



UNIVERSITY *of* NICOSIA

Course Code THOM 475	Course Title Senior Year Seminar	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites Senior
Type of Course Elective	Field Hospitality/Business	Language of Instruction English
Level of Course 1st Cycle	Year of Study 4 th	Lecturer(s) Dr Panicos Constanti/ Yianna Orphanidou
Mode of Delivery face-to-face/	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Think critically in order to analyze a problem and develop a solution;
- Use academic methods (e.g. using referenced arguments);
- Identify and adjust to future trends;
- Identify and use adequate tools (i.e. market research, statistical analysis);
- Develop a theoretical and applied perspective;
- Identify the impacts of related disciplines on the field;
- Learn-to-learn, i.e. how, when, where - new personal development is needed (e.g. rhetoric, presentation, working in teams, personal management, keeping up to date);
- Understand details of business functions, as related to the field;
- Consider the importance of intellectual, personal and professional development and enrichment

Learning Outcomes:

After completion of the course students should be able to:

1. **Demonstrate** knowledge of the industry;
2. **Synthesize** the various aspects and dimensions of the skills developed throughout the programme;
3. **Analyse, evaluate and discuss** the contradictory evidence that separates theory from practice;
4. **Reconcile** the issues highlighted in the previous outcome;
5. **Reflect, critique and evaluate** both the self and the exogenous outcomes of the programme;

Course Content:

- **‘Putting it all together’:**
 - Financial Management;
 - Marketing Management;
 - Human Resource Management;
 - Strategic Management;
 - Diversity and Cross-Cultural Management;
 - Sustainability & Environmental Management;
 - Making an evidence-based argument: orally, written and visual.

Learning Activities and Teaching Methods:

PowerPoint Lectures, assignments, practical exercises, student presentations/assignments

Assessment Methods:

Students’ PowerPoint presentations, assignments, exercises, fieldtrip, Mid-Term exam, Final exam

Required Textbooks/Reading:

There is no set text for this course due to its nature and structure. The student will have the opportunity to utilize a variety of resources including textbooks, academic and non-academic journal articles, newspaper reports and other resources considered appropriate by the tutor and students.

The emphasis is on synthesis, critique, analysis, implementation and self-evaluation of the concepts, models and theories that have been encountered throughout the degree programme.