**COURSE CONTENT**

(revised April 2024)

**ACCOUNTING**

**ACC102: FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY I (6 ECTS)**

This course presents elementary financial accounting concepts and explains how they apply to the hospitality industry.

**ACC201: FINANCIAL ACCOUNTING (6 ECTS)**

This course is an introduction to the basic accounting principles and to the fundamentals of financial accounting systems.

**ACC203: FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY II (6 ECTS)**

This course presents intermediate-level concepts relating to financial accounting for the hospitality industry.

Prerequisite: ACC102

**ACC308: FINANCIAL MANAGEMENT (6 ECTS)**

This course introduces students to various concepts of Financial Management and enables them to use its techniques in the management of a hotel business.

Prerequisite: ACC 102 and ACC 203

**ACC501: FINANCIAL REPORTING (6 ECTS)**

Whatever the implicit or explicit objectives of an organization, performance is increasingly measured in financial terms. Hidden behind financial information however is a whole array of beliefs, assumptions and judgments. This module is concerned with exploring those beliefs and assumptions and questioning their relevance to the information needs of managers. Initially the focus will be on external financial reporting as this allows accounting concepts to be developed in a wider context. In addition, it offers participants access to an extensive range of data in the form of published annual reports. Having developed the accounting framework, the focus then changes to internal financial reporting. Management accounting is introduced as part of the overall management information system, enabling participants to relate areas of study to their own organizations.

**ACC503: FINANCIAL MANAGEMENT (6 ECTS)**

This module covers the main principles of financial management, focusing on the practical application of these principles to the management of an organization. It places the role of financial information in the context of management decision-making and in the context of wider management information needs. The main areas of finance covered are Financial Planning and Control, Financial Reporting, Strategic Investment Appraisal, Strategic Financing, and Financial decision-making.

**BUSINESS – MANAGEMENT**

**BUS052: INTRODUCTION TO MBA (no ECTS)**

The induction is designed to bring course participants together as a team, and to prepare them for the remainder of the program to promote self-confidence and the ability to continue self-learning. The induction part will precede the commencement of the course.

**BUS102: INTRODUCTION TO BUSINESS (6 ECTS)**

This course provides a survey of the business world and an understanding of business concepts.

**BUS 201: PRINCIPLES OF MANAGEMENT (6 ECTS)**

This course provides instruction in principles of management that have general applicability to all types of enterprises, basic management, philosophy and decision making, principles involved in planning, organizing, leading and controlling and recent concepts in management.

**BUS301: INTERNATIONAL MANAGEMENT (6 ECTS)**

The course focuses on the management of international business or multinational companies and emphasizes the importance of cross-cultural differences and working challenges.

**BUS409 SENIOR RESEARCH PROJECT (6 ECTS)**

The Senior Research Project implies the design and development of a major research paper, and it should be of the highest quality. By undertaking the Senior Research Project students will be able to learn more about the hospitality, tourism and other industries. In all assignments they had to complete so far, the problem to be solved and the question to be address was set by the tutor. This time, however, with guidance, students will test their ability to set their own objectives and methods to investigate a topic in depth and develop, more than any other type of assessment, research skills, systematic approaches to problem solving, the logical structure of a report and advanced writing skills. It allows students to read widely, to look critically at previous work in the chosen area and to use that reading as the basis for addressing important “research” questions in your industrial sector. (Prerequisite(s) BUS453 Research Methods.

**BUS453 OR BUS462: RESEARCH METHODS (6 ECTS)**

The Research Methods is a core module for most programs of study. The students are required to attend classes and participate on this theoretical part of research studies, where they will learn important tools for carrying a research by themselves needed for the research project offered on the eighth semester as well as for any assignment that will be based on research.

**BUS507: ENTREPRENEURIAL STUDIES (6 ECTS)**

This module uses the general approach adopted by the previous modules to develop a more intensive and practical examination of small firms and small business units, which can achieve growth through planned business development. This is facilitated by developing an understanding of the environment in which these businesses operate, seeking to combine the academic underpinning of the previous modules practical examples of development of small business units, whether small firms or independent elements of larger organizations.

