Course Catalogue

2023 – 2024

Certificate Impact Program Term III Courses

Last revised: February, 2024

EBU | European Business Institute
LUXEMBOURG

European Business Institute of Luxembourg
Wiltz Campus | Online Campus

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;
2. Relate how business institutions operate in our modern-day political, social and economic environment;
3. Describe various business ownership forms;
4. Acquire information about starting your own business;
5. Explain management functions;
6. Acquire a vocabulary for further study of business subjects;
7. Describe the importance of marketing activities;
8. Explain the challenges facing management;
9. Identify basic long and short-term financial planning techniques;
10. Describe how organizations protect themselves against potential losses;
11. Identify and apply business laws as they affect business;
12. 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
L1	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	✓			
L2	Describe various business ownership forms, Acquire information about starting your own business;	YES			✓	
L3	Acquire a vocabulary for further study of business subjects, Identify and apply business laws as they affect business	YES			✓	
L4	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			✓	✓
L5	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: CP104 - INTRODUCTION TO PYTHON

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

Students will review Python with this introductory course and familiarize themselves with programming. Carefully crafted by EBU, upon completion of this course students will be able to write Python scripts, perform fundamental hands-on data analysis using the Jupyter-based lab environment, and create their own projects.

Learning Objectives:

- Write a Python program by implementing concepts of variables, strings, functions, loops, conditions
- Understand the nuances of lists, sets, dictionaries, conditions and branching, objects and classes

CONTENT

Lesson 1 - Python Basics

Lesson 2 - Python Data Structures

Lesson 3 - Python Programming Fundamentals

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Write a Python program by implementing concepts of variables, strings, functions, loops, conditions	YES	x	x	x	x

L2	Understand the nuances of lists, sets, dictionaries, conditions and branching, objects and classes	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/Project

BIBLIOGRAPHY

Bibliography: TBD

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, e.g. 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: CP304 - STRATEGIC 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 introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgement managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. Strategic Management I & II is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty. In studying strategy, the course draws together and builds on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics. The course takes a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy. The key strategic business decisions of concern in this course involve selecting competitive strategies, creating and defending competitive advantages, defining firm boundaries and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm holistically, and over the long term

COURSE OBJECTIVES

To develop your capacity to think strategically about a company, its business position, how it can gain sustainable competitive advantage and formulate plans to ensure organizational viability.

To develop skills using strategic and functional level analytical tools in a variety of companies and industries to facilitate the development and implementation of effective business strategy.

To integrate and synthesize knowledge gained in business core courses into a comprehensive approach to managing a multifunctional business organization.

To organize and present strategic and operational information appropriate to professional standards and practices.

LEARNING CONTENT AND OUTCOMES

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

1. Analyze the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition and influence industry structure to enhance industry attractiveness.

2. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.

3. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.

4. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

5. Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.

6. Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage, co-opetition and winner-take-all and make appropriate recommendations for acting both proactively and defensively.

7. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.

8. Make recommendations for vertical changes in the boundary of the firm based on an understanding of the advantages of vertical integration and outsourcing and the factors that determine the relative efficiency of each.

9. Make recommendations for horizontal changes in the boundary of the firm based on an understanding of the conditions under which diversification creates value.

10. Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.

11. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Analyze the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition and influence industry structure to enhance industry attractiveness.	Yes	X			
L2	Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.	Yes		x		
L3	Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.	Yes		x		

L4	Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.	Yes	x			
L5	Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.	Yes			X	
L6	Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage, co-opetition and winner-take-all and make appropriate recommendations for acting both proactively and defensively.	Yes		X		
L7	Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.	Yes			X	
L8	Make recommendations for vertical changes in the boundary of the firm based on an understanding of the advantages of vertical integration and outsourcing and the factors that determine the relative efficiency of each.	Yes				X
L9	Make recommendations for horizontal changes in the boundary of the firm based on an understanding of the conditions under which diversification creates value.	Yes				X
L10	Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.	Yes			X	
L11	Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.	Yes			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

- Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. 2013. Strategic Management: Creating Competitive Advantages, 7th Edition, McGraw-Hill International Edition, McGraw-Hill/Irwin.
- Hill, C. W. L. & Jones, G. R. 2008. Strategic Management: An integrated approach, 8th Edition, Houghton Mifflin

CODE: CP306- APPLIED BLOCKCHAIN TECHNOLOGY & ARTIFICIAL INTELLIGENCE INTEGRATION

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

COURSE OVERVIEW

The goal of this course is to empower students on how to work within and competently understand the changes occurring in Fintech. This course will allow students to effectively learn the use of digital cryptocurrencies. In this course, the student will develop an appreciation and understanding of how to apply their knowledge as a technical and operational skill to enable and impact business and economic spheres through a total grasp of the interoperability that has driven the interest and adoption of cryptocurrencies in business and government.

COURSE OBJECTIVES

In learning about the disruptive force of Fintech, students will apply themselves in a project-based approach to learning that builds upon a foundational understanding of the Blockchain. They will apply this learning to real-world challenges and questions in order to fully understand the benefits, limits and disruptive force of the Blockchain.

LEARNING CONTENT AND OUTCOMES

When the course is complete students be able to:

- Competently engage in digital currency purchases
- Understand the implications of the blockchain in finance
- Engage employers in the beneficial cost efficiencies of the blockchain
- Adopt the crypto technology to a bespoke corporate requirement

Unit 1: Overview of the technology

- Basic technical description of blockchain technology
- History and achievements

Unit 2: Cryptographic hashes

- Item Definition
- SHA 256/DSHA256/SHA3
- Encryption
- Digital signatures

Unit 3: How Bitcoin works

- Blockchain structure
- Distributed consensus

Unit 4: Bitcoin ecosystem

- Hard soft forks
- Wallets hot/cold
- Exchanges
- Mining

Unit 5: Beyond Bitcoin

- Decentralization
- Private blockchains
- Altcoins
- Smart contracts

Unit 6: Digital currency challenges

- Scalability
- Identity
- Proposed solutions

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Competently engage in mock digital currency purchases	YES	X	X	X	X
L2	Understand the implications of the blockchain in finance	NO	X	X	X	X
L3	Engage employers in the beneficial cost efficiencies of the blockchain	NO	X	X	X	X
L4	Adopt the cryptotechnology to a bespoke corporate requirement	YES	X	X	X	X

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

Assessments.

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

BIBLIOGRAPHY

Bibliography: Bitcoin and Cryptocurrency Technologies" by Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller and Steven Goldfeder,

CODE: CE102 ASSESSMENT AND EVALUATION

COURSE DETAILS

Course level: Graduate

Course category: Core Course Course credits: 10
Course duration: 10 weeks
Total contact hours: 35 (10hrs Lectures + 25hrs Discussion Forum) Total exam hours: 2
Total study hours: 203 (90 hrs 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 concepts of measurement and evaluation as applied to behavioral sciences. How to measure the outcome of the teaching-learning process in Education. Cognitive, affective and psychomotor measurements. Teacher-made and standardized tests for Education. Interpretation and treatment of the outcomes of the measurements. Formative and summative evaluation. Alternative evaluation strategies. Using measuring tools to find desired properties (reliability, validity, usefulness). The measurement approaches are based on traditional tools (written exams, short response examinations, multiple-choice tests, oral poll and homework). Measurement on multi-dimensional tools (observations, interviews, research papers, research projects, self-assessment, attitudes scales). Assessment of learning outcomes.

