Harvey Maylor; ISBN: 0-273-65541-8
- Managing Projects, Prentice Hall 2002 by David Boddy, ISBN: 0272-65128-5

CODE: CP305A- PROJECT MANAGEMENT CAPM IV

COURSE DETAILS

Course level: Undergraduate
Course category: Specialization Course
Course credits: 10
Course duration: 13 weeks
Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)
Total exam hours: 2
Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments +4hrs Research + 100 Preparation)
Language of instruction: English
Teacher: Luc De Ceuster, MSc, PMP

Pre-requisites	CP305 – Project Management CAPM III
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The Course CP305a Project Management (CAPM IV) is the final course in a series of 4 during which you will be introduced into the “Art of Project Management”.

During this course module, you will continue learning about the PMI Certification of Certified Associate in Project Management abbreviated as CAPM.

After learning about the tools and techniques, terms and terminologies and important concepts in CAPM I and II we will now look deeper into the certification program and knowledge you need to pass the CAPM exam organized by the Project Management Institute by introducing the remaining chapters and knowledge areas.

The main document that we will work with and refer to when describing the different elements is the Guide to the Project Management Body of Knowledge also referred to as the PMBOK®.

This course will prepare you to take the exam by reviewing all topics included in the PMBOK and passing test quizzes that are set up per section and that will provide you with typical questions as you can find in the real exam.

At the end of this course module CP305a Project Management (CAPM IV) you will have the opportunity to test your knowledge on a real 3-hour exam simulation covering 150 questions.

COURSE CONTENT

In the following overview, you will find the main topics that will be taught during the successive lessons.

- Review chapters 1 to 5 of the PMBOK
- PMBOK Chapter 6 - Project Schedule Management - Processes
- PMBOK Chapter 6 - Project Schedule Management - Tools and Techniques
- PMBOK Chapter 7 - Project Cost Management
- PMBOK Chapter 8 - Project Quality Management
- PMBOK Chapter 9 - Project Resources Management
- PMBOK Chapter 10 - Project Communications Management
- PMBOK Chapter 11 - Project Risk Management
- PMBOK Chapter 12 - Project Procurement Management
- PMBOK Chapter 12 - Project Stakeholder Management, Code of Conduct and Review of all chapters to prepare for the final quiz
- Midterm Quiz
- Final Quiz = Certification exam simulation, 150 questions to complete in 3 hours.

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

- Memorize the inputs, tools and techniques and outputs of the processes related to the knowledge areas Schedule, Cost, Quality, Resources, Communication, Risk, Procurement and Stakeholder Management
- Apply the tools and techniques of the processes related to the different knowledge areas
- Analyze the links between the different process part of the knowledge areas as defined in the PMBOK
- Summarize the different processes and to which project management process step they belong
- Diagram the processes and their links
- Prepare for the CAPM Certification exam as determined by the PMI

Learning Outcomes: On successful completion of the course the candidate	Assessed in this module?	A	B	C	D
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will be able to:						
L 1	Memorize the inputs, tools and techniques and outputs of the processes related to the knowledge areas Schedule, Cost, Quality, Resources, Communication, Risk, Procurement and Stakeholder Management	YES	✓			
L 2	Apply the tools and techniques of the processes related to the different knowledge areas	YES	✓		✓	✓
L 3	Analyze the links between the different process part of the knowledge areas as defined in the PMBOK	YES	✓			
L 4	Summarize the different processes and to which project management process step they belong	YES	✓			
L 5	Prepare for the CAPM Certification exam as determined by the PMI	YES	✓	✓		

Assessments.

20% - Weekly Quizzes

10% - Weekly Forum and Discussion Board

10% - Merits

25% - Midterm Quiz

35% - Final Quiz

BIBLIOGRAPHY

- A Guide to the Project Management Body of Knowledge (PMBOK Guide). 6th Edition, Project Management Institute, USA, ISBN: 9781628251845
- Focus on Project Success, Tools and Techniques, Luc De Ceuster, 2010
- Focus on Risk Management, Manage Risks to Improve Project Success, Luc De Ceuster, 2010
- Focus on Earned Value, Earned Value Management for Successful Projects, Luc De Ceuster, 2010
- SLACK, Nigel, CHAMBERS, Stuart & JOHNSTON, Robert. Operations Management (4th

edition), Prentice Hall.

