	SYLLABUS
	CY201E
	Cybersecurity Fundamentals

ACADEMIC AREA : SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

PROGRAMME : BIM / UGTC LEVEL 2 BIM

PERIOD : FALL

COORDINATOR :

INSTRUCTOR(S) :

CONTACT HOURS : 24.0 hours

STUDY TIME : null hours (Class preparation, homework and assessments)

CREDITS : 2.0 ECTS

AOL : False

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This half-course is designed for second-year Bachelor of Management students to gain a foundational understanding of cybersecurity principles. Given the abbreviated format, the focus will be on essential topics such as common cyber threats, best practices for data protection, regulatory requirements, and the role of business leaders in safeguarding organizational assets. Students will learn how to recognize risks, develop basic protective measures, and understand the ethical and legal implications of cybersecurity in a business context.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Demonstrate advanced technological literacy to Connect physical and digital spaces #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

1. Identify Common Threats 2. Apply Basic Security Measures 3. Assess Business Risks 4. Understand Regulatory Compliance 5. Propose Incident Response Strategies

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

-

TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

	SYLLABUS
	FI202E_0108_24
	Financial Operations

ACADEMIC AREA :   FINANCE AND ACCOUNTING

PROGRAMME :   BIM / UGTC LEVEL 2 BIM

PERIOD :   FALL

COORDINATOR :   Ms. Rania KOUDRI

INSTRUCTOR(S) :   Ms. Rania KOUDRI

CONTACT HOURS :   24 hours

STUDY TIME :   85 hours (Class preparation, homework and assessments)

CREDITS :   4.0 ECTS

AOL :   False

PRE-REQUISITE MODULES :

An introduction to Basic financial and management accounting.

MODULE DESCRIPTION :

This course is primarily aimed at
1- allow the student to understand the fundamental concepts and notions of accounting and financial mathematics
2- introduce the student to the reading and interpretation of accounting and financial documents
3- provide the student with the main standard tools of accounting and financial analysis with a view to a better understanding of the state of the company, a sine qua non condition for an optimal economic decision

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Leverage the economic, ecological, social performance of the firm and its operations to Change Business models #ChangeBusiness

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

Upon successful completion of the module, the student will be able to:

1. Understand the need for financial reporting and preparation of key financial statement (Income Statement, Statement of Financial Position, Retained earnings statement and the Cash Flow Statement) from basic data given.
2. Understand the key concepts related to Interest and more specifically simple interest, as well as computation and application of simple interest under various scenarios.
3. Understand the compound interest and its practical application in current financial system. Its computation in complex situation of some missing information.
4. Explain working capital concept, its management, working capital management importance and objectives. Understanding the need and computation of working capital requirements.

5. Understand the application several investment appraisal methods such as; the accounting rate of return (ARR), payback period (PBP), net present value (NPV), profitability index (PI), Internal rate of return (IRR) and modified internal rate of return (MIRR). Besides this, student will be able to explain the project evaluation and selection, including its: (a) calculation; (b) acceptance criterion; and (c) advantages and disadvantages. Investment appraisal decision making in context of Capital rationing.

TOPICS COVERED :

Financial Statements - Income Statement, Statement of financial position, Retained earnings statement and Cash Flows Statement.
Interest, Simple interest, maturity value, Compound interest, various compounding periods, continuous compounding, Nominal & Effective Annual Rates, Proportional and Equivalent Rates.
Working capital, working capital management, working capital requirements, working capital cycle, cash conversion cycle, working capital management policy.
Accounting rate of return (ARR), payback period (PBP), net present value (NPV), profitability index (PI), Internal rate of

return (IRR) and modified internal rate of return (MIRR), Capital rationing.

RESEARCH-LED TEACHING :

The Financial Operations Study Text contains all you need to know for the F1
assessment and fully explains all areas of the syllabus. The Study Text includes a step-by-ste... En afficher plus
Sujets :BUSINESS & ECONOMICS / Organizational Behavior; BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Management Science; BUSINESS & ECONOMICS / Industrial Management; Corporations--Finance--Examinations--Study guides
Publié dans/en :Financial Operations, 2013

Base de données :eBook Index
Par :Chartered Institute of Management AccountantsIHH Co Ltd Submits Patent Application for Device for Handling Financial Operations
Taipei, July 15 -- IHH Co Ltd has submitted a patent application for device for handling
financial operations. Hung Chi-Yen developed the invention... En afficher plus
Sujets :Business, international
Publié dans/en :Global IP News: Business and Commerce Patent News, 20240715
Base de données :Gale OneFile: Business

Standardization of financial operations: ISO 20022 and operational aspects of its practical implementation
The standardization of electronic messages in financial transactions is currently one of the
fundamental principles for ensuring the efficient and stable functioning of the finan... En afficher plus
Sujets :standardization; iso 20022; electronic message; financial operation; regulation; national payment system; +2 en plus
Publié dans/en :. . , 2020
Base de données :Directory of Open Access Journals
Par :D.A. Chepakov