LEARNING CONTENT AND OBJECTIVES:

By the end of the course, the candidate will:

1. Mention the purposes of measurement and evaluation.
2. Describe the historical development of testing and evaluation.
3. Enumerate the importance and functions of tests in education.
4. Explain the concept of educational objectives

5. Discuss the taxonomy of educational objectives.

6. Describe the domains of educational objectives.

7. List the uses of classroom tests.

8. List the types of tests used in the classroom.

9. Enumerate the advantages and disadvantages of subjective and objective testing. 1

10. Explain test administration and scoring

11. Estimate and interpret the reliability of a test.

12. Explain the validity of a test as an instrument

13. Describe the problems of grading tests.

14. Explain quality control in the grading system.

15. Develop a variety of item formats including multiple-choice and constructed response items

16. Develop answer keys and scoring rubrics for different item formats Upon successful completion of

the course, students should be able to:

1. Know how to develop relevant educational assessment

2. Describe fundamental aspects on the quality of assessment procedures

3. Evaluate tests and items using statistical and qualitative methods

4. Incorporate meaning into test score scales using both norm-referenced and criterion-referenced procedures

5. Use standard setting techniques to set “passing scores” and other performance standards on tests

6. Develop appropriate documentation to properly communicate the quality of an assessment

7. Understand the utility of educational assessments within the broader context of educational policy and decision making

8. Use the results of standardized tests to help make decisions about students and educational systems

9. Identify flaws in educational assessments

10. Develop a sense for the ethical issues in educational measurement and evaluation

11. Become successful decision makers, lifelong learners and adaptive

12. Be culturally sensitive and empathetic

13. Communicate effectively through written and electronic means

14. Locate relevant information from a variety of sources and assimilate, interpret and apply knowledge

Course Schedule and Topics:

This course will cover the following topics.

Week 1: Overview Of Testing, Measurement, Assessment And Evaluation

Week 2: Meaning Of Testing, Types Of Tests, Uses Of Tests, Function And Purpose Of Testing, Characteristics Of Effective Tests, Steps Involved In A Test Construction

Week 3: The Concept Of Measurement, Measurement Scales (Nominal, Ordinal, Ratio And Interval

Scales) Week 4: Types Of Items, Table Of Specifications Matching Objectives With Item Types

Week 5: Bloom's Revised Taxonomy Of Objectives Educational Objectives, Basic Concepts In Assessment, Types Of Assessment, Teacher Made, Standardized, Authentic Assessments

Week 6: 8 Item Analysis Methods Item Discrimination, Item Difficulty, Distractor Analysis Week 7:

Types Of Validity Content, Construct, Criterion Related

Week 8: Representation Of Scores (Normal Distribution, Measures Of Central Tendency And Variation) Mean,

Median, Mode, Range, Standard Deviation, Range

Week 9: Understanding Test Results Test Evaluation Grading System

Week 10: Computer Based Testing (Cbt), Historical Details Of Adaptive Testing

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Mention the purposes of measurement and evaluation.	N		X		

L2	Describe the historical development of testing and evaluation.	N	X	X		
L3	Enumerate the importance and functions of tests in education.	N	X	X		
L4	Explain the concept of educational objectives	N	X	X		
L5	Discuss the taxonomy of educational objectives.	N	X	X		
L6	Describe the domains of educational objectives.	N	X	X		
L7	List the uses of classroom tests.	N	X	X	X	X
L8	List the types of tests used in the classroom.	N	X	X	X	X
L9	Enumerate the advantages and disadvantages of subjective and objective testing. 1	N	X	X	X	X
L10	Explain test administration and scoring	N		X		
L11	Estimate and interpret the reliability of a test.	N		X		
L12	Explain the validity of a test as an instrument	N		X		
L13	Describe the problems of grading tests.	N		X		
L14	Explain quality control in the grading system.	N		X		
L15	Develop a variety of item formats including multiple-choice and constructed response items	Y			X	X
L16	Develop answer keys and scoring rubrics for different item formats	Y			X	X

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

Assessments.

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

BIBLIOGRAPHY TBA

CODE: CE302 INTEGRATION OF LEARNING TECHNOLOGY

COURSE DETAILS

Course level: Graduate
Course category: Core Course
Course credits: 10
Course duration: 10 weeks
Total contact hours: 35 (10hrs Lectures + 25hrs Discussion Forum)
Total exam hours: 2
Total study hours: 203 (90 hrs self-directed + 9hrs Specific assignments + 4hrs Research + 100 Preparation)
Language of instruction: English

Pre-requisites	CE201 Learning Theory and Implications for Instruction
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

This course is designed to provide students with knowledge, skills and experience in implementing educational technology into a pedagogically sound learning environment. This course also emphasizes the critical evaluation and pedagogical design aspects of integrating technology in instruction. Students will develop and use digital and nondigital teaching- learning resources using technology tools appropriate in various subject areas in the Primary and Secondary level. Further, the course will provide opportunities for students to use technology tools to develop project-based collaborative activities and share resources among communities of practice.

LEARNING CONTENT AND OBJECTIVES:

By the end of the course, the candidate will:

- Use technology to facilitate and inspire student learning
- Achieving and maintaining expertise in the use of educational technology
- Develop project/problem-based/inquiry-based collaborative plans and activities using technology tools
- Use open-ended tools to support the development of the project-based collaborative activities in subject specific application.
- Produce learning resources using technology tools in various subject areas.
- Evaluate the relevance and appropriateness of ICT tools and resources based on the learning context.

- Use technology tools to collaborate and share resources among communities of practice.
- Model digital-age work and learning
- Promote and model digital citizenship and responsibility
- Recognize the importance of continued professional growth and leadership in

Course Schedule and Topics:

This course will cover the following topics.

UNIT 1: Overview of course; History of Educational Technology, Standards
Connecting Curriculum and Technology;

UNIT 2: Theory and Practice: Foundations for Effective Technology Integration
Promoting Digital Citizenship, Copyright and Plagiarism; Planning & Implementation for Technology Integration

UNIT 3: Technology Integration Planning (TIP) Model; Learning Theory Instructional Software; Learning Theories (Background to Question Model)

UNIT 4: Educational Games continued Instructional Software for 21st Century Teaching

UNIT 5: Technology Tools for 21st Century
Emerging Technologies; Technology Integration for Diverse Learners

UNIT 6: Teaching: The Basic Suite
Characteristics of ICT resources and their relevance and appropriateness

UNIT 7: Introduction to Distance Education: Online & Blended Environments

UNIT 8: Ethics, Copyright and Professional Responsibilities

UNIT 9: Online Tools, Uses & Web-based Development, Virtual Reality/QR Codes
Human and non-human learning resources

UNIT 10: Assistive Learning Tools Differentiated Instruction Digital Storytelling
Video, Webcams, and Virtual Field Trips

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Use technology to facilitate and inspire student learning	N			X	X
L2	Achieving and maintaining expertise in the use of educational technology	N			X	X
L3	Develop project/problem-based/inquiry-based collaborative plans and activities using technology tools	Y			X	X

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L4	Use open-ended tools to support the development of the project-based collaborative activities in subject specific application.	N			X	X
L5	Produce learning resources using technology tools in various subject areas.	Y			X	X
L6	Evaluate the relevance and appropriateness of ICT tools and resources based on the learning context.	Y		X	X	X
L7	Use technology tools to collaborate and share resources among communities of practice.	N			X	X
L8	Model digital-age work and learning	N			X	X
L9	Promote and model digital citizenship and responsibility	N			X	X
L10	Recognize the importance of continued professional growth and leadership in	N		X	X	X

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

Assessments.

Forum 5% Mandatory
Midterm Exam: ≯ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: CE203 SPECIAL EDUCATIONAL NEEDS: INCLUSIVE APPROACHES

COURSE DETAILS

Course level: Graduate

Course category:
Core Course Course
credits: 10
Course duration: 10 weeks

Total contact hours: 40 (15hrs Lectures + 25hrs
Discussion Forum) Total exam hours: 2
Total study hours: 203 (90 hrs 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 presents an overview of current special education issues as they relate to inclusive practices. Candidates will gain an understanding of the challenges faced by exceptional students and analyze the responsibilities of educational professionals in addressing these challenges. The philosophy of inclusion will be emphasized through identifying collaborative strategies, tools and approaches that will assist in making the general education classroom more inclusive for all students. Students will therefore learn how to identify and provide appropriate learning opportunities for children with diverse needs and become sensitive to social, emotional, behavioral, cognitive, and cultural differences; the need to work with families, and the importance of early intervention to prevent or ameliorate disability.