- Radical Project Management, 1st Edition, Prentice Hall 2002 by Rob Thomsett; ISBN: 0-13-009486-2 (the digested version of the text is stored on the e-Learning as PMThomsett.pdf)
- Project Management, 3rd Edition, Pearson Education Limited 2003 by Harvey Maylor; ISBN: 0-273-65541-8
- Managing Projects, Prentice Hall 2002 by David Boddy, ISBN: 0272-65128-5

CODE: CP108 - PLUTUS/HASKELL I

Course level: Undergraduate

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	PRIOR PROGRAMMING EXPERIENCE IS RECOMMENDED, eg PYTHON, JAVA, C++
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

Students will develop their functional programming skills in the languages Haskell and Plutus. This will help make them competent smart contract programmers; adept at changing the world through the creation of new systems and decentralised applications in the Cardano Ecosystem. The course opens a door of opportunity to work in the early development of Cardano; the fastest growing Cryptocurrency. Which aims to bank the unbanked and create new financial systems for emerging world markets.

The course will teach you the core principles of how to code in both Haskell and Plutus. Modules will cover the building blocks of Haskell and Plutus, including functions and data types, type classes, monads, template Haskell, using the Plutus Playground, The Marlowe Playground, the Extended UTXO model, working with Plutus on and off the chain, minting policies, state machines, the Plutus application framework, as well as case studies and practical exercises.

Prerequisites: While you do not need to be an expert in formal methods, programming experience and a general aptitude for logical and mathematical thinking are highly desirable.

COURSE OBJECTIVES

To gain an understanding of functional programming in Plutus.

To understand the transformative power of blockchain technology

To develop competent smart contract developers

COURSE OUTCOMES

Theoretical introduction to Cryptocurrency, Blockchain, and Cardano.

Develop an understanding of the invention of decentralized consensus through proof-of-work, and the difference between proof-of-work and proof-of-stake.

Technical overview of Functional Programming Haskell and Plutus.

Practical introduction to functions and data types, type classes, monads, template Haskell, using the Plutus Playground, The Marlowe Playground, the Extended UTXO model, working with Plutus on and off the chain, minting policies, state machines, the Plutus application framework in case studies and practical exercises.

CODE: CP109 - WOMEN AND LEADERSHIP

COURSE DETAILS

Course level: Undergraduate

Course category: Core requirement

Course credits: 10

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The objective of this course is to identify and demonstrate the nature and importance of female leadership. This course will start with discussions on various leadership theories as well as the leadership development, success of female leaders and what it means when a leader needs to be a good follower. This class will host 5 female guest speakers coming from various leadership backgrounds. The students will explore the character, personal attributes, and behaviours of effective female leaders.

COURSE OBJECTIVES

- To identify and demonstrate your understanding of the nature and importance of female leadership.
- To identify and discuss the importance of leadership theories.
- To discuss leadership development, succession of female leaders, why a leader needs to be a good follower.
- To identify and discuss the pitfalls leaders face, including team dynamics.
- To understand cross-cultural leadership differences.
- To explain the need for a leader to serve the role of a coach and a mentor for impacting global change.
- To discuss exchange-based relationships that reward followers.

- To acknowledge the importance and characteristics of leadership in small business, entrepreneurship, and governance
- To recognize the effects of charisma on motivating employees.

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

1. Define the term leadership with specific examples of different leadership styles with the focus in female leadership.
2. Understand the importance of divergent strategic leadership approaches
 - Analyse the leadership environment in the Trait Approach, through different personality traits and characteristics that are linked to successful female leadership.
 - Identify and classify the Skill Approach that focuses on certain abilities, knowledge, and skills of the leader.
 - Create real life cases with using the Behavioural and Situational approach in the business environment for women.
3. Describe the various elements of women in Society & Business; Explain the phenomena of
 - The Glass Ceiling
 - The Glass Cliff
 - The Glass Escalator
4. Recognize the importance of Authentic & Servant Leadership, the historical background, and the model of the used leadership in today's business environment, with a focus on the female perspective.
5. Select, analyse, and define female communication styles and the differences between female and male communication.
6. Develop a strategic plan or strategy for personal improvement in leadership skills and self-reflection on leadership practice.
7. Evaluate/analyse various female leaders throughout the course.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Knowledge and understanding of the leadership role and basic terminology.	Yes	X			
L2	Practice applied knowledge , use of techniques for improvement of personal leadership practice	Yes		x	x	
L3	Generic cognitive skills: being able to apply the divergent leadership approaches	Yes	x		x	
L4	Communication: present and convey information related to leadership concepts and apply them to real-world examples.	Yes	x	x		
L5	Autonomy and teamwork: exercise autonomy and initiative in some activities at a professional level and working with peers.	Yes			x	X

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments.