Big Data Perspective on Financial Operations Revenue Management Approach.
For the innovation of financial operation and revenue management work, in
the background of the big data era, it should be necessary to establish an information-base... En afficher plus
Sujets :REVENUE management; OPERATIONS management; BIG data; INVENTORY control; SHUTTLE services; FINANCIAL management; +6 en plus
Publié dans/en :Mathematical Problems in Engineering, 6/2/2022
Base de données :Academic Search Index
Par :Yang, Jing

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

This course adresses operational finance in coherence with modern expectations in terms of sustainability . We will discuss throughout the course , how financial operations can be an excellent leverage tool for creating sustainable work environment , economic growth , promote sustainable innovation in industries , reduce inequalities in society and help building sustainable cities and communities

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 08 - Decent work and economic growth
- 09 - Industry, innovation and infrastructure
- 10 - Reduced inequalities
- 11 - Sustainable cities and communities

TEACHING METHODS :

The teaching pedagogy comprises a mix of in-class lectures, reading material, slides, practice exercises posted on Moodle, and corresponding chapters of the prescribed topics covered.
There will be home assignments after each session and quizzes after each main topic covered in the class to assess the overall understanding of the students.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Individual	Written in class	40%		All
Final	Individual	Final written exam	60%	2 hours	All

Assessment 1 details:

In session 8, there will be an written in-class exam that covers all the chapters taught throughout the course, spanning from Session 1 to 7.

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:
· Cheating
· Plagiarism
· Fabrication
· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by utilizing generative AI
· Falsification of records or official documents
· Unauthorized access to restricted information or data
· Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

>   Stephen Ross, Randolph Westerfield, Bradford Jordan (2021) Fundamentals of Corporate Finance (13th edn). McGraw-Hill Higher Education.

>   Fundamentals of Financial Management, Latest Edition (by Eugene F. Brigham; Joel F. Houston). Cengage Learning.

Additional Reading

> James C. Van Horne., John M. Wachowicz, Jr. (2005). Fundamentals of Financial Mangement. (12th edn). Pearson Education.
> Vernimmen P. (Latest Edition). Corporate Finance: Theory and Practice, John Wiley & Sons. [eBook 2017 edn https://bit.ly/3Cx8zIM].
> Martínez-Abascal, Eduardo. Finance for Managers (available through McGraw-Hill or Amazon).

> Brealey R.A., Myers S. (2022). Principles of Corporate Finance. (14th edn). Mc Graw Hill Higher Education. [eBook https://bit.ly/431CWnW]

>> Also available in French: Brealey R.A., Myers S. (2006). Principes de gestion financière. Pearson Education
> Lawrence J. Gitman (latest edition). Principles of managerial finance
> Gibson C.H. (2013). Financial Statement Analysis. (13th edn). Cengage Learning.

 Students are strongly urged to read the financial press on a regular basis

MODULE PLAN SESSIONS :

Plan Session 01 :

1 / Introduction to Financial operations and Introduction to financial statements / Lecture notes; Exercises Session 1.
in this session we will cover the general frame of financial operations , forms of business organisation , what are the key users of financial information and how key financial statements are built .

Plan Session 02 :

2 / a) Working Capital Management / Lecture notes; Exercises Session 2
b) Quiz 1: Topics covered in Session 1
In Session 2 we are concerned with working capital , meaning , components , dynamics , objective and classification .

Plan Session 03 :

3 / a) Simple Interest / Lecture notes; Exercises Session 3
b) Quiz 2: Topics covered in Session 2
This sessions is about interest , what is a simple interest , notions of maturity , principal , rate and time are covered .

Plan Session 04 :

4 / Compound Interest (Part 1) / Lecture notes; Exercises Session 4
In this session, we ate covering dynamics of compound interest in comparison with simple interest covered previously and what are the principal differences of treatment .

Plan Session 05 :

5 / Compound Interest (Part 2)/ Lecture notes; Exercises Session 5
This session is about loan amortization parameters of calculation , notions of nominal and real rate are covered .

Plan Session 06 :

6 / a) Investment appraisal methods (Part 1) / Lecture notes; Exercises Session 6
b) Quiz 3: Topics covered in Sessions 3 to
  This session is about the concept of investment projects , what are the criteria for selecting the best investment project regarding parameters of rate of return ; payback and profitability.

Plan Session 07 :

7 / Investment appraisal methods (Part 2) / Lecture notes; Exercises Session 7;
b) Quiz 4: Topics covered in Sessions 6.
This session covers parameters of ranking investments , scale of investment , cash flow pattern & project life cycle .

Plan Session 08 :

8 / a) Practice Exercises & discuss the issues in the course studied;

b) Final Quiz (Graded): All topics covered from Session 1 to 7.