LEARNING CONTENT AND OBJECTIVES:

By the end of the course, the candidate will:

1. Demonstrate an understanding of laws, regulation, and policies that pertain to the development of educational programs for students with special needs, including major categories of disabilities.

2. Discuss the concept of least restrictive alternatives and examine the research and rationale(s) for inclusive education.

3. Demonstrate an understanding of the role and responsibilities of the general educator in the design of Individual Education Programs (IEP), including identification, referral, IEP development, and implementation.

4. Discuss principles of educational assessment for special populations, including testing bias, sensitivity to cultural and language factors, and the importance of adaptations for English Language Learners (ELL).

5. Demonstrate an understanding of the characteristics and effective applications of collaboration, including working with families and paraprofessionals in the design and implementation of assessment and instructional programs for students with disabilities.

6. Analyze classroom and student needs in organizing and planning instruction for special populations, including the design of accommodations and the use of assistive technologies.

7. Demonstrate an understanding of appropriate instructional materials and methods for students with low incidence disabilities and the accommodations that can be made for them in general education classrooms.

8. Demonstrate an understanding of appropriate instructional materials and methods for students with high incidence disabilities and the accommodations that can be made for them in general education classrooms.

9. Describe effective curricular and instructional approaches and accommodations that ensure access to the content areas, including literacy, mathematics, science, and social studies.

10. Demonstrate an understanding of strategies for increasing students' positive behaviors and promoting the social integration of students with special needs in general education classrooms.

Course Schedule and Topics:

This course will cover the following topics.

UNIT 1: Foundations of Special Education: Inclusion as a philosophy for educating exceptional students in general education settings; Legal & Ethical Premise for teaching all students
UNIT 2: Special Education Referral & Assessment Special education identification process

UNIT 3: Collaboration Models; Creating Collaborative Relationships Comprehensive planning team

through effective collaboration and communication strategies

UNIT 4: The Classroom Environment: Strategies for Classroom Organization and Management

UNIT 5: Low Incidence Disabilities Working with advanced students - Learning disabilities - ADHD

- emotional & behavior challenges

UNIT 6: High Incidence Disabilities Autism & ASD Spectrum Disorders, Intellectual Disabilities - FASD/FASE

UNIT 7: Other Students with Special Needs Communication Disorders - Hearing loss - Vision & Blindness - Physical Disabilities

UNIT 8: Instructional Adaptations; Differentiating Instruction Strategies to enhance learning, motivation, and social development

UNIT 9: Evaluating Student Learning Strategies for evaluating student progress in general, modifying the evaluation methods used to assess student progress, developing differentiated assessment practices, and using alternative grading practices.

UNIT 10 Strategies for Independent Living Working with Families of Students with Exceptionalities

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Demonstrate an understanding of laws, regulation, and policies that pertain to the development of educational programs for students with special needs, including major categories of disabilities.	N		X		
L2	Discuss the concept of least restrictive alternatives and examine the research and rationale(s) for inclusive education.	N		X		
L3	Demonstrate an understanding of the role and responsibilities of the general educator in the design of Individual Education Programs (IEP), including identification, referral, IEP development, and implementation.	N	X	X		

L4	Discuss principles of educational assessment for special populations, including testing bias, sensitivity to cultural and language factors, and the importance of adaptations for English Language Learners (ELL).	N	X	X		
L5	Demonstrate an understanding of the characteristics and effective applications of collaboration, including working with families and paraprofessionals in the design and implementation of assessment and instructional programs for students with disabilities.	N	X	X		
L4	Analyze classroom and student needs in organizing and planning instruction for special populations, including the design of accommodations and the use of assistive technologies.	Y		X	X	
L5	Demonstrate an understanding of appropriate instructional materials and methods for students with low incidence disabilities and the accommodations that can be made for them in general education classrooms.	Y	X	X	X	
L6	Demonstrate an understanding of appropriate instructional materials and methods for students with high incidence disabilities and the accommodations that can be made for them in general education classrooms.	Y	X	X	X	
L7	Describe effective curricular and instructional approaches and accommodations that ensure access to the content areas, including literacy, mathematics, science, and social studies.	Y		X	X	X
L8	Demonstrate an understanding of strategies for increasing students' positive behaviors and promoting	Y	X	X	X	X

	the social integration of students with special needs in general education classrooms.					

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

Assessments

Forum: 5% Mandatory
Midterm Exam: $\ngtr$ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: ENGLISH B1 INTERMEDIATE ENGLISH

NB: A certificate will not be awarded after completion of this course. A Certificate will be issued after completion of all the English Course modules.

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	English A2 Basic English or an Equivalent
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The learner will be able to deal with most situations likely to arise while travelling in an area where the language is spoken. The student will be capable of producing simple connected text on topics which are familiar or of personal interest. They will be able to describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.

LEARNING CONTENT AND OUTCOMES

Learning content to be provided.

CODE: ENGLISH B2 UPPER-INTERMEDIATE ENGLISH

NB: A certificate will not be awarded after completion of this course. A Certificate will be issued after completion of all the English Course modules.

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	English B1 Intermediate English or an Equivalent
Co-requisites	N/A
Prohibited Combinations	N/A

COURSE OVERVIEW

The student will understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialisation. They will be able to interact with a degree of fluency and spontaneity that makes regular interaction with users of the target language quite possible without imposing strain on either party.

LEARNING CONTENT AND OUTCOMES

Learning content to be provided.

CPA SECTION III 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 to 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. Discussion forums will take place during the 24month program and participation is mandatory.

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

CPA Programs - 2023/2024

TERM III AY23/24 SECTION
CPA300 Public Finance and Taxation
CPA301 Financial Marketing
CPA302 Financial Reporting

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.

SECTION 3

Course Description

CPA300 PUBLIC FINANCE AND TAXATION

The aim of this course is to provide students with a knowledge of the administration of the taxation system generic to most jurisdictions. It introduces students to the application of taxation legislation to individuals and companies in a compliant and ethical manner. Students are introduced to the rationale behind – and the functions of – the tax system. The course then considers the separate taxes that an accountant would need to have a detailed knowledge of, such as income tax from self-employment, employment and investments, the corporation tax liability of individual companies and groups of companies, the national insurance contribution liabilities of both employed and self-employed persons, and the value added tax liability of businesses. Having covered the core areas of the basic taxes, candidates should be able to compute tax liabilities, explain the basis of their calculations, apply tax planning techniques for individuals and companies and identify the compliance issues for each major tax through a variety of business and personal scenarios and situations.

CPA301 FINANCIAL MANAGEMENT

The aim of the course is to develop the knowledge and skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions. The course is designed to equip candidates with the skills that would be expected from a finance manager responsible for the finance function of a business. It prepares candidates for more advanced and specialist study in Advanced Financial Management.

CPA302 FINANCIAL REPORTING

The aim of the syllabus is to develop knowledge and skills in understanding and applying IFRS Standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyse and interpret those financial statements. The financial reporting syllabus assumes knowledge acquired in Financial Accounting, and develops and applies this further and in greater depth. The syllabus begins with the Conceptual Framework for Financial Reporting with reference to the qualitative characteristics of useful information and the fundamental bases of accounting introduced in the Financial Accounting syllabus within the Knowledge module. It then moves into a detailed examination of the regulatory framework of accounting and how this informs the standard setting process. The main areas of the syllabus cover the reporting of financial information for single companies and for groups in accordance with generally accepted accounting principles and relevant IFRS Standards.