50% - Classwork (review questions, homework, weekly quizzes, and other related activities)

20% - Midterm Exam

30% - Final Exam

BIBLIOGRAPHY

- LEADERSHIP- Theory and Practice. 7th Edition. By Peter G. Northouse. Sage.

CODE: CP1/C - CASES IN GENDER EQUALITY(10 ECTS)

COURSE DETAILS

Course level: Undergraduate

Course category: Core requirement

Course credits: 10

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course offers an introduction to Women's and Gender Studies, an interdisciplinary academic field that explores critical questions about the meaning of gender in society. The primary goal of this course is to familiarize students with key issues, questions and debates in Women's and Gender Studies scholarship, both historical and contemporary. Gender scholarship critically analyzes themes of gendered performance and power in a range of social spheres, such as law, culture, education, work, medicine, social policy and the family.

COURSE OBJECTIVES

Throughout the semester, we will "question gender" in multiple ways:

- Why has gender been a primary organizing principle of society?
- How do "gendered scripts" for dress, appearance and behavior emerge among different social groups and in different societies and historical periods?
- How do we explain the sexual division of labor and the unequal social status of women and girls and those activities and roles deemed "feminine" in society?
- In what ways does gender intersect with race, ethnicity and sexuality?
- How do gendered structures of power and authority operate?
- What factors contribute to the formation and success of movements for and against gender equality and fluidity?

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

1. Understand and engage with central debates in the field of Women's and Gender Studies.

2. Define and apply basic terms and concepts central to this field.
3. Apply a variety of methods of analyzing gender in society, drawing upon both primary and secondary sources.
4. Apply concepts and theories of Women's and Gender Studies to life experiences and historical events and processes.
5. Communicate effectively about gender issues in both writing and speech, drawing upon Women's and Gender Studies scholarship and addressing a public audience

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Understand and engage with central debates in the field of Women's and Gender Studies.	NO	X	X		
L2	Define and apply basic terms and concepts central to this field.	YES	X	X	X	X
L3	Apply a variety of methods of analyzing gender in society, drawing upon both primary and secondary sources.	YES	X	X	X	X
L4	Apply concepts and theories of Women's and Gender Studies to life experiences and historical events and processes.	YES	X	X	X	X
L5	Communicate effectively about gender issues in both writing and speech, drawing upon Women's and Gender Studies scholarship and addressing a public audience.	NO	X	X		X

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments.

- 55% - Classwork (review questions, homework, weekly quizzes, and other related activities)
- 5% - Merits
- 40% - Final Exam

BIBLIOGRAPHY

- Crawford, M. (2018). Transformations- Women, Gender, and Psychology. New York: McGraw-Hill Education.
- Grewa, I., & Kaplan, C. (2006). An Introduction to Women's Studies Gender in a Transnational World. New York: The McGraw-Hill Companies, Inc.
- Lyons, Sofia. "Explaining the Implicit Quota on Women Executives." New York Magazine, May 2015.
- Smedley, Tim. "The Evidence is Growing—There Really is a Business Case for Diversity." Financial Times, May 15, 2014.
- Hunt, Vivian, Dennis Layton, et al. "Why Diversity Matters?" McKinsey & Company, January 2015.

CODE: CP200 - CUSTOMER RELATIONS MANAGEMENT (5ECTS)

COURSE DETAILS

Course level: Undergraduate
Course category: Core requirement
Course credits: 5
Course duration: 13 weeks
Total contact hours: 19
Total exam hours: 2
Total study hours: 115
Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. Anyone interested in working with customers and CRM technology and would like to be responsible for the development of any major aspect of CRM will find this course beneficial.