	SYLLABUS
	GO201E_0108_25
	Geopolitics and Environment

ACADEMIC AREA :   **STRATEGY AND INNOVATION**

PROGRAMME :   **BIM / UGTC LEVEL 2 BIM**

PERIOD :   **FALL**

COORDINATOR :

INSTRUCTOR(S) :

CONTACT HOURS :   **24.0 hours**

STUDY TIME :   **null hours (Class preparation, homework and assessments)**

CREDITS :   **4.0 ECTS**

AOL :   **False**

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

The purpose of this module is to provide students with the keys to understanding major international energy challenges that have an impact on the environment. Indeed, due to the interconnection of increasingly energy-hungry globalized economies, which has created a complex network of dependencies, it is necessary to raise awareness among future economically conscious actors about the influence of political phenomena on economic sustainability. Beyond presenting a general overview of knowledge that is continually evolving, the goal is to draw attention to a mindset to be acquired in order to understand the determining factors governing a multipolar and diverse world where power dynamics remain highly relevant.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

1/ Major geopolitical trends for 2024; 2/ Overview of geopolitical issues related with sustainability 3/ Interrelations between energy issues and crisis

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

-

TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

	SYLLABUS
	MK204E_0108_25
	Marketing Metrics

ACADEMIC AREA :   **MARKETING**

PROGRAMME :   **BIM / UGTC LEVEL 2 BIM**

PERIOD :   **FALL**

COORDINATOR :

INSTRUCTOR(S) :

CONTACT HOURS :   **24.0 hours**

STUDY TIME :   **null hours (Class preparation, homework and assessments)**

CREDITS :   **4.0 ECTS**

AOL :   **False**

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This course introduces students to essential metrics and analytical tools used to evaluate marketing performance, covering both traditional and digital channels. In addition, the module emphasizes the growing role of Artificial Intelligence (AI) in processing data, forecasting trends, and optimizing marketing strategies. Through case studies, hands-on exercises, and group projects, students will learn to interpret data, assess campaign effectiveness, and make data-driven decisions using modern AI-driven tools.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Leverage the economic, ecological, social performance of the firm and its operations to Change Business models #ChangeBusiness

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

-Understand the fundamental concepts and significance of marketing metrics. -Identify and measure key performance indicators (KPIs) in various marketing channels. -Analyze data to evaluate the effectiveness and ROI of marketing campaigns. -Utilize digital tools—including AI-powered analytics—for reporting and interpreting marketing performance. -Develop actionable insights to optimize marketing strategies with the support of AI-driven data analysis.

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

-

TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

ACADEMIC AREA : **MANAGEMENT AND ORGANIZATIONS**

PROGRAMME : **BIM / UGTC LEVEL 2 BIM**

PERIOD : **FALL**

COORDINATOR : **Ms. Vanja RADOSAVLJEVIC**

INSTRUCTOR(S) : **Dr. Lara BERTOLA**
Ms. Vanja RADOSAVLJEVIC

CONTACT HOURS : **Parv KAUR**

STUDY TIME : **24 hours**

CREDITS : **75 hours (Class preparation, homework and assessments)**

4.0 ECTS

AOL : **False**

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

The module provides a comprehensive exploration of organizational behavior, focusing on understanding how individuals and groups within an organization interact. The purpose of this module is to help students better understand themselves and the people they work with. It will prepare them for their future role as business managers by providing a conceptual framework which will help them to more effectively assess, predict, and influence behavior in organisations.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Identify the potential impact of human issues in the workplace
2. Understand their own behaviour and the impact that it can have on others
3. Assess and apply concepts, models and tools related to the fundamental principles of organisational behaviour at the individual, group and organizational level.

TOPICS COVERED :

Introduction, individual differences, personality
Motivation and emotions
Group dynamics and teamwork
Communication
Conflict management
Power, politics and persuasion
Organizational structure and culture

RESEARCH-LED TEACHING :

The course content is kept current and relevant by conducting a thorough review of recent academic literature and industry publications on organizational behavior. Findings from recent studies and research papers are integrated into the course material. Critical analysis and discussion of recent academic articles will be encouraged during group discussions.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

Organizational behavior studies promote gender equality by addressing biases, stereotypes, and barriers to women's advancement in the workplace. It encourages a culture of training and skill development, enhancing employees' capabilities. Understanding organizational behavior helps in mitigating inequalities by promoting diversity and inclusion within organizations.

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 03 - Good health and well-being
- 04 - Quality education
- 05 - Gender equality
- 08 - Decent work and economic growth
- 10 - Reduced inequalities
- 16 - Peace, justice and strong institutions

TEACHING METHODS :

Teaching methods include lectures to introduce key concepts and theories, followed by case studies and group discussions to analyze real-world examples. The course emphasizes high interactivity, blending instructor-led input with a variety of activities such as individual and group exercises, simulations, class discussions, and real-life scenario analysis

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final	Individual	Final written exam	60%	2 hours	All
Continuous	Group	Group work	40%		All

Assessment 1 details:

MCQ, open-ended questions, followed by mini-cases on the key topics of the course.

Assessment 2 details:

Each team of 3-4 students will have to deliver 2-3 presentations on the analysis of cases throughout the course. The final grade for the continuous assessment is calculated as an average of the grades for the delivered presentations.