CODE: CDA 300 - INTRODUCTION TO ARTIFICIAL INTELLIGENCE

COURSE DETAILS

Course level: Graduate
Course category: Specialization course
Course credits: 4
Course duration: 10 weeks
Total contact hours: 30 (10hrs Lectures + 20hrs Discussion Forums)
Total exam hours: 4
Total study hours: 76 (40hrs Self-directed + 36hrs Research)
Language of instruction: English

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

COURSE OVERVIEW

Introduction to Artificial Intelligence course is designed to help learners decode the mystery of Artificial Intelligence and understand its business applications. The course provides an overview of Artificial Intelligence concepts and workflows, Machine Learning, Deep Learning, and performance metrics. Students learn the difference between supervised, unsupervised, and reinforcement learning-be exposed to use cases, and see how clustering and classification algorithms help identify Artificial Intelligence business applications.

Learning Objectives:

- Meaning, purpose, scope, stages, applications, and effects of Artificial Intelligence
- Fundamental concepts of Machine Learning and Deep Learning
- Difference between supervised, semi-supervised and unsupervised learning
- Machine Learning workflow and how to implement the steps effectively
- The role of performance metrics and how to identify their essential methods

CONTENT

Lesson 1 - Decoding Artificial Intelligence
Lesson 2 - Fundamentals of Machine Learning and Deep Learning
Lesson 3 - Machine Learning Workflow
Lesson 4 - Performance Metrics

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Meaning, purpose, scope, stages, applications, and effects of Artificial Intelligence	YES	x	x	x	x
L2	Fundamental concepts of Machine Learning and Deep Learning	YES	x	x	x	x

L3	Difference between supervised, semi-supervised and unsupervised learning	YES	x	x	x	x
L4	Machine Learning workflow and how to implement the steps effectively	YES	x	x	x	x
L5	The role of performance metrics and how to identify their essential methods	YES	x	x	x	x

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

Assessments.

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

BIBLIOGRAPHY

Bibliography: TBD

CODE: CDA301 - DEEP LEARNING FUNDAMENTALS

COURSE DETAILS

Course level: Graduate
Course category: Core Course
Course credits: 4
Course duration: 10 weeks
Total contact hours: 30 (10hrs Lectures + 20hrs Discussion Forums)
Total exam hours: 4
Total study hours: 76 (40hrs Self-directed + 36hrs Research)
Language of instruction: English

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

COURSE OVERVIEW

This course is designed to help students learn the fundamentals of Deep Learning. It will make students familiar with the concepts of Deep Learning, Convolutional neural networks, and the effectiveness of Deep Learning. This course examines the rapidly growing field in Data Science with neural networks .

Learning Objectives:

- Gain understanding of Deep Learning
- Understand Deep Learning models such as convolutional networks, recurrent nets, Autoencoders, Recursive Neural Tensor Nets, and Deep Learning Use Cases
- Comprehend Deep Learning platforms and software libraries

CONTENT

Lesson 1 - Introduction to Deep Learning
Lesson 2 - Deep Learning Models
Lesson 3 - Additional Deep Learning Models

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Gain understanding of Deep Learning	YES	x	x	x	x
L2	Understand Deep Learning models such as convolutional networks, recurrent nets, Autoencoders, Recursive Neural Tensor Nets, and Deep Learning Use Cases	YES	x	x	x	x
L3	Comprehend Deep Learning platforms and software libraries	YES	x	x	x	x

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

Assessments.

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

BIBLIOGRAPHY

Bibliography: TBD

CORE COURSE

CODE: CDA302 - DEEP LEARNING WITH TENSORFLOW

COURSE DETAILS

Course level: Graduate
Course category: Core Course
Course credits: 4
Course duration: 10 weeks
Total contact hours: 30 (10hrs Lectures + 20hrs Discussion Forums)
Total exam hours: 4
Total study hours: 76 (40hrs Self-directed + 36hrs Research)
Language of instruction: English

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

COURSE OVERVIEW

Deep Learning with Tensorflow will refine the students' Machine Learning knowledge and make them an expert in Deep Learning using TensorFlow. Students will master the concepts of Deep Learning and TensorFlow to build artificial neural networks and traverse layers of data abstraction. This course will help students learn to unlock the power of data and in Artificial Intelligence.

Learning Objectives:

- Understand the difference between linear and non-linear regression
- Comprehend Convolutional Neural Networks and their applications
- Gain familiarity on Recurrent Neural Networks (RNN) and Autoencoders
- Learn how to filter with Restricted Boltzmann Machine

CONTENT

Lesson 1 - Introduction to TensorFlow
Lesson 2 – Convolutional Neural Networks (CNN)
Lesson 3 – Recurrent Neural Networks (RNN)
Lesson 4 - Unsupervised Learning
Lesson 5 - Autoencoders

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Understand the difference between linear and non-linear regression	YES	x	x	x	x
L2	Comprehend Convolutional Neural Networks and their applications	YES	x	x	x	x
L3	Gain familiarity on Recurrent Neural Networks (RNN) and Autoencoders	YES	x	x	x	x

L4	Learn how to filter with Restricted Boltzmann Machine	YES	x	x	x	x

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

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

BIBLIOGRAPHY

Bibliography: TBD

CORE COURSE

CODE: CDA303 - NATURAL LANGUAGE PROCESSING

COURSE DETAILS

Course level: Graduate
Course category: Core Course
Course credits: 4
Course duration: 10 weeks
Total contact hours: 30 (10hrs Lectures + 20hrs Discussion Forums)
Total exam hours: 4
Total study hours: 76 (40hrs Self-directed + 36hrs Research)
Language of instruction: English

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

COURSE OVERVIEW

This Natural Language Processing course will give Students a detailed look at the science behind applying Machine Learning algorithms to process large amounts of natural language data. Students will learn the concepts of Natural Language understanding, Feature Engineering, Natural Language Generation and Speech Recognition techniques.

Learning Objectives:

- Learn how to perform text processing and find a pattern
- Find the most relevant document by applying TF-IDF
- Write a script for applying parts-of-speech and extraction on focus words
- Create your own NLP module
- Classify the cluster for articles
- Create a basic speech model
- Convert speech to text

CONTENT

Lesson 1 - Introduction to Natural Language Processing
Lesson 2 - Feature Engineering on Text Data
Lesson 3 - Natural Language Understanding Techniques
Lesson 4 - Natural Language Generation
Lesson 5 - Natural Language Processing Libraries
Lesson 6 - Natural Language Processing with Machine Learning and Deep Learning
Lesson 7 - Speech Recognition Technique

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Learn how to perform text processing and find a pattern	YES	x	x	x	x
	Find the most relevant document by applying TF-IDF	YES	x	x	x	x

L2						
L3	Write a script for applying parts-of-speech and extraction on focus words	YES	x	x	x	x
L4	Create your own NLP module	YES	x	x	x	x
L5	Classify the cluster for articles	YES	x	x	x	x
L6	Create a basic speech model	YES	x	x	x	x
L7	Convert speech to text	YES	x	x	x	x

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

Assessments.

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

BIBLIOGRAPHY

Bibliography: TBD

CODE: COM101 - AML/KYC/COMPLIANCE- PRACTICAL FRAMEWORK

COURSE DETAILS

Course level: Undergraduate
Course category: Core requirement
Course credits: 10
Course duration: 13 weeks
Total contact hours: 44.5 (19.5hrs 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 is designed to provide participants with a comprehensive understanding of anti-money laundering (AML), know-your-customer (KYC), and compliance frameworks in a practical context. The course will equip participants with the knowledge and tools necessary to establish and implement effective AML/KYC and compliance frameworks in their organizations. Participants will learn about the global regulatory landscape and the key concepts and principles underlying AML/KYC and compliance frameworks. They will gain an understanding of the risk-based approach to AML/KYC and compliance, including identifying and assessing risks and developing policies, procedures, and controls to mitigate those risks. Throughout the course, participants will be engaged in practical exercises and case studies to apply their knowledge and reinforce their understanding of the concepts and principles covered. By the end of the course, participants will be able to confidently implement and manage AML/KYC and compliance frameworks in their organizations, in compliance with global regulations and best practices. The course is divided into 10 modules, each focusing on a specific area of AML/KYC/Compliance.