**BUS508: INTERNATIONAL MANAGEMENT (6 ECTS)**

With the move towards the completion of the single European market, plus the rapid developments in Central and Northern Europe, there is an increasing need for private and public sector managers to be able to function in a European, rather than in a single nation context. This module has been designed to meet this need. Some stress will be given to European Community policies and programs, as they have an increasing impact on the business environment of the member countries. The opportunities and threats that policy changes create for business will be given particular emphasis.

**BUS511: PROJECT MANAGEMENT (6 ECTS)**

Project management is growing exponentially. It’s now used in virtually all industries, such as: health care, government, education and banking. Projects are how these organizations streamline to improve productivity. As mid-level management positions are reduced, project managers fill the void. Expertise in project management is a source of security, prosperity and power to these survivors.

**BUS519: THESIS/DISSERTATION (18 ECTS)**

For the award of a Masters degree, candidates must present a dissertation demonstrating a range of intellectual and practical skills, using and synthesizing information, carrying out an application-oriented research project within a business and management context, and identifying the implications of the findings. Professional managers need to be capable of basing their decision-making on information and knowledge derived from research, and so the skills acquired in the course of producing the Dissertation will contribute to the candidate’s effectiveness throughout his or her career.

**COMPUTER SCIENCE**

**COM103: COMPUTER FUNDAMENTALS I (6 ECTS)**

The purpose of this course is to help students understand the basics of computers: hardware, software, computer networks, the Internet, systems analysis, operating systems, and programming languages.

**COM104: COMPUTER FUNDAMENTALS II (6 ECTS)**

This course is a continuation of Computer Fundamentals I. It prepares students for the constantly changing demands of using information systems as managers in today's fast-paced organizations first by relating MIS to management, the organization and technology, focusing on the importance of integrating these elements; second by tracking emerging technologies and organizational trends; and third by consistently using examples taken from real businesses, both domestic and foreign.

**COM501: MANAGEMENT OF INFORMATION SYSTEMS (6 ECTS)**

Information is now recognized as one of the key assets of an organization. Information processing is now a major organizational activity, the focus of which is not simply routine data processing, but the use of information for management control at all levels. We are in the “information Age”. While the requirements for routine transaction processing are reasonably stable and relatively easy to identify, information requirements for management decision-making are less stable and more difficult to define. Consequently, course members need to become acquainted with some of the management issues and concerns relative to the development and implementation of information systems, especially those that are computer based and to develop competencies in analyzing and defining organizational information requirements.

**ECONOMICS**

**ECO101: MICROECONOMICS (6 ECTS)**

The course familiarizes the student with the foundation of microeconomics. Mainly, it focuses on imparting to students specific tools that they can use to analyze consumer behavior, firm strategy, and public policy.

**ECO201: MACROECONOMICS (6 ECTS)**

The course focuses on imparting to students’ specific tools that they can use to analyze macroeconomic data, the real economy in the long run, money and prices in the long run, the macroeconomics of open economies, and short-run economic fluctuations.

**ECO501: ECONOMICS FOR MANAGERS (6 ECTS)**

The role of the manager involves the ability to use all available resources and information but based on theoretical and on real data as well, managers must be able to plan, compete and use all the business resources in the best and the most efficient way in order to help an organization prosper and compete successfully. Therefore, this course through managerial economics will help the students make sound managerial decisions based on theory linked to real situations.

**ENGLISH**

**ENG121: THE TECHNIQUE OF WRITING AND LANGUAGE STUDIES (6 ECTS)**

The emphasis of the course is on writing. Students are given ample opportunity to practice writing in different styles, i.e., business letter writing, report writing, description, summaries, argumentative writing etc. In addition students are given the opportunity to practice and improve their ability in reading, discussing as well as to enrich their vocabulary and review the basic grammatical structures.

**ENG122: THE TECHNIQUE OF WRITING AND LANGUAGE STUDIES II**

**(6 ECTS)**

The emphasis of the course still remains on writing. Students are given the opportunity to practice writing of different types. Furthermore students continue to practice and improve the other language skills (reading, speaking, and listening), to build up their vocabulary and revise the grammatical structures.

