



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-439	Senior Simulation in Business	6
Prerequisites	Department	Semester
ECON-261; ECON-262; MATH-220; ACCT-111	Finance and Economics	Fall/Spring
Type of Course	Field	Language of Instruction
Elective	Business	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Marios Christou	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

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:

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

Course Content:

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.

Learning Activities and Teaching Methods:

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

Assessment Methods:

Continuous evaluation, Final presentation, Report preparation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Best-Laid Business Plans: How to write them, how to pitch them	Paul Barrow	Virgin Books Ltd	2005	9780753509630 0753509636