COURSE OBJECTIVES

1. Identify the key concepts, terminologies, and principles of Anti-Money Laundering (AML), Know Your Customer (KYC), and Compliance frameworks.
2. Explain the risks associated with money laundering, terrorist financing, proliferation financing, and tax crimes, and how to detect and prevent them.
3. Describe the responsibilities and roles of various stakeholders in AML/KYC/Compliance, such as financial institutions, regulators, law enforcement, and the private sector.

4. Apply the risk-based approach to AML/KYC/Compliance, and develop effective policies, procedures, and controls to mitigate the risks of money laundering and other financial crimes.
5. Analyze the consequences of non-compliance with AML/KYC/Compliance regulations, including penalties, reputational damage, and legal liability, and learn how to avoid and address them.

LEARNING OUTCOMES

After taking the course of AML/KYC/Compliance students should be able to:

1. After completing the course, learners will be able to identify and explain the different forms of financial crimes, such as money laundering, terrorist financing, proliferation financing, and tax crimes.
2. Upon completion of the course, learners will be able to describe the roles and responsibilities of various stakeholders in the AML/KYC/Compliance framework, such as financial institutions, regulators, law enforcement, and the private sector.
3. After completing the course, learners will be able to apply the risk-based approach to AML/KYC/Compliance, and develop effective policies, procedures, and controls to mitigate the risks of financial crimes.
4. Upon completion of the course, learners will be able to recognize and analyze red flags and other indicators of suspicious activities and take appropriate actions to report them to the relevant authorities.
5. After completing the course, learners will be able to understand the consequences of non compliance with AML/KYC/Compliance regulations and learn how to avoid and address them through effective compliance and risk management measures.

Learning Outcomes: On successful completion of the course, the candidate will be able to:		Assessed in this module?	**A**	**B**	**C**	**D**
L1	After completing the course, learners will be able to identify and explain the different forms of financial crimes, such as money laundering, terrorist financing, proliferation financing, and tax crimes.	YES	X	X	X	
L2	Upon completion of the course, learners will be able to describe the roles and responsibilities of various stakeholders in the AML/KYC/Compliance framework, such as financial institutions, regulators, law enforcement, and the private sector.	YES	X	X		
L3	After completing the course, learners will be able to apply the risk-based approach to AML/KYC/Compliance and develop effective	YES	X		X	

	policies, procedures, and controls to mitigate the risks of financial crimes.					
L4	Upon completion of the course, learners will be able to recognize and analyze red flags and other indicators of suspicious activities and take appropriate actions to report them to the relevant authorities.	YES	X		X	X
L5	After completing the course, learners will be able to understand the consequences of non-compliance with AML/KYC/Compliance regulations and learn how to avoid and address them through effective compliance and risk management measures.	YES	X		X	X
L6	Analyze and evaluate how different corporate sustainability initiatives are implemented by companies to become more sustainable	YES	X	X	X	

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

Assessments

Forum: 5% Mandatory
Midterm Exam: 30% (Recommendation 30%)
Final Exam: 30%. (Recommendation 40%)
Quizzes Multiple Choice: 35 % (adjustable)

BIBLIOGRAPHY

Suggested readings: Books and Journals

1. "Anti-Money Laundering: A Guide for the Non-Executive Director" by Mark Pieth – Palgrave Macmillan
2. "The Anti-Money Laundering Toolkit: Practical Guidance for Regulated Financial Services Firms" by Mark G. Alexandridis and Robin L. Jarvis - John Wiley & Sons
3. "Anti-Money Laundering and Financial Crime: An End-to-End Guide" by Matthew Farrugia and Richard Keshen - Routledge
4. "Anti-Money Laundering Compliance Handbook: A Practical Hands-On Guide for Compliance Professionals" by Kevin Sullivan - John Wiley & Sons
5. "Anti-Money Laundering in a Nutshell: Awareness and Compliance for Financial Personnel and Business Managers" by Kevin Sullivan - Apress
6. "KYC and AML Compliance: A Practical Guide for Financial Institutions" by Tom Obermaier - John Wiley & Sons
7. "Compliance Management for Financial Institutions: A Risk-Based Approach to KYC and AML" by Alistair Milne and John D. Wood - John Wiley & Sons

8. "Anti-Money Laundering and Counter-Terrorist Financing" by Wouter H. Muller, Gerrit-Jan Zwenne, and Robby Houben - Oxford University Press
9. "EU Anti-Money Laundering Directive: A Comprehensive Guide" by Martin J. Quirke - Kluwer Law International
10. "Anti-Money Laundering in Europe: Evolution, Challenges, and Opportunities" by Roberto Saviano and Michele Ballarin - Palgrave Macmillan
11. "Anti-Money Laundering in Europe: The Fourth Directive on Money Laundering" by Juliette Levy and Charles Duchaine - Edward Elgar Publishing
12. "Handbook of Anti-Money Laundering" by Dennis Cox - John Wiley & Sons
13. "Anti-Money Laundering Compliance for Law Firms" by Matthew Moore - Bloomsbury Professional
14. "Combating Financial Crime: A Practical Guide to AML/CTF Compliance" by Nigel Morris-Cotterill
15. "Money Laundering: A Concise Guide for All Business" by Doug Hopton
16. "Risk Management for Anti-Money Laundering and Counter-Terrorism Financing" by John Fay

CODE: COM 102 COMPLIANCE - MARKET INTEGRITY AND PREVENTION OF MARKET ABUSE

COURSE DESCRIPTION

This course is designed to provide participants with a comprehensive understanding of market integrity principles and the prevention of market abuse. It covers essential topics related to maintaining fairness, transparency, and ethical conduct in financial markets, with a focus on regulatory requirements, internal controls, and best practices for listed companies and financial institutions.

Course Objectives:

Understand the concept of market integrity and its significance in financial markets.
Identify various forms of market abuse and their implications for stakeholders.
Recognize regulatory frameworks and obligations related to market integrity and prevention of market abuse.
Implement effective internal controls and compliance measures to mitigate the risk of market abuse.
Develop strategies for promoting ethical conduct and maintaining trust in financial markets.

Course Outline:

Module 1: Introduction to Market Integrity

- Definition and importance of market integrity
- Key principles of market integrity
- Role of market integrity in maintaining investor confidence

Module 2: Market Abuse: Types and Impact

- Overview of market abuse offenses (e.g., insider trading, market manipulation)
- Impact of market abuse on stakeholders and financial markets
- Case studies and examples of market abuse incidents

Module 3: Regulatory Frameworks and Obligations

- Overview of relevant regulations (e.g., SEC regulations, EU Market Abuse Regulation)
- Compliance requirements for listed companies and financial institutions
- Regulatory enforcement and penalties for market abuse violations

Module 4: Internal Controls for Market Integrity

- Designing and implementing internal controls to prevent market abuse
- Role of compliance functions and risk management in ensuring market integrity
- Monitoring, surveillance, and reporting mechanisms

Module 5: Best Practices for Listed Companies

- Responsibilities of listed companies in promoting market integrity
- Corporate governance practices for preventing market abuse
- Disclosure requirements and transparency initiatives

Module 6: Promoting Ethical Conduct

- Importance of ethical culture in preventing market abuse
- Training and awareness programs for employees and stakeholders
- Whistleblower policies and mechanisms for reporting suspicious activities

Module 7: Case Studies and Practical Applications

- Analysis of real-world cases of market abuse and enforcement actions
- Group discussions and exercises on identifying potential market abuse scenarios
- Developing action plans for enhancing market integrity within organizations

Module 8: Compliance Assessment and Continuous Improvement

- Conducting compliance assessments and audits
- Evaluating the effectiveness of internal controls and compliance programs
- Strategies for continuous improvement and adaptation to regulatory changes

Delivery Format:

- Instructor-led sessions
- Interactive discussions and case studies
- Group activities and exercises
- Assessment quizzes or exams
- Course materials (handouts, presentations, reference materials)

Duration:
The course is typically delivered over a period of 2-3 days, with each module comprising approximately 2-3 hours of instruction. The duration may vary based on the specific needs and preferences of the participants.