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:
· Cheating
· Plagiarism
· Fabrication

· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by utilizing generative AI
· Falsification of records or official documents
· Unauthorized access to restricted information or data
· Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Colquitt, J. A., LePine, J. A., & Wesson, M. J. (2022). Organizational Behavior: Improving Performance and Commitment in the Workplace (6th ed.). McGraw-Hill Education. [eBook https://bit.ly/3NOkevH]

Robbins, S. P., Judge, T. A., & Campbell, T. T. (2023). Organizational Behavior (19th ed.). Pearson Education. [eBook https://bit.ly/3NPc4Di]

Additional Reading

Mullins, L. (2016). Management and Organisational Behaviour. (11th edn). Pearson Education.

Ashkanasy, N. M., Wilderom, C. P. M., & Peterson, M. F. (Eds.). (2021). The Handbook of Organizational Culture and Climate (2nd ed.). Sage Publications.

Nelson, D. L., & Quick, J. C. (2017). Organizational Behavior: Science, the Real World, and You (9th ed.). Cengage Learning.

MODULE PLAN SESSIONS :

Plan Session 01 :

Session 1
Introduction: Individual Behavior, Personality, Personality-Organization Fit theory, How is personality measured, The factors that determine an individual's personality

Plan Session 02 :

Session 2
Motivation and Emotions : Key elements of motivation, Early theories of motivation and evaluation of their applicability today, Contemporary motivation theories, Emotional displays at work, Emotion regulation strategies

Plan Session 03 :

Session 3
Group Dynamics and Teamwork: Groups vs Team, Social norms, Cohesion, Social loafing, Bruce Tuckman's five stages of group development

Plan Session 04 :

Session 4
Communication: Communication process, Downward, upward, and lateral communication, Common barriers to effective communication, Feedback

Plan Session 05 :

Session 5
Conflict Management: Traditional and interactionist view of the conflict, Thomas-Kilmann five conflict resolution strategies

Plan Session 06 :

Session 6
Power, influence and leadership: French and Raven five five bases of power, Persuasion, Rethorical triangle, Contingency theories of leadership

Plan Session 07 :

Session 7
Organisational Culture and Structure: Elements of an organization's structure, Organisational design, Definition and common characteristics of organisational culture, Cultural web

Plan Session 08 :

Session 8
Recapitulation and summary session. It provides a comprehensive review aimed at reinforcing students' understanding and retention of key concepts.

	SYLLABUS
	RM201E_0108_24
	Inferential Statistics

ACADEMIC AREA :   SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

PROGRAMME :   BIM / UGTC LEVEL 2 BIM

PERIOD :   FALL

COORDINATOR :   Dr. Ahmed ATIL

INSTRUCTOR(S) :   Dr. Ahmed ATIL

CONTACT HOURS :   24 hours

STUDY TIME :   null hours (Class preparation, homework and assessments)

CREDITS :   4.0 ECTS

AOL :   False

PRE-REQUISITE MODULES :
PRE-REQUISITE MODULES:
Students are expected already to have the Descriptive Statistics course (RM101E)

MODULE DESCRIPTION :
MODULE DESCRIPTION:

The main goal of this module is to provide students with the means to describe, define, and analyze the role Business Statistics plays in managerial decisions. The module emphasizes Business Statistics applications by using problem situations so that students may apply their acquired knowledge to real business problems, supported by computer simulations.

The module is designed to show the role of Business Statistics in modern managerial practice and its key importance in terms of career prospects and business performance.
Students will gain a sound understanding of Business Statistics concepts and principles by applying relevant tools and techniques and by making extensive use of case studies and simulation exercises to assimilate that knowledge.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Apply scientific research skills to Create original contributions for the business community #CreateImpact

MODULE INTENDED LEARNING OUTCOMES (ILOs) :
MODULE INTENDED LEARNING OUTCOMES (ILOs):

By the end of the course, students should be able to apply with a reasonable level of confidence the following tools and techniques of effective Business Statistics. By the end of the sessions, the students should be able to:

  1. Describe the basics of probabilistic models' statistics,
  2. Assess the role of statistical analysis in business management,
  3. Sharpen students' statistical intuition as well as their reasoning from numerical data through community-based and other research.
  4. To use statistics techniques as decision support tools in the managerial profession,
  5. To apply the probabilistic statistical approach in Field management

TOPICS COVERED :
TOPICS COVERED:
The Inferential Statistics course covers:

- Prabability distributions model Statistics
- Sampling distributions statistical for means and proportions

- Confidence intervals
- Sample size and margin of error
- Hypothesis testing
- Chi-square test analysis

RESEARCH-LED TEACHING :

Research-lead Teaching:

This module introduces students to quantitative research methods. the calculation of statistical parameters, the estimation of sampling and the validation of statistical tests allow students to prepare for academic research.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR and Sustainable Development Goals:

The course is built around a "Responsible" Spirit. Indeed, CSR and sustainable development are presented throughout the module. The analysis of environmental databases, the calculation of indicators and the validation of statistical tests develop in students a critical analysis and awareness of the CSR - sustainable development issue.
The analysis of statistical databases highlights this dimension such as global warming, poverty and inequality in the world ... etc.
Students must analyze these databases in order to identify major trends in favor of the environment and sustainable development.