COURSE OBJECTIVES

Understand the fundamentals of CRM, which include:

- customer behavior, relationship marketing, customer satisfaction, loyalty, customer defection;
- key concepts, such as Sales Management, Closed Loop Marketing, Drip Marketing;
- CRM impact on sales and marketing strategies;
- data, information and technology;
- privacy, ethics: consumer and organization privacy concerns;
- ways unsatisfied customers may use Internet to bring disrepute to company brand and products;
- ways companies may use Technology including Internet to support corporate CRM strategy;

The role of CRM in managing customers as critical assets

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Critically understand the different types of consumer buying behavior.	Yes	X	X	X	
L2	Recognize the stages of the consumer buying decision process and understand how the process relates to different types of buying decisions.	Yes	X		X	
L3	Explore and evaluate how personal factors may affect the consumer buying decision process.	YES	X	X	X	X
L4	Learn and understand about the psychological factors that may affect the consumer buying decision process.	Yes	X		X	X
L5	Understand why it is important for marketers to attempt to understand consumer buying behavior and the role of this behavior in marketing strategies.	Yes	X	X	X	X

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments.

55% - Classwork (review questions, homework, weekly quizzes, and other related activities)

5% - Merits

40% - Final Exam

BIBLIOGRAPHY

- Principles of Customer Relationship Management by Baran, Galka, Strunk,
- SOUTHWESTERN [CENGAGE Learning], 2008
- Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009

CODE: CP201 - BUSINESS FINANCE, I & II (10 ECTS)

COURSE DETAILS

Course level: Undergraduate

Course category: Core requirement

Course credits: 10

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	CP102 FINANCIAL ACCOUNTING, I & II
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course presents the foundations of finance with an emphasis on applications vital for corporate managers. We discuss most of the major financial decisions made by corporate managers both within the firm and in their interactions with investors. Essential in most of these decisions is the process of valuation, which will be emphasized throughout the course.

COURSE OBJECTIVES

This course focuses on providing theoretical and practical frameworks for understanding how investors, and more importantly, how company managers, can influence both the amount and risk of cash flows to enhance shareholder value. We will examine how managers should make investment, financing, and dividend decisions that enhance stockholders' investment value and why managements often don't make decisions that increase shareholder value.

LEARNING CONTENT AND OUTCOMES

At the completion of the course the student will be able to:

1. Explain the role of the organisation's financial managers in realizing these strategic objectives.
2. Be able to describe and evaluate the different sources of corporate finance (e.g. equity, debt, retained earnings and so on ...), and be able to explain the relative advantages and disadvantages of each source.
3. Understand how risk and the cost of capital impact on investment appraisal, and explain how such factors affect the value of a capital project.
4. Explain how the corporation's capital structure, payout policy and risk policy impact upon investment decisions.
5. Have good understanding of, and be able to discuss current topical issues under debate in the world of corporate finance.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Explain the role of the organisation's financial managers in realizing these strategic objectives.	Yes	x	x	x	
L2	Be able to described and evaluate the different sources of corporate finance (e.g. equity, debt, retained earnings and so on ...), and be able to explain the relative advantages and disadvantages of each source.	Yes	x	x	x	x
L3	Understand how risk and the cost of capital impact on investment appraisal, and explain how such factors affect the value of a capital project.	Yes		x	x	
L4	Explain how the corporation's capital structure, payout policy and risk policy impact upon investment decisions.	Yes	x	x	x	
L5	Have good understanding of, and be able to discuss current topical issues under debate in the world of corporate finance.	Yes	x	x	x	x

A – Knowledge and Understanding B – Intellectual Skills C – Practical Skills D – Transferable Skills

Assessments.

55% - Classwork (review questions, homework, weekly quizzes, and other related activities)

5% - Merits

40% - Final Exam

BIBLIOGRAPHY

- Jean Tirole, "The Theory of Corporate Finance", Princeton university press, 2006.
- Brigham, Houston. Essentials of Financial Management, 2nd Edition.
- Cengage Learning Asia. 2010.
- Brealey, Myers, Marcus. Fundamentals of Corporate Finance, 5th Edition.
- McGraw-Hill. 2007. Solely distributed by C&E Publishing.
- Keown, Martin, Petty, Scott. Financial Management Principles and Applications, 10th Edition. Prentice-Hall. 2005.