Prerequisite: ENG 121

**ENG211: SPEECH AND LANGUAGE PRACTICE (6 ECTS)**

Students are given many opportunities to practice their communication skills. There is also a revision of writing skills and the opportunity to improve their vocabulary when dealing with passages of a more advanced structure.

Prerequisite: ENG 122 & ENG121

**ENG212: EFFECTIVE SPEAKING AND ADVANCED LANGUAGE PRACTICE (6 ECTS)**

The emphasis of this course is on speaking. The student will have much opportunity to practice different types of speeches and use of visual aids in class. The students will also analyze speeches accordingly. There will be some instruction dealing with project writing and presentation. Prerequisite: ENG 211.

**FRENCH**

**FRE121: FRENCH (Beginners I) (6 ECTS)**

The course is designed to familiarize students with the basic grammatical structures of the French language and to develop the student's ability to read, write and understand the language. It aims at the acquisition of practical vocabulary and knowledge of grammatical structure at an elementary level.

**FRE122: FRENCH (Beginners II) (6 ECTS)**

The course is designed to continue to build on the knowledge of FRE 121. It aims at the acquisition of practical vocabulary and knowledge of structure through oral usage in the classroom still at an elementary stage. Prerequisite: FRE 121

**FRE211: FRENCH (Intermediate I) (6 ECTS)**

The purpose of this course is to teach the students the skills of the French language at an intermediate level. The course also emphasizes the acquisition of hotel and tourism vocabulary.

**FRE212: FRENCH (Intermediate II) (6 ECTS)**

The purpose of this course is to teach the students the skills of the French language at an intermediate level. The course also emphasizes the acquisition of hotel and tourism vocabulary. Prerequisite: FRE211

**GERMAN**

**GER121: GERMAN (Beginners I) (6 ECTS)**

The course is designed to familiarize students with the basic grammatical structures of the German language and to develop the students’ ability to read, write and understand the language. It aims at the acquisition of practical vocabulary and knowledge of grammatical structure at an elementary level.

**GER122: GERMAN (Beginners II) (6 ECTS)**

The course is designed to continue to build on the knowledge of GER121. It aims at the acquisition of practical vocabulary and knowledge of structure through-oral usage in the classroom still at an elementary level.

Prerequisite: GER 121

**GER211 GERMAN (Intermediate I) (6 ECTS)**

This course introduces students to the four basic skills of the German language at an intermediate level and is designed to enable them through practice to use it effectively.

**GER212 GERMAN (Intermediate II) (6 ECTS)**

This course introduces students to the basic skills of the German language at an intermediate level and is designed to enable them through practice to use it effectively.

Prerequisite: GER211

**HOTEL ADMINISTRATION**

**HOT101: INTRODUCTION TO THE HOSPITALITY INDUSTRY (6 ECTS)**

This course provides a basic understanding of the lodging and food service industry by tracing the industry's growth and development, reviewing the organization of hotel and food and beverage operations, and by focusing on industry opportunities and future trends.

**HOT105: SANITATION AND NUTRITION (6 ECTS)**

This course is designed to provide basic knowledge of human nutrition as well as of food and personal hygiene.

**HOT109: THEORY OF CATERING (6 ECTS)**

The course emphasizes the close link between theoretical knowledge and actual practices in the catering industry relating to food production. This course focuses on the theory of catering.

**HOT116: FOOD AND BEVERAGE SERVICE (6 ECTS)**

This course provides the knowledge and skills for those involved at different levels of the food and beverage service hierarchy. At the completion of this course, students should be able to identify the markets served by the various sectors of the industry and their needs, to identify the range of policies and business objectives of the various sectors and discuss how these affect the methods adopted as well as to interpret the demand of the sectors for food and drink to be provided as well as other services and understand how to plan and design facilities that are required for food and beverage operations and the plant and equipment required. Moreover, at the end of this course students should be able to acquaint operational knowledge of technical methods and processes as well as the ability in the production and service processes and methods available to the caterer, understand the varying resources required for their operation, as well as decision making on the appropriateness of the various processes and methods to meet sectoral requirements and explain how the cost of materials as well as the cost associated with the operation and service can be controlled.