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 03 - Good health and well-being
- 09 - Industry, innovation and infrastructure
- 11 - Sustainable cities and communities
- 12 - Responsible consumption and production
- 13 - Climate action

TEACHING METHODS :

TEACHING METHODS:

Each session will be divided into two parts where possible. First will be a presentation of theoretic a construct, this will be followed by a seminar-style case study. Students are expected to come to class having:
- Read the related material
- Completed the assigned work (formative assessment)

In addition to individual formative work, students are asked to work on a case study in groups of twoo or three students

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Individual	Written in class	40%	1h: 30	1, 2, 3, & 4
Final	Individual	Final written exam	60%	3 h	1, 2, 3, & 4

Assessment 1 details:
Continuous exam consists of multiple choice questions and short answer questions.

Assessment 2 details:

Final written exam consists of short answer questions and case study. The case study is accompanied by a list of questions that asks students to reflect on the information and formulate a response to it

ACADEMIC INTEGRITY :

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· Plagiarism
· Fabrication
· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by utilizing generative AI
· Falsification of records or official documents
· Unauthorized access to restricted information or data
· Unauthorized or unethical use of generative AIS

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For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

- Newbold, P., Carlson, W., Thorne, B. (2022). Statistics for Business and Economics, Global Edition. Pearson Education. [eBook 2019 edn : https://bit.ly/3qBFBrD]
- Jaggia, S., Kelly, A. (2023). Essentials of Business Statistics, 3rd edn. McGrawHill.
- Bowerman, B., O'Connell, R. (2014). Essentials of Business Statistics. (5th edn). McGraw-Hill.
- Berenson, M. L., Levine, D.M., and Krehbiel, T.C. (2019). Basic Business Statistics: Concepts and Applications. (14th edn). Pearson Education. [eBook https://bit.ly/3Imylx2]

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

Plan Session 01:
 Introduction to Business Statistics

a) Statistical Analysis

b) Inferential Statistics

Plan Session 02 :

Plan Session 02:
  Probability Distributions Models

a) Binomial Distribution

b) Normal Distribution

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
    Normal Distribution
  A reading & assignments list can be found in Moodle E learning

Plan Session 03 :

Plan Session 03: (Part 01)
Sampling and Sampling Distributions

a) Introduction to Sampling Distributions

b) Sampling Distributions of Means (SDM)

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
    Sampling Distributions of the Population / Sample Mean (U , X)
  A reading & assignments list can be found in Moodle E learning

Plan Session 04 :

Plan Session 04: (Part 02)
Sampling and Sampling Distributions

a) Sampling Distributions of the Mean (SDM)
b) Sampling Distributions of proportions (SDM)

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
    Sampling Distributions of the Population / Sample proportion (IT, P)
  A reading & assignments list can be found in Moodle E learning

Plan Session 05 :

Plan Session 05: (Part 03)
Sampling and Sampling Distributions

a) Introduction to confidence interval
b) Estimation of confidence interval

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
        Estimation of confidence interval
  A reading & assignments list can be found in Moodle E learning

Plan Session 06 :

Plan Session 06:
Sample size and margin of error

a) Determining sample size
b) how to calculate survey sample size

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
        Determining sample size
  A reading & assignments list can be found in Moodle E learning

Plan Session 07 :

Plan Session 07:
Hypothesis Testing

a) Introduction to Hypothesis Testing
b) Hypothesis Testing for Population Means

READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
        Hypothesis Testing
  A reading & assignments list can be found in Moodle E learning

Plan Session 08 :

Plan Session 08:
Chi-square test Analysis

a) Introduction to Bivariate Analysis
b) Chi-square test of independence
READING / ASSIGNMENTS TO BE DONE BEFORE CLASS
        Chi-square test Analysis
 A reading & assignments list can be found in Moodle E learning

ACADEMIC AREA :	**MARKETING**
PROGRAMME :	**UGTC LEVEL 2 BIM**
PERIOD :	**FALL**
COORDINATOR :	**Dr. Clara KOETZ**
INSTRUCTOR(S) :	**Dr. Clara KOETZ**
CONTACT HOURS :	**24 hours**
STUDY TIME :	**null hours (Class preparation, homework and assessments)**
CREDITS :	**4.0 ECTS**
AOL :	**False**

PRE-REQUISITE MODULES :

A course equivalent to Marketing Fundamentals.

MODULE DESCRIPTION :

Services represent the largest and most dynamic sector in advanced economies. This module concentrates on the specifics of service marketing, focusing on consumer characteristics and the consumption process in this sector. It considers an extended marketing mix for services and uses the Gaps Model of Service Quality framework to analyze and improve service quality in organizations. It also discusses future perspectives in services, such as green marketing, artificial intelligence (AI), and robotics. Students will gain critical skills and access to the knowledge needed to create and implement service strategies to gain competitive advantage in all business sectors. They will also develop communication skills to enhance marketing activities in service contexts.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Build and cultivate relationships to Connect people in multicultural & multisituational contexts #ConnectPeople
- Integrate disciplines and deep knowledge to Create innovative solutions #CreateSolutions

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

By the end of the module, students will be able to:

1. Develop oral communication skills to improve marketing-related activities in service contexts.

2. Use theories and concepts in services marketing to create innovative solutions for services marketing business.

TOPICS COVERED :

• Introduction to Services Marketing. Differences between goods and services. The service marketing mix. The Gaps Model of Service Quality.
• Understanding service consumers. Customer expectations and perceptions of services: customer satisfaction and service quality. The service encounter. Customer experience: how service companies can delight, surprise, and delight consumers.
• Listening to consumers through research: research methods and techniques to discover consumers' perceptions of service quality and satisfaction. Service recovery.
• Service innovation and design: The Service Blueprinting. Physical evidence and the servicescape.
• Delivering and performing service. Employees' and customers' roles in services.
• Managing service promises and preparation for the future. Integrated service marketing communications and pricing in services. Future perspectives in services: Artificial Intelligence (AI) and robotics in services.