Target Audience:

- Compliance officers
- Risk managers
- Legal professionals
- Internal auditors
- Financial analysts
- Executives and directors of listed companies
- Anyone involved in regulatory compliance and market surveillance roles within financial institutions

Assessments.

Forum 5% Mandatory
Midterm Exam: ≯ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: COM104 COMPLIANCE- CUSTOMER/INVESTOR PROTECTION

Course Description:
This course offers a comprehensive overview of the Markets in Financial Instruments Directive (MiFID) and the Markets in Financial Instruments Regulation (MiFIR) with a focus on customer and investor protection. Participants will gain a deep understanding of the regulatory framework, obligations, and best practices for ensuring the protection of clients and stakeholders with investment interests under MiFID II and MiFIR.

Course Objectives:

- Understand the key principles and objectives of MiFID II and MiFIR.
- Identify the regulatory requirements and obligations related to customer and investor protection.
- Recognize the impact of MiFID II and MiFIR on market participants and investment services.
- Implement effective compliance measures and internal controls to ensure adherence to MiFID II and MiFIR requirements.
- Develop strategies for enhancing customer and investor protection within financial institutions.

Course Outline:

Module 1: Introduction to MiFID II and MiFIR

- Overview of MiFID II and MiFIR directives
- Objectives and scope of the regulations
- Evolution from MiFID I to MiFID II and key changes

Module 2: Client Classification and Suitability

- Requirements for client categorization under MiFID II
- Obligations related to client suitability and appropriateness assessments
- Client disclosure requirements and transparency obligations

Module 3: Best Execution and Order Handling

- Best execution principles and obligations for investment firms
- Requirements for order handling and execution policies
- Monitoring and reporting of execution quality

Module 4: Investor Protection and Product Governance

- Product governance requirements under MiFID II
- Assessment of target market and distribution strategies
- Product intervention powers and measures for investor protection

Module 5: Conflicts of Interest Management

- Identification and management of conflicts of interest
- Disclosure requirements for conflicts of interest
- Measures to mitigate conflicts and ensure fair treatment of clients

Module 6: Transaction Reporting and Transparency

- Transaction reporting obligations under MiFIR
- Requirements for pre and post-trade transparency
- Data reporting and publication obligations for investment firms

Module 7: Compliance Monitoring and Surveillance

- Implementing compliance monitoring programs
- Surveillance techniques for detecting market abuse and misconduct
- Reporting and escalation procedures for suspicious activities

Module 8: Regulatory Enforcement and Penalties

- Overview of regulatory enforcement actions under MiFID II and MiFIR
- Penalties for non-compliance with regulatory requirements
- Case studies of enforcement actions and lessons learned

Delivery Format:

- Instructor-led sessions
- Interactive discussions and case studies
- Group activities and exercises
- Assessment quizzes or exams
- Course materials (handouts, presentations, reference materials)

Duration:
The course is typically delivered over a period of 2-3 days, with each module comprising approximately 2-3 hours of instruction. The duration may vary based on the specific needs and preferences of the participants.

Target Audience:

- Compliance officers
- Risk managers
- Legal professionals
- Investment advisors
- Financial analysts
- Executives and directors of investment firms
- Anyone involved in regulatory compliance and client services within financial institutions

Assessments.

Forum 5% Mandatory
Midterm Exam: $\ngtr$ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: HSP100 - FRONT OFFICE OPERATIONS

Course level: Undergraduate
Course category: Core requirement
Course duration: 13 weeks
Total contact hours: 44.5(19.5hrs 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 presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. The course also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management. Front office procedures and management are placed within the context of the overall operation of a hotel. This course is designed to familiarize the student with the rooms division of the hotel. Emphasis will be placed on various front office functions: forecasting, reservation procession and guest registration, night audit and check-out procedure. The student will further be instructed in all aspects of the unique relationship between the front office and the other departments of the hotel. New case studies and the most current real-world examples will help the student to understand: the role of each staff member in maintaining quality service, the strategy to keep the front office profitable, the guest safety and key control guidelines that must be part of daily procedures and the impact of the latest technology. The course covers how to understand, organize, perform, and evaluate all of the front office functions so critical to the success of a hotel. Includes automation and computer applications throughout all aspects of the guest cycle and covers: maximize profits in establishing room rates, forecasting room availability, budgeting and using yield management techniques; handle all phases of personnel including recruiting, selecting, hiring, orienting, training, scheduling and motivating; work effectively with today’s multicultural labor force; increase revenues by incorporating sales techniques into the reservations process.

COURSE OBJECTIVES

In learning about the disruptive force of Fintech, students will apply themselves in a project-based approach to learning that builds upon a foundational understanding of the Blockchain. They will apply this learning to real-world challenges and questions in order to fully understand the benefits, limits and disruptive force of the Blockchain.

LEARNING CONTENT AND OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- Classify hotels in terms of their ownership, affiliation, and levels of service.
- Describe how hotels are organized and explain how functional areas within hotels are classified.
- Summarize front office operations during the four stages of the guest cycle.
- Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
- List the seven steps of the registration process and discuss creative registration options.
- Identify typical service requests that guests make at the front desk.
- Explain important issues in developing and managing a security program.
- Describe the process of creating and maintaining front office accounts.
- Identify functions and procedures related to the check-out and account settlement process.
- Discuss typical cleaning responsibilities of the housekeeping department.
- Summarize the steps in the front office audit process.
- Apply the ratios and formulas managers use to forecast room availability.
- Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.
- Identify the steps in effective hiring and orientation.

SKILLS

- Interpersonal communication
- Organization theory and behavior

ABILITIES

- Teamwork

ATTITUDES

- Cultural sensibility
- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

SYLLABUS CONTENT

The lodging industry• hotel organization• front office operations• reservations• registration• communications and guest service• security and the lodging industry• front office accounting• check-out and account settlement• the role of housekeeping in hospitality operations• the front office audit• planning and evaluating operations• revenue management• managing human resources

LEARNING, TEACHING & ASSESSMENT METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

- Workshop Assignment + Companion Materials: Videos and In Basket
- Front Office Quality Service Skills
- Performance Training for Front Desk Employees
- Case studies in Front Office Management
- Going The Extra Mile: Service Skills for Front Desk Employee

Chapter 1

- The Hospitality Industry - Defining the Term Hotel - Classifying Hotels – Size - Target Markets - Commercial Hotels -Airport Hotels - Suite Hotels - Extended Star Hotels - Residential Hotels - Resort Hotels - Bed and Breakfast Hotels -Vacation Ownership and

Condominium Hotels - CasinoHotels - Conference Centres - Convention Hotels -Alternative Lodging Properties - Levels of Service - The Intangibility of Service - Quality Assurance - Rating Services -World-Class Service - Mid-Range Service - Economy /Limited Service - Ownership and Affiliation - Independent Hotels - Chain Hotels -Reasons for Travelling - Business Travel - Pleasure Travel - Group Travel - Buying Influences-Multicultural Awareness - Case Studies

Chapter 2

- Organizational Missions – Goals - Strategies and Tactics - Hotel Organization - Organization Charts Classifying -Functional Areas - Rooms Division - Food and Beverage Division - Sales and Marketing Division - Accounting Division - Engineering and Maintenance - Security Division - Human Resources Division - Other Divisions - Front Office Operations - Organization - Work shifts - Job Descriptions - Job Specifications - Case Study - Appendix:
- Model Job Descriptions

Chapter 3

- The Guest Cycle - Pre-Arrival - Arrival – Occupancy – Departure - Front Office Systems - Non-Automated - Semi-Automated - Property Management Systems - Front Office Process - Pre-Arrival – Arrival – Occupancy – Departure The Front Desk - Functional Organization - Design Alternatives - Telecommunications - Telecommunications Equipment - Property Management Systems - Reservations Management Software - Rooms Management Software
- Guest Account Management Software - General Management Software - Back Office Interfaces System Interfaces - Case Studies