CODE: CP307 - MOBILE APPLICATION DEVELOPMENT

Course level: Undergraduate

Course category: Core requirement

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	CP104 INTRODUCTION TO PYTHON (recommended) CP108 PLUTUS/HASKELL (recommended)
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course is concerned with the development of applications on mobile and wireless computing platforms. Android will be used as a basis for teaching programming techniques and design patterns related to the development of standalone applications and mobile portals to enterprise and commerce systems.

Emphasis is placed on the processes, tools and frameworks required to develop applications for current and emerging mobile computing devices. Students will work at all stages of the software development life-cycle from inception through to implementation and testing. In doing so, students will be required to consider the impact of user characteristics, device capabilities, networking infrastructure and deployment environment, in order to develop software capable of meeting the requirements of stakeholders. Upon completion, students should be able to create basic applications for mobile devices.

COURSE OBJECTIVES

1. To facilitate students to understand android SDK
2. To help students to gain a basic understanding of Android application development
3. To inculcate working knowledge of Android Studio development tool

LEARNING CONTENT AND OUTCOMES

At the end of this course, students will be able to:

1. Identify various concepts of mobile programming that make it unique from programming for other platforms,
2. Critique mobile applications on their design pros and cons,
3. Utilize rapid prototyping techniques to design and develop sophisticated mobile interfaces,
4. Program mobile applications for the Android operating system that use basic and advanced phone features, and
5. Deploy applications to the Android marketplace for distribution.

OUTLINE OF INSTRUCTION

1. Introduction
 - a. Introduction to Mobile Computing
 - b. Introduction to the Android Development Environment
2. Factors in Developing Mobile Applications
 - a. Mobile Software Engineering
 - b. Frameworks and Tools
 - c. Generic UI Development
 - d. Android User
3. More on UIs
 - a. VUIs and Mobile Apps
 - b. Text-to-Speech Techniques
 - c. Designing the Right UI
 - d. Multichannel and Multimodal UIs
4. Intents and Services
 - a. Android Intents and Services
 - b. Characteristics of Mobile Applications
 - c. Successful Mobile Development
5. Storing and Retrieving Data
 - a. Synchronization and Replication of Mobile Data
 - b. Getting the Model Right
 - c. Android Storing and Retrieving Data
 - d. Working with a Content Provider
6. Communications Via Network and the Web
 - a. State Machine
 - b. Correct Communications Model
 - c. Android Networking and Web
7. Telephony
 - a. Deciding Scope of an App
 - b. Wireless Connectivity and Mobile Apps
 - c. Android Telephony
8. Notifications and Alarms
 - a. Performance
 - b. Performance and Memory Management
 - c. Android Notifications and Alarms
9. Graphics

- a. Performance and Multithreading
- b. Graphics and UI Performance
- c. Android Graphics and

10. Multimedia

- a. Mobile Agents and Peer-to-Peer Architecture
- b. Android Multimedia

11. Location

- a. Mobility and Location Based Services
- b. Android

12. Putting It All Together (as time allows)

- a. Packaging and Deploying
- b. Performance Best Practices
- c. Android Field Service App

13. Security and Hacking (as time allows)

- a. Active Transactions
- b. More on Security
- c. Hacking Android

14. Platforms and Additional Issues (as time allows)

- a. Development Process
- b. Architecture, Design, Technology Selection
- c. Mobile App Development Hurdles
- d. Testing

Assessments.

55% - Classwork (review questions, homework, essay, and other related activities) 5% - Merits
40% - Final Exam

REFERENCE BOOKS:

Lauren Darcey and Shane Conder, "Android Wireless Application Development", Pearson Education, 2nd ed. (2011)

Reto Meier, "Professional Android 2 Application Development", Wiley India Pvt Ltd 2.

Mark L Murphy, "Beginning Android", Wiley India Pvt Ltd 3.

Android Application Development All in one for Dummies by Barry Burd, Edition: I

CODE: CP100 GESTION D'ENTREPRISE

Course level: Undergraduate

Course category: Core requirement

Course duration: 13 weeks

Total contact hours: 38 (13hrs Lectures + 25hrs Discussion Forum)

Total exam hours: 2

Total study hours: 230 (117hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)

Language of instruction: English

Pre-requisites	N/A
Co-requisites	N/A
Prohibited Combinations	N/A

APERÇU DU COURS

Ce cours propose un tour d'horizon du monde de l'entreprise. Les sujets incluent les principes et pratiques de base des affaires contemporaines. À la fin, les étudiants doivent être en mesure de démontrer une compréhension des concepts commerciaux comme base pour étudier d'autres sujets commerciaux. Le cours couvre les sujets suivants : L'environnement des affaires ; Propriété d'entreprise et entrepreneuriat ; Gestion et Organisation ; Ressources humaines; Commercialisation; Finances et Investissement.