RESEARCH-LED TEACHING :

'Big ideas' in services marketing
Berry, L. L. (2016). Revisiting "big ideas in services marketing" 30 years later. Journal of Services Marketing, 30(1), 3-6.

Service-dominant logic:
Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. Journal of the Academy of Marketing Science, 36, 1-10.

Customer experience:
Beier, A., Harmeling, C., and Palmatier, R. (2019) Creating Effective Online Customer Experiences, Journal of Marketing, Vol. 83(2) 98-119.
Lemon, Katherine N., and Lemon, Katherine N., and Peter C. Verhoef. (2016) Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing 80, no. 6 (November), 69–96.
Koetz, C. (2019), 'Managing the customer experience: a beauty retailer deploys all tactics', Journal of Business Strategy, Vol. 40 Issue: 1, pp.10-17.

Sustainability in services marketing:

Gupta, A., Dash, S., & Mishra, A. (2019). All that glitters is not green: Creating trustworthy ecofriendly services at green hotels. Tourism Management, 70, 155-169.
Park, H., Bitaab, M., Lee, M., & Back, K. J. (2024). The two sides of hotel green practices in customer experience: an integrated approach of the Kano model and business analytics. Journal of Travel & Tourism Marketing, 41(4), 659-671.
Rosenbaum, M. S., & Wong, I. A. (2015). Green marketing programs as strategic initiatives in hospitality. Journal of Services Marketing, 29(2), 81-92.
Srivastava, P., Mishra, N., Singh, N., & Ramkissoon, H. (2024). Beyond carbon footprints: the 'Greta Thunberg Effect' and tourist hotel preferences. Journal of Travel & Tourism Marketing, 41(4), 578-595.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

The module addresses Climate Action's 12th Sustainable Development goal by discussing how companies can be consistent with the concept of green marketing, developing responsible services that reduce their environmental impact.

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 12 - Responsible consumption and production

TEACHING METHODS :

Mixed method: lectures, case studies, open discussions, presentations, group work activities, individual activities.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final	Individual	Multimedia production	60%	10-minute video	1 and 2
Continuous	Group	Group work	40%	20 minutes	1 and 2

Assessment 1 details:

Using Green Marketing to Design Positive Customer Experiences in Services:

This activity focuses on how service companies can develop green marketing activities to reduce their environmental impact and create positive customer experiences. Students must prepare a 10-minute video (with their smartphones) to analyze the role of green marketing activities in a specific service sector (e.g., hospitality). Using the example of a company (existing or fictitious), they must define green marketing activities that positively impact the different dimensions of customer experience.

The American Marketing Association (AMA, 2013) considers green marketing from three distinct angles. First, from a retail perspective, the AMA sees green marketing as marketing environmentally friendly products. Secondly, from a social marketing perspective, the AMA broadly defines green marketing as developing and marketing products that

minimize adverse effects on the physical environment. Third, from an environmental perspective, the AMA describes green marketing as the efforts made by organizations to produce, promote, package, and recover products in a manner that considers ecological concerns. Students should base their analysis on green marketing literature (e.g., articles) and apply these concepts to a specific service context or business. For example, they can use the context of hospitality in hotels or restaurants and discuss activities that could be developed to reduce the environmental impact of one specific company. The examples and concepts covered in class can be used as a basis for the analysis.

The video must be submitted on Moodle (Individual Activity) in a commonly used format, such as MP4. The video's size limit is 512 MB.

Examples of articles that can be used in the analysis:
Gupta, A., Dash, S., & Mishra, A. (2019). All that glitters is not green: Creating trustworthy ecofriendly services at green hotels. Tourism Management, 70, 155-169.
Park, H., Bitaab, M., Lee, M., & Back, K. J. (2024). The two sides of hotel green practices in customer experience: an integrated approach of the Kano model and business analytics. Journal of Travel & Tourism Marketing, 41(4), 659-671.
Rosenbaum, M. S., & Wong, I. A. (2015). Green marketing programs as strategic initiatives in hospitality. Journal of Services Marketing, 29(2), 81-92.
Srivastava, P., Mishra, N., Singh, N., & Ramkissoon, H. (2024). Beyond carbon footprints: the 'Greta Thunberg Effect' and tourist hotel preferences. Journal of Travel & Tourism Marketing, 41(4), 578-595.