Chapter 4

- Reservations and Sales - Types of Reservations - Guaranteed Reservations - Non-Guaranteed Reservations Reservation Inquiry - The Seven Step Reservation – Sales Process - Central Reservation Systems - Global Distribution Systems - Intersell Agencies - Property Direct - Reservations through the Internet - Group Reservations - Reservation Availability - Reservation Systems - The Reservation Record - Reservation Confirmation - Confirmation/ Cancellation Numbers - Reservation Maintenance - Modifying Non-Guaranteed – Reservations - Reservation Cancellation Reservation Reports - Expected Arrival and Departure Lists - Processing Deposits - Reservations Histories -Reservation Considerations
- Legal Implications - Waiting Lists – Packages - Potential Reservation Problems - Case Study

Chapter 5

- Pre-registration Activity - The Registration Record - Room and Rate Assignment - Room Status - Room Rates - Room Locations - Future Blocks - Method of Payment – Cash - Personal Checks - Credit Cards - Direct Billing - Special Programs and Groups - Denying a Credit Request - Issuing the Room Key - Fulfilling Special Requests - Creative Options - Self- Registration - Selling the Guestroom - When Guests Cannot Be Accommodated - Walk-In Guests Guest with Non-Guaranteed Reservations - Guests with Guaranteed Reservations -Case Study

Chapter 6

- Front Office Communications - Guest Communications - Log Book - Information Directory - Mail and Package Handling - Telephone Services - Interdepartmental Communications - Housekeeping - Engineering and Maintenance - Revenue Centres - Marketing and Public Relations - Guest Services Equipment and Supplies Special Procedures - Guest Relations – Complaints - Identifying Complaints - Handling Complaints Follow-Up Procedures - Case Study

Chapter 7

- A Growing Concern - Developing the Security Programme - Doors, Locks, Key Control, and Access Control Guestroom Security - Control of Persons on Premises - Perimeter and Grounds Control - Protection of Assets Emergency Procedures - Communication - Security

- Records - Staff Security Procedures - Management's Role in Security - The Need for Effective Management - Areas of Vulnerability - Security Requirements - Setting Up the Security Program - The Importance of Law Enforcement Liaison - Security Staffing - The Elements of Security Training Who is Responsible? The Authority of a Security Officer - The Team Concept - Security and the Law - Legal Definitions - Case Study

Chapter 8

- Accounting Fundamentals – Accounts – Folios – Vouchers - Points of Sale – Ledgers - Creation and Maintenance of Accounts - Recordkeeping Systems - Charge Privileges - Credit Monitoring - Account Maintenance - Tracking Transactions - Cash Payment - Charge Purchase - Account Correction - Account Allowance - Account Transfer Cash Advance -
- Internal Control - Cash Banks - Audit Controls - Settlement of Accounts - Case Study

Chapter 9

- Check-Out and Account Settlement - Department Procedures - Methods of Settlement - Late Check-Out - Check-Out Options - Express Check-Out - Self Check-Out - Unpaid Account Balances - Account Collection Account Aging - Front Office Records - Guest Histories -
- Marketing Follow-Through

Chapter 10

- Communicating Room Status - Housekeeping and Maintenance - Communicating Maintenance Work - Types of Maintenance – Teamwork - Identifying Housekeeping' s Responsibilities - Planning the Work of the Housekeeping Department - Area Inventory Lists
- Frequency Schedules - Performance Standards - Productivity Standards Equipment and Supply - Inventory Levels - Supervisor Dilemma

Chapter 11

- The Front Office Audit - Functions of the Front Office Audit - The Role of the Front Office Auditor - Establishing an End of Day - Cross- Referencing - Account Integrity - Guest Credit Monitoring - Audit Posting Formula - Daily and Supplemental Transcripts - Front Office Audit - The Front Office Audit Process - Complete Outstanding Postings Reconcile Room Status Discrepancies - Balance All Departmental Accounts Verify Room Rates - Verify No- Show Reservations - Post Room Rates and Taxes - Prepare Reports - Deposit Cash - Clear or Back Up the System - Distribute Reports - System Update - Case Study

Chapter 12

- Management Functions – Planning – Organizing – Coordinating – Staffing – Leading – Controlling Evaluating Establishing Room Rates - Market Condition Approach - Rule-of-Thumb Approach - Hubbart Formula Approach Planned Rate Changes - Forecasting Room Availability - Forecasting Data - Forecast Formula - Sample Forecast Forms - Budgeting for Operations - Forecasting Rooms Revenue - Estimating Expenses - Refining Budget Plans Evaluating Front Office Operations - Daily Operations Report - Occupancy Ratios - Rooms Revenue Analysis - Hotel Income Statement - Rooms Division Income Statement - Rooms Division Budget Reports - Operating Ratios - Ratio Standards - Case Study

Chapter 13

- Revenue Management - The Concept of Revenue Management - Hotel Industry Applications
- Measuring Yield -Formula 1: Potential Average Single Rate - Formula 2: Potential Average Double Rate - Formula 3: Multiple Occupancy Percentage - Formula 4: Rate Spread - Formula 5: Potential Average Rate - Formula 6: Room Rate Achievement Factor - Formula 7: Yield Statistic - Formula 8: Equivalent Occupancy - Formula 9: Required Non-Room Revenue per Guest - Elements of Revenue Management - Group Room Sales - Transient Room Sales - Food and Beverage Activity Local and Area-Wide Activities - Special Events - Fair Market Share Forecasting - Using Revenue Management - The Revenue Meeting - Potential High and Low Demand Tactics - Implementing Revenue Strategies- Hurdle Rates -
- Minimum Length of Star - Close to Arrival – Sell Through - Revenue Management Software

Chapter 14

- Recruiting - Internal Recruiting - External Recruiting – Selecting - Selection Tools - Evaluating Applicants- Interviewing – Hiring - Job Offers - Processing Personnel Records – Orienting - Skills Training - Prepare to Train - Present the Training - Practice Skills - Follow Up - Staff Scheduling - Alternative Scheduling Techniques - Staff Motivation – Training- Cross-Training – Recognition- Communication - Incentive Programs - Performance Appraisals - Case Study

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	• Classify hotels in terms of their ownership, affiliation, and levels of service. • Describe how hotels are organized and explain how functional areas within hotels are classified.	YES	X	X	X	X
L2	• Explain important issues in developing and managing a security program. • Describe the process of creating and maintaining front office accounts. • Interpersonal communication • Organization theory and behavior	YES	X	X	X	X
L3	• Discuss typical cleaning responsibilities of the housekeeping department. • Summarize the steps in the front office audit process. • Teamwork	YES	X	X	X	X
L4	• Cultural sensibility • Ethical consideration • Commitment to industry excellence • Abilities for customer service environment	YES	X	X	X	X

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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

Assessments

Forum: 5% Mandatory
Midterm Exam: ≯ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

1. ESSENTIAL

- Managing Front Office Operations, Seventh Edition, by Michael L. Kasavana, Ph.D., and Richard M

2. RECOMMENDED

- Effective Revenue Management Strategies – Competitive Edge
- Accommodation Management – Jones & Paul
- Principles of Front Office Operations – Baker & Bradley

- Guest craft Front of House Operations – Ann Thurnhurst

3. INTERNET SITES

- www.trivago.com
- www.visitbrussels.be
- www.ih-ra.com
- www.hotrec.eu

CODE: HSP101 FOOD AND BEVERAGE SUPERVISION

Course level: Undergraduate
Course category: Core requirement
Course duration: 13 weeks
Total contact hours:
Total exam hours:
Total study hours:
Language of instruction: English

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

COURSE OVERVIEW

The Comprehensive Food and Beverage Supervision Course for Hospitality Professionals is an immersive program meticulously crafted to address the nuanced challenges faced by individuals operating within the dynamic landscape of the hospitality industry. Tailored to meet the specific demands of food and beverage management, this course integrates theoretical knowledge with practical insights, offering a holistic approach to leadership and operational excellence.

