



### University of Nicosia, Cyprus

<b>Course Code</b>	<b>Course Title</b>	<b>Credits (ECTS)</b>
BADM-439	Senior Simulation in Business	6
<b>Department</b>	<b>Semester</b>	<b>Prerequisites</b>
Finance and Economics	Fall/Spring	ECON-261; ECON-262; MATH-220; ACCT-111
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Business	English
<b>Level of Course</b>	<b>Year of Study</b>	<b>Lecturer</b>
Undergraduate	3 <sup>rd</sup> - 4 <sup>th</sup>	Marios Christou
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
face-to-face	N/A	None
<b>Recommended Optional Programme Components:</b> N/A		

#### Objectives of the Course:

The main objectives of the course are to:

- Offer an acknowledgement of the business world and how it operates.
- To study business problems integrating accounting, economics, management and marketing issues.
- Analyze the objectives of the firm using managerial tools and methods.

#### Learning Outcomes:

After completion of the course students are expected to be able to:

- Provide an overview of the business environment and how it operates in a comprehensive approach.
- Understand how managerial methods and tools can be used to plan and control the business.
- Perform a holistic business analysis underlying accounting, economics, management, finance and marketing issues.
- Understand the importance of quantitative analysis in business planning.

#### Course Contents:

1. Introduction to business planning, objectives and techniques.
2. Development of a business plan.
3. Work in groups to set up a new business start up plan.
4. Present the plan to a group of venture capitalists to secure funding for the business proposal.

#### Teaching Methods:

Tutorials, Person to person tuition, Use of techniques and business spreadsheets, Presentation

#### Assessment Methods:

Continuous evaluation, Final presentation, Report preparation.

**Required Textbooks:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Paul Barrow	<i>The Best Laid Business Plans</i>	Warwick Business School	2001	<b>0753509636</b>