Deadline: TBA

Assessment 2 details:
Team Project – Service Blueprint and Brand Analysis
Working in small teams, you will choose a real service to analyze.
You will be asked to develop a service blueprint for the service, and to analyze the blueprint and service brand using course concepts. Insights revealed by the blueprint, as well as recommendations for service improvement and brand strategy based on your analyses, will be included as part of the assignment.
The presentation should include preparation and oral communication and be designed to stimulate audience participation (through questions, activities, and discussions).
The presentation must last 20 minutes maximum (including discussion). All students in the group must participate in the presentation.
The presentations will be in the final session (session 8).

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:
· Cheating
· Plagiarism
· Fabrication
· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by utilizing generative AI
· Falsification of records or official documents
· Unauthorized access to restricted information or data
· Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Zeithaml, V. A., Bitner, M. J., Gremler, D. D., Mende, M. (2023). Services marketing: Integrating customer focus across the firm (8th ed). McGraw-Hill.

Additional Reading

Beier, A., Harmeling, C., and Palmatier, R. (2019) Creating Effective Online Customer Experiences, Journal of Marketing, Vol. 83(2) 98-119.

Berry, L. L. (2016). Revisiting "big ideas in services marketing" 30 years later. Journal of Services Marketing, 30(1), 3-6.

Gupta, A., Dash, S., & Mishra, A. (2019). All that glitters is not green: Creating trustworthy ecofriendly services at green hotels. Tourism Management, 70, 155-169.

Lemon, Katherine N., and Lemon, Katherine N., and Peter C. Verhoef. (2016) Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing 80, no. 6 (November), 69–96.

Koetz, C. (2019), 'Managing the customer experience: a beauty retailer deploys all tactics', Journal of Business Strategy, Vol. 40 Issue: 1, pp.10-17.

Park, H., Bitaab, M., Lee, M., & Back, K. J. (2024). The two sides of hotel green practices in customer experience: an integrated approach of the Kano model and business analytics. Journal of Travel & Tourism Marketing, 41(4), 659-671.

Rosenbaum, M. S., & Wong, I. A. (2015). Green marketing programs as strategic initiatives in hospitality. Journal of Services Marketing, 29(2), 81-92.

Smith, M. E. (2021). Inspiring green consumer choices: Leverage neuroscience to reshape marketplace Behavior. Kogan Page Publishers.

Srivastava, P., Mishra, N., Singh, N., & Ramkissoon, H. (2024). Beyond carbon footprints: the 'Greta Thunberg Effect' and tourist hotel preferences. Journal of Travel & Tourism Marketing, 41(4), 578-595.

White, K., Hardisty, D. J., & Habib, R. (2019). The elusive green consumer. Harvard Business Review, 11(1), 124-133.

Wirtz, J., & Lovelock, C. (2021). Services marketing: People, technology, strategy. World Scientific.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. Journal of the Academy of Marketing Science, 36, 1-10.

MODULE PLAN SESSIONS :

Plan Session 01 :

Introduction to Services Marketing.
Differences between goods and services.
The service marketing mix.
The Gaps Model of Service Quality.

Plan Session 02 :

Understanding service consumers.
Customer expectations of services.
Customer perceptions of services: customer satisfaction.

Plan Session 03 :

Customer perceptions of services: service quality.
The service encounter.
Customer experience: how service companies can delight, surprise, and engage consumers.

Plan Session 04 :

Listening to consumers through research: research methods and techniques to discover consumers' perceptions of service quality and satisfaction.
Service recovery.

Plan Session 05 :

Service innovation and design: The Service Blueprinting.
The physical and virtual servicescape.

Plan Session 06 :

Delivering and performing service.
Employees' and customers' roles in services.

Plan Session 07 :

Managing service promises and preparation for the future.
Integrated service marketing communications and pricing in services.
Future perspectives in services: Artificial Intelligence (AI) and robotics in services.

Plan Session 08 :

Final group presentations.

ACADEMIC AREA :	STRATEGY AND INNOVATION
PROGRAMME :	BIM / UGTC LEVEL 3 BIM
PERIOD :	FALL
COORDINATOR :	Dr. Seong Young KIM
INSTRUCTOR(S) :	Dr. Andre NEMEH Dr. Seong Young KIM
CONTACT HOURS :	Mr. Jason LAMBERT SCRIVENER
STUDY TIME :	24 hours
CREDITS :	null hours (Class preparation, homework and assessments)
	4.0 ECTS
AOL :	False

PRE-REQUISITE MODULES :
There are no prerequisites for this module, but a background in the general business environment and corporate activities is required.