The course is set to cover 12 modules, with the last module being a practical approach and case studies.

Course Modules:

1.Leadership Dynamics in Hospitality (Module 1): Delve into the intricacies of effective leadership within the hospitality context. Understand motivational theories, team dynamics, and communication strategies, fostering the development of strong, cohesive teams.

2.Strategic Menu Planning and Cost Control (Module 2): Uncover the secrets behind menu engineering, pricing strategies, and cost control mechanisms. Participants will learn to create menus that balance customer satisfaction and financial viability.

3. Excellence in Customer Service (Module 3): Explore the art of delivering unparalleled customer service experiences. The module covers customer expectations, complaint resolution strategies, and methods to create memorable dining encounters.

4. Operations Management in F&B (Module 4): Gain insights into the day-to-day intricacies of managing F&B operations. Topics include staff management, scheduling, inventory control, and quality assurance measures for seamless operational efficiency.

5. Food Safety and Hygiene Standards (Module 5): Emphasizing the paramount importance of food safety, this module covers HACCP principles, sanitation practices, and compliance with health regulations, ensuring participants are well-versed in maintaining impeccable hygiene standards.

6. Beverage Management Strategies (Module 6): Dive into the world of beverages, covering alcoholic and non-alcoholic options. This module explores inventory management, sourcing, and the art of suggestive selling to enhance overall beverage services.

7. Exploring Industry Trends and Innovations (Module 7): Stay ahead of the curve by examining current trends and innovations within the food and beverage sector. Discussions include the integration of technology, sustainable practices, and adapting to evolving consumer preferences.

8. Practical Application and Case Studies (Module 8): Apply acquired knowledge through hands-on exercises, real-world case studies, and simulated scenarios. Develop critical thinking, problem-solving skills, and decision-making capabilities in a controlled, supportive learning environment.

Target Audience:

- Aspiring and current food and beverage supervisors
- Hospitality professionals seeking career advancement
- Restaurant Supervisors, catering managers, and event planners
- Individuals keen on enhancing their leadership skills within the food service industry

Outcome:

Learners will emerge with a comprehensive skill set and a profound understanding of food and beverage supervision within the context of the hospitality industry. Equipped with practical skills and industry-specific knowledge, participants will be well-prepared to navigate the multifaceted challenges of managing food and beverage operations successfully, ensuring both customer satisfaction and business profitability in this competitive industry.

Assessments.

Forum 5% Mandatory
Midterm Exam: > 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: GWTL100 - BUSINESS NEGOTIATIONS

Course level: Undergraduate
Course category: Core requirement
Course duration: 13 weeks
Total contact hours: 44.5(19.5hrs 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

Negotiation is a critical skill in both personal and professional contexts, and this course will provide learners with the tools and techniques to negotiate effectively and achieve favorable outcomes.

Covered topics are fundamentals of negotiations, understanding different negotiation styles, developing effective communication skills, managing emotions during negotiations, building relationships, and creating win-win solutions.

COURSE OBJECTIVES

This course is designed to equip students with skills and strategies needed to excel in various negotiation scenarios.

LEARNING CONTENT AND OUTCOMES

After successful completion of this course, students will be able to:

1. Understand the fundamentals of negotiation, including key concepts and principles.
2. Understand the main approaches in the negotiation.
3. Understand how to prepare for negotiations.
4. Understand how to undertake commercial negotiations and apply negotiation strategies such as bargaining tactics, dealing with difficult negotiators and creating win-win scenarios.
5. Understand the legal issues that relate to the formation of contracts and recognize the use of legal terms that should regulate commercial agreements.
6. Understand negotiations ethics, including dealing with conflict and maintaining professionalism

Learning Outcomes: On successful completion of the course the candidate will be able to:	Assessed in this module?	A	B	C	D

L1	Understand the **fundamentals of negotiation**, including key concepts and principles		X	X		
L2	Understand the **main approaches** in the negotiation and apply **negotiation strategies**		X	X	X	
L3	Understand how to **prepare** for negotiations		X			
L4	Understand the **legal issues, recognize and explain the legal terms** that should regulate commercial agreements		X			X
L5	Understand **negotiations ethics**, including dealing with conflict and maintaining professionalism		X		X	

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

Assessments

Forum: 5% Mandatory
Midterm Exam: ≯ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA

CODE: GWTL101 - AGILE SOFTWARE METHODOLOGIES

Course level: Undergraduate
Course category: Specialization
Course duration: 11 weeks
Total contact hours: 20 (20hrs Lectures)
Total exam hours: 3
Total study hours: 80 (39hrs self-directed + 25hrs Specific assignments + 16hrs Research)
Language of instruction: English

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

COURSE OVERVIEW

In university few of us are thought about what successful product development is. This course will teach you about the process that a development team adopts in order to transform code into a successful product ready to be customer delivered.

COURSE OBJECTIVES

This course is designed to enable students to acquire the necessary skills and strategies to create software in an agile manner using development principles, practices, methodologies and help them become proficient in delivering high-quality software. Also, the ability to work collaboratively in cross- functional teams, understand the roles and responsibilities of each team member, together with effectively communicate project progress.

LEARNING CONTENT AND OUTCOMES

After successful completion of this course, students will be able to:

1. Understand the fundamentals of software development processes.
2. Have knowledge about the most used development frameworks and methodologies.
3. Understand modeling languages – UML
4. Understand how modern software testing is performed and principles behind it.
5. Understand Agile methodology, how Agility is implemented and what are the values, principles and mindset behind it.
6. Understand what Scrum framework is, what are the roles, responsibilities, values, artefacts and basic terminology.
7. Understand what the events in Scrum are and how software estimations are done.
8. Understand how visibility and transparency is assured in Scrum, using Inspection and adaptation. Learn about key performance indicators (KPI), objectives key results (OKR) and about tools that can boost productivity.
9. Understand what a product is and how product vision is born.
10. AI, how to integrate AI in your workflow. The good, the bad and the ugly of ChatGPT.
11. Understand how most common agile development practices work and in what context they are applied. What scaled agile frameworks are and have a taste of another commonly used framework – kanban.

Learning Outcomes: On successful completion of the course the candidate will be able to:		Assessed in this module?	A	B	C	D
L1	Understand the fundamentals of software development processes.	YES	X	X		
L2	Have knowledge about the most used development frameworks and methodologies.	YES	X	X	X	
L3	Understand modeling languages – UML	YES	X	X	X	X
L4	Understand how modern software testing is performed and principles behind it.	YES	X	X	X	X
L5	Understand Agile methodology, how SCRUM framework is implemented and how to work inside a development team.	NO	X	X		X
L6	Understand what Scrum framework is, what are the roles, responsibilities, values, artefacts and basic terminology.	YES	X	X	X	X
L7	Understand what the events in Scrum are and how software estimations are done.	YES	X	X	X	X
L8	Understand how visibility and transparency is assured in Scrum, using Inspection and adaptation. Learn about key performance indicators (KPI), objectives key results (OKR) and about tools that can boost productivity.	YES	X	X	X	X
L9	Understand what a product is and how product vision is born.	YES	X	X	X	X
L10	AI, how to integrate AI in your workflow. The good, the bad and the ugly of ChatGPT.	NO	X	X		X
L11	Understand how most common agile development practices work and in what context they are applied. What scaled agile frameworks are and have a taste of another commonly used framework – kanban.	NO	X	X	X	

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

Assessments

Forum: 5% Mandatory
Midterm Exam: $\ngtr$ 40% (Recommendation 30%)
Final Exam: 30-40%. (Recommendation 40%)
Quizzes Multiple Choice: 25 % (adjustable)

BIBLIOGRAPHY

TBA