OBJECTIFS DU COURS

1. Identifier et décrire l'influence des environnements créés par l'économie, la technologie, la concurrence, la diversité, les opportunités mondiales et la responsabilité sociale.
2. Comparer les avantages et les inconvénients des principales formes de propriété d'entreprise et discuter des raisons pour lesquelles de nombreuses personnes sont prêtes à accepter les risques de l'entrepreneuriat.
3. Comprendre le besoin de gestion dans les organisations commerciales, le rôle de la direction dans le développement d'une structure organisationnelle et le processus de production de produits et de services qui satisfont les clients.
4. Décrire le rôle de gestion consistant à acquérir et à conserver des ressources humaines et à créer un environnement de travail favorable.
5. Expliquer la fonction marketing et décrire les concepts et les processus impliqués dans la conception de la stratégie produit, de la stratégie de promotion, de la stratégie de distribution et de la stratégie de prix.
6. Explorer les façons d'utiliser la technologie pour gérer l'information et comprendre le rôle de la comptabilité dans la gestion de l'information financière.
7. Décrire la fonction de gestion financière et le rôle des institutions monétaires et financières et illustrer les concepts et les processus impliqués dans la gestion de l'acquisition et de l'allocation de fonds à court et à long terme.

CONTENU ET RÉSULTATS D'APPRENTISSAGE

A l'issue du cours l'étudiant sera capable de :

1. Identifier les opportunités de marketing potentielles créées par les tendances démographiques ; Raconter comment les institutions commerciales fonctionnent dans notre environnement politique, social et économique moderne ;
2. Décrire diverses formes de propriété d'entreprise ;
3. Acquérir des informations sur le démarrage de votre propre entreprise ;
4. Expliquer les fonctions de gestion ;
5. Acquérir un vocabulaire pour une étude plus approfondie des sujets d'affaires;
6. Décrire l'importance des activités de marketing ;
7. Expliquer les défis auxquels est confrontée la direction ;
8. Identifier les techniques de base de planification financière à court et à long terme ;
9. Décrire comment les organisations se protègent contre les pertes potentielles ;
10. Identifier et appliquer les lois commerciales dans la mesure où elles affectent les affaires ;
11. Discutez du commerce et des marchés internationaux.

CPA SECTION IV COURSES

This online program will provide you with the requisite knowledge to sit for the Examinations administered for the Certified Public Accountant (CPA). Being a CPA means being a member of a professional order and the EBU Program is designed to encourage the development of critical thinking, analysis and communication skills. By facilitating personal growth and the ability to adapt and respond to a complex and changing environment, this EBU Certified Public Accountant program helps you acquire advanced knowledge in accounting, problem-solving skills, professional communication skills, research and analytical skills and related aspects of business.

Students have a scheduled 24 months to complete the online course (6 sections with each section having 3 courses per term). Some sections do not have to be completed consecutively. Once registered, you will have access the EBU Online campus and global community of students. Your password and access information will be emailed to you in time for the start of class. The starting dates are October, January and March of each year. Live webinars conducted once a week for 1 hour with a Professor will take place generally between 16:00hrs – 18:00hrs CET. Discussion forums will take place during the 24month program and participation is mandatory.

Upon successful passing of courses students will receive a European University CPA Completion Certificate and may proceed to obtaining country specific exams.

CPA Programs - 2022/2023

TERM I AY22/23/SECTION 4

CPA400 Auditing and Assurance

CPA401 Management Information Systems

CPA402 Qualitative Analysis

Important: Please be advised that for the CPA program - students MUST complete one section (all 3 courses) at the same time. The Scholarship requirement is that they must enrol in all three courses and pay a commitment fee for each - otherwise the scholarship is revoked.

CPA400 AUDITING AND ASSURANCE

Course content to be provided

CPA401 MANAGEMENT INFORMATION SYSTEMS

Course content to be provided

CPA402 QUALITATIVE ANALYSIS

Course content to be provided