**HOT117: FOOD PREPARATION LAB (6 ECTS)**

The fundamental aims of this course are: to provide students with the basic skills and cooking techniques of food production, to enable students to produce basic recipes and distinguish the factors that influence production of quality products, and to encourage the students to practice good sanitary practice in the kitchen.

**HOT118: PRACTICAL EXPERIENCE IN FOOD & BEVERAGE SERVICE (6** **ECTS).**

The fundamental aims of this course are to provide students with the basic skills and service techniques of Food and Beverage Service. This will enable students to train in an actual facility and distinguish the factors that influence different levels of quality and service styles, and to encourage the students to practice professional personal conduct.

**HOT202: FOOD AND BEVERAGE MANAGEMENT (6 ECTS)**

The course provides a basis for understanding the various challenges and responsibilities involved in managing a food and beverage operation.

**HOT206: HOUSEKEEPING MANAGEMENT (6 ECTS)**

This course presents a systematic approach to managing housekeeping operations in the hospitality industry.

**HOT207: FRONT OFFICE MANAGEMENT (6 ECTS)**

This course examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management.

**HOT208: ANIMATION (6 ECTS)**

The course aims and objectives are to give emphasis to the importance of hotel animation as a major role of the hospitality and tourism industry, understand the basic activities of animation; theatre, dance, water sports, games and other entertainment activities providing students with sufficient knowledge and experience in order to become effective animators.

**HOT211: INDUSTRIAL PLACEMENT (6 ECTS)**

Minimum four months industrial placement with leading hotels. Trainees spend most of their time in the food and beverage department

**HOT301: CONVENTION MANAGEMENT AND SERVICE (6 ECTS)**

The course defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service.

**HOT302: FOOD AND BEVERAGE CONTROLS (6 ECTS)**

The course covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, labor cost control, and computer applications.

**HOT307: FINAL YEAR PROJECT II (6 ECTS)**

This course allows the drawing together of the subjects taught during the Hotel Administration program of study into an original piece of research, which adds to the existing knowledge and demonstrates the student's analytical skills.

**HOT308: FACILITIES MANAGEMENT (6 ECTS)**

This course designed to provide students with the basic understanding of the design of all major facilities in a hotel.

**HOT311: INDUSTRIAL PLACEMENT (6 ECTS)**

Minimum four months industrial placement with leading hotels. Trainees spend most of their time in the rooms division.

**HOT405: CURRENT ISSUE IN HOSPITALITY INDUSTRY (6 ECTS)**

On completion of this course students should be able to describe current issues and trends in the hospitality industry, resolve issues and problems of the hospitality industry, cope with common customer service issued and evaluate solutions to various issues and challenges in the hospitality industry. The content of this course is Lodging Trends; Globalization: Emerging Lifestyles and Social Values; Technology; Diversity of the hospitality industry; Social Networking; Law and ethics; Marketing; Human Resources Issues; Green movement in the hospitality industry; Travel Leisure and Entertainment Experiences. (No Prerequisite(s)

**HUMAN RELATIONS - MANAGEMENT**

**HUM201: HUMAN RELATIONS/SUPERVISORY DEVELOPMENT (6 ECTS)**

This course is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.

**HUM202: BUSINESS PSYCHOLOGY (6 ECTS)**

Investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization’s effectiveness.

**HUM203: HUMAN RESOURCES MANAGEMENT (6 ECTS)**

This course is designed to provide the student with understanding of the function of Human Resources Management as it applies to modern organizations. It covers personal motivation, modern management theories, job analysis and job evaluation, recruitment, training and assessment.

**HUM303: CULTURAL ANTHROPOLOGY (6 ECTS)**

There are two objectives of this course: First, to acquaint you with the concept of culture, emphasizing the diversity of human experience and variation in human formations – from language to kinship, and social order to global capitalism. Second is to challenge you to reflect critically on your own culture and society. In this course, I hope we cultivate a fundamental capacity for understanding unfamiliar and familiar human cultures, and an ability to interpret “difference” in cultural context.

