

Course unit title:	Business Organization II
Course unit code:	ABSO106
Type of course unit:	Elective
Level of course unit:	Bachelor (1 st cycle)
Year of study:	3 rd
Semester when the unit is delivered:	5 th or 6 th semester
Number of ECTS credits allocated:	6
Name of lecturer(s):	Dr. Nina Gorovaia-Zeniou
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Explain the importance of management and identify the vital management roles. • Identify the major planning decisions in production and operations management • Define supply chain management and explain its strategic importance • Describe the four stages in the life cycle of a product • Describe six stages in the product development process • Define brand and explain the concepts of brand equity and brand loyalty • Identify four ways of expanding a product line • List the factors that influence pricing decisions and explain break-even analysis • Identify nine common pricing methods • Explain the role of marketing intermediaries • Identify the major types of wholesalers and summarize four trends shaping the future wholesaling • Identify the major retailing formats and summarize six trends shaping the future of retailing • Explain strategic decisions the manufacturers must make when choosing distribution channels • Highlight the major components of physical distribution and logistics • Explain the purpose of the income statement and statement of cash flows • Explain the purpose of ratio analysis • Identify three fundamental concepts that affect financial decisions and identify the primary responsibilities of a financial manager • Describe the budgeting process, three major budgeting challenges and four types of budgets • Compare the advantages of debt and equity financing and explain the two major considerations in choosing from financing alternatives • Identify major categories of short and long-term debt financing • Describe the two options for equity financing and explain how companies prepare initial public offering. • Distinguish between common and preferred stock and explain the difference between market value and intrinsic value • Explain the three key variables that distinguish bonds, compare the advantages and disadvantages of owing bonds • Define mutual funds and explain advantages and disadvantages of this popular investment vehicle

	<ul style="list-style-type: none"> Define derivative and identify major types of derivatives. 		
Mode of delivery:	Face-to-face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	Management roles, functions and skills Production systems Product and pricing strategies Distribution and marketing logistics Financial information and accounting concepts Financial management Financial markets and investment strategies		
Recommended and/or required reading:	Bovee, Thill (2015) Business in action with real time updates, 7th edition, Pearson.		
Textbooks:	Bovee, Thill (2015) Business in action with real time updates, 7th edition, Pearson.		
References:	Nickels, McHugh and McHugh (2008) Understanding Business, the latest editions, McGraw Hill.		
Planned learning activities and teaching methods:	Lectures, discussions, presentation of case studies, movies, assignments. Power point presentations used in class, lecture notes and case studies are available to the students on the e-learning platform.		
Assessment methods and criteria:	Midterm test 20% Assignments 20% Final examination 60%		
Language of instruction:	English		
Work placement(s):	No		