MODULE DESCRIPTION :
This module aims to understand the global environment that influences companies' international business activities. This module first addresses regional differences in cultural, economic, and institutional systems that make up this global environment. We then focus on understanding the overall international business strategy for a company's entry into overseas markets.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems

MODULE INTENDED LEARNING OUTCOMES (ILOs) :
Upon successful completion of the module, the students will be able to:
1. understand the relation between globalization and International Business (IB), and appraise its consequences on multinational companies and the society
2. understand differences in cultural, political, legal, and economical environments across countries, and understand their implications on operating internationally
3. understand theories explaining national trade patterns
4. understand multinational company's social responsibility in IB activities
5. understand international strategic choices, such as foreign entry modes, and strategies in IB,

TOPICS COVERED :
- Globalization
- National differences in the environment of IB
- Trade and factor mobility theories
- Strategy and opportunity assessment in IB
- Entering international markets
- Corporate social responsibility and sustainability in IB

RESEARCH-LED TEACHING :

The course aims to equip students with the skills and knowledge needed to navigate and succeed in the global business environment. This involves understanding cross-cultural management, difference of political, economic, legal system in global markets, trade theory, international market entry strategies. These topics are best taught through case reading, real-world examples, and interactive class discussions, rather than through the traditional research-led approach.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

This module handles the following SDG's:
- SDG 8 Decent work and economic growth
- SDG12 Responsible consumption and production

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 08 - Decent work and economic growth
- 12 - Responsible consumption and production

TEACHING METHODS :

Pedagogic approach of the course is to enhance self-construction and self-interpretation of knowledge. In line with this strategy, collaborative and project-based learning methods will be implemented. These methods will be used in combination with traditional pedagogic methods such as lecturing, case reading and class discussion, and target achieving an inclusive, vibrant, and collaborative class atmosphere.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Group	Group project	40%		ILOS N°1 N°2, N°3, N°4, N°5
Final	Individual	Final written exam	60%	3 hours	ILOS N°1 N°2, N°3, N°4, N°5

Assessment 1 details:

(Group work) Students will work in groups to develop a comprehensive market entry strategy for a chosen international market. For searching information and knowledge for this project, students can use AI.
This project will be delivered as oral presentation in the final session (S8). Each presentation will last max.15 minutes and will be followed with a discussion with others. All group members are expected to participate and contribute equally to all stages: preparatory work, presenting, discussion. Each group will upload the following deliverables to Moodle one day before their presentation starts:
- a soft copy of the presentation (it can be prepared using MS PowerPoint or similar software)

Assessment 2 details:

The exam consists of a mix of questions on IB concepts and a case study.

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:
· Cheating
· Plagiarism
· Fabrication

· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by utilizing generative AI
· Falsification of records or official documents
· Unauthorized access to restricted information or data
· Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Daniels, J.D., Radebaugh, L. H., Sullivan, D. P. (2021). International Business: Environments and Operations. (17th edn.).Pearson Education. [eBook 2018 edn https://bit.ly/3tVLL3V].

Additional Reading

Hill, Charles W.L. (2022). International Business: Competing in the global marketplace, (13th edn). McGaw Hill higher Education.

MODULE PLAN SESSIONS :

Plan Session 01 :

Globalization

Activities:
explain syllabus, create student groups for group project

Required readings:
Chapter.1, in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations

Plan Session 02 :

Differences in culture

Readings:
• Chapter. 2, in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 03 :

Differences in political, legal, economic systems, and economic development

Readings:
• Chap. 3, 4 in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 04 :

Ethics, Corporate Social Responsibility, Sustainability

Readings:
• Chap.11 in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 05 :

International trade theories

Readings:
• Chap. 5 in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 06 :

Entering foreign market and entry mode for international business

Readings:
• Chap. 13,14,15 in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 07 :

Strategy for international business

Readings:
• Chap. 12 in Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. (2018), International Business Environments and Operations
Activities: case reading and discussion

Plan Session 08 :

Group project: final presentation

Final presentations of group project:
In this final session students will present their group project.

ACADEMIC AREA :   **LANGUAGES**

PROGRAMME :   **BIM / UGTC LEVEL 2 BIM**

PERIOD :   **FALL**

COORDINATOR :

INSTRUCTOR(S) :

CONTACT HOURS :   **48.0 hours**

STUDY TIME :   **null hours (Class preparation, homework and assessments)**

CREDITS :   **4.0 ECTS**

 AOL :   **False**

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This module provides management students with an initiation into a new foreign language and its culture, with the aim of building intercultural awareness and curiosity.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Build and cultivate relationships to Connect people in multicultural & multisituational contexts #ConnectPeople

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

At the end of this module, students will be able to: 1. Recall basic vocabulary and apply basic grammar rules in simple language contexts. 2. Demonstrate basic level language skills in the target language in all 4 competencies: Listening, Speaking, Reading, Writing. 3. Respond appropriately in simple, everyday professional situations (introductions, greetings, leave taking, numbers) 4. Demonstrate knowledge of cultural, social and economic aspects of the country/regions of the target language to facilitate their integration.

TOPICS COVERED :

Listening Skills: - Understand and respond to simple spoken language. - Recognize basic vocabulary and common phrases. Speaking Skills: - Introduce oneself and others. - Engage in basic conversations on familiar topics. - Use correct pronunciation and intonation. Reading Skills: - Recognize and understand basic written words and simple sentences. - Comprehend short passages on everyday topics. Writing skills: - Write short, simple sentences. - Fill out basic forms and write personal information. Grammar and vocabulary: - Learn and use basic grammar structures (e.g., present simple, past simple, future) - Acquire fundamental vocabulary related to daily life, greetings, numbers. Cultural awareness: - Grasp cultural, social and economic aspects related to this new language.

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

-

TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :