

**Name of Program: Business Economics
(BACHELOR OF BUSINESS ADMINISTRATION)**

Degree: Bachelor of Business Administration

The BBA in Business Economics is an interdisciplinary program encompassing the departments of Economics, Accounting and Finance Services Management. Students gain essential knowledge and skills in Intermediate-level Econometrics, Microeconomics, and Macroeconomics, as well in the application of quantitative and qualitative tools of analysis in business. The program also provides a thorough grounding in the theory and practice of international trade and finance, corporate strategy, and innovation.

GENERAL OBJECTIVES:

- To give the students the basis for practical applications of economics
- To develop the student's capacity to think, analyse and process information in an innovative and creative way
- To develop an awareness, respect and appreciation of the social, moral and ethical values as the main principles of one's relationship towards others and to the community;
- To develop the students analytical, critical thinking, decision-making and communication competencies that will help promote their personal achievement and contribution to organizations;
- To build breadth of perspective through the general education requirements and provide sufficient specialization to meet basic professional and career requirements;
- To provide the student with the necessary requirements for academic and/or career advancements.

SPECIFIC OBJECTIVES:

- To provide students with a particle ability to be employed in applications of economics;
- To allow students to integrate the theoretical with practical issues of their choosing
- The main attention is directed to the skills and knowledge required by the profession
- To assist the students in developing leadership, which can be used to motivate employees and also in reaching solutions to problems relating to Business enterprise

LEARNING OUTCOMES:

Upon successful completion of the BBA in Business Economics program students should be able to:

- Find data, generate datasets, and use a statistical package to test and analyse economic situations
- Demonstrate their ability to communicate effectively in business through speaking, writing, and electronic means
- Demonstrate their ability to work in teams and work effectively within them.
- Illustrate their awareness and capability to analyse of environmental, economic, social, political, legal, and ethical nature including their impact on individuals and businesses.
- Describe the application of manual and computer-based quantitative and qualitative tools and methodologies in identifying and solving problems and making decisions in business situations.
- Critically evaluate and apply concepts, techniques, strategies, and theories from any appropriate discipline in business contexts.
- Understand Intermediate level Econometrics, Microeconomics and Macroeconomics
- Be able to read and evaluate academic articles
- Differentiate between contexts of various sectors of business and adapt to them models and techniques of analysis, planning and decision making.
- Demonstrate awareness of the major functions of business and their contribution to value creation.
- Demonstrate their ability to analyze competitors and formulate strategies and tactics to build competitive advantage.

- Describe ways to initiate and implement innovation and change programs working in interdisciplinary teams.
- Demonstrate their skills in developing a holistic perspective of the interconnected internal and external factors and make critical assessment of their impact on business.

EMPLOYMENT OPPORTUNITIES:

Consulting, Banking, Accountancy, Tax, Audit, Insurance, Trading, Management, Marketing and Sales. The program also provides a foundation for further studies in Economics.

DEGREE REQUIREMENTS		Credits	ECTS
All students pursuing the Bachelor degree in "Business Economics" must complete the following requirements:			
General Education Requirements		24	42
Business Core Requirements		45	77
Major Requirements		51	105
Free Electives		9	16
Total Requirements		129	240
GENERAL EDUCATION REQUIREMENTS		24 credits	42 ECTS
English and Communication		9 credits	16 ECTS
COM 101	Public Speaking ¹	3	5
ENB220	Writing for Business Studies	3	6
ENB225	Business Communication in English	3	5
Humanities and Social Sciences²		9 credits	16 ECTS
Philosophy, Psychology, Sociology, History or Political Sciences		9	16
Mathematics		3 credits	5 ECTS
MAT 115	Statistics I	3	5
Computer Science		3 credits	5 ECTS
CSC190	Computer Fundamentals and Applications	3	5
BUSINESS CORE REQUIREMENTS		45 credits	77 ECTS
ACC 112	Introduction to Financial Accounting	3	5
ACC 113	Introduction to Managerial Accounting	3	5
BUS 101	Introduction to Business	3	5
BUS 111	Finite Mathematics for Business	3	5

BUS 201	International Business	3	5
BUS 401	Business Policy and Strategic Management	3	6
BUS 360	Innovation and Entrepreneurship	3	5
ECO 101	Principles of Microeconomics	3	5
ECO 102	Principles of Macroeconomics	3	5
BUS 195	Business Calculus and Applications	3	5
FIN 101	Essentials of Financial Analysis	3	6
LAW 101	Business Law I	3	5
MAR 101	Introduction to Marketing	3	5
MGT 101	Principles of Management	3	5
MGT 205	Organizational Behaviour	3	5
MAJOR REQUIREMENTS		51 credits	105 ECTS
Major Requirements		33 credits	69 ECTS
ECO 230	Mathematics for Economists	3	6
ECO 220	Economics of the European Union	3	6
ECO 315	Intermediate Microeconomics	3	6
ECO 320	Intermediate Macroeconomics	3	6
ECO 410	International Trade	3	6
ECO 355	Money and Banking	3	6
ECO 365	Managerial Economics	3	6
ECO 480	Current Issues in Economics	3	5
BUS 411	Senior Project	3	10
BUS 215	Business Research	3	6
ECO 435	Economic Data Analysis	3	6
Major Electives (Choose 6 of the following)		18 credits	36 ECTS
ACC 409	Financial Management and Control	3	6
ECO 465	Internship	3	8
ECO 210	The Cyprus Economy	3	5
ECO 250	History of Economic Thought	3	6
ECO 335	Labour Economics	3	6
ECO 340	Economic Development and Growth	3	5
ECO 260	Economics of Globalization	3	6

ECO 270	Environmental Economics	3	6
BAN 211	Financial Services	3	6
ECO 485	Independent Study in Economics	3	6
MGT 206	Small Business Management	3	6
MGT 280	Project Management	3	6
ECO 475	Monetary and Financial Institutions in a Global Setting	3	6
OGM210	Oil and Gas Economics	3	6
FREE ELECTIVES		9	16

¹ Students who do not meet the level of English for the course COM101 can alternatively register in the Course COM100-Fundamentals of Speech

² No more than two courses can be taken from a discipline unless otherwise specified.

(Απόφαση Υπουργικού Συμβουλίου 12/9/2007)