**HUM315: INTERCULTURAL COMMUNICATION (6 ECTS)**

Communication, particularly intercultural communication, is a vital means for accomplishing organizational tasks as organizations, have to operate within a multi-racial and multi-cultural environment. This course is designed to introduce students to the basic principles of intercultural communication within an organizational context, to help students recognize key communication processes that are essential to organizational success, and to help students understand the impact of cultural diversity on the process of organizational communication.

**HUM406: MANAGING ORGANISATIONS (6 ECTS)**

The overall aim of the course is that students should acquire the knowledge, understanding and skills necessary for the effective practice of management. This course is intended to develop students' ability to exploit business and other opportunities within the hospitality and tourism industry by maximizing the effectiveness of their organization.

Prerequisite: HUM 201 or HUM 203

**HUM408: STRATEGIC MANAGEMENT (6 ECTS)**

A significant issue facing businesses is that of accomplishing the change in thinking necessary to develop operations-oriented unit level managers into strategic thinking managers. While the increasing competitiveness of businesses in Europe and elsewhere is well recognized and the rationalization of corporate headquarters has occurred in response to recession, many firms are enlarging the scope of unit management work. It is therefore necessary to address the interface between the strategies necessary to face competition and the internal structures essential to implement these strategies. The unit aims to develop the students' ability to formulate and implement strategic plans and to critically analyze the effectiveness of strategies employed at operational, organizational and corporate level in businesses.

**HUM413: SMALL BUSINESS MANAGEMENT (6 ECTS)**

This module uses the general approach adopted by the previous modules to develop a more intensive and practical examination of small firms and small business units, which can achieve growth through planned business development. This is facilitated by developing an understanding of the environment in which these businesses operate, seeking to combine the academic underpinning of the previous modules practical examples of development of small business units, whether small firms or independent elements of larger organizations.

**HUM501: ORGANISATIONAL BEHAVIOR (6 ECTS)**

The role of the middle management involves asking, providing and motivating people to do things. In addition the role itself has a number of in-built conflicts and ambiguities. This module explores the diagnostic skills and frameworks that the manager needs in order to be able to analyze the situation as an issue that is likely to face in carrying out the role. Course members are introduced to theories, drawn from the behavioral sciences that contribute particular perspectives on the behavior of people at work.

**HUM502: MANAGEMENT OF HUMAN RESOURCES (6 ECTS)**

The aim of this module is to help managers improve their skills in the employment and assessment of their staff in order to improve the effectiveness of the organizations’ human resources. Course members draw on the theoretical basis introduced in the module ‘Organizational Behavior’ and on new theory, in examining problem situations, which are similar to those that they are likely to encounter in their work place.

**HUM503: ORGANISATIONAL LEADERSHIP (6 ECTS)**

The course studies three levels of leadership: the individual, the team, and the organization. It is designed to expose students to a variety of leadership perspectives and practices in order to enhance individual development and effectiveness as a leader. The course will focus on a repertoire of practical and theoretical leadership principles. Historic and contemporary organizational leaders will be examined as well as their complex roles in managing organizational issues.

**HUM504: ORGANISATIONAL COMMUNICATION (6 ECTS)**

The course in Organizational Communication is designed to provide the student with a background and experience in the various communicative contexts found in the organizational setting. This course aims to raise student’s awareness and develop their understanding of theories, patterns and issues related to organizational communication in a variety of contexts, and to help them to apply the necessary skills to conceptualize and deal with problems arising from interpersonal interactions so as to improve their communicative competence in their personal, social and professional lives.  The course studies various organizational structures found in business in order to analyze and improve the communication in the overall organizational situation. By analyzing the organization's communication it becomes possible then to improve the overall climate of an organization.

**HUM508: STRATEGIC MANAGEMENT (6 ECTS)**

This integrative module builds on skills and knowledge developed elsewhere in order to provide a sound foundation of strategic management thinking. Strategic management concerns itself with the analysis of the organization’s environment and managing the response of the organization accordingly. As such, the module is of crucial relevance because every student with ultimately is involved in some stage of this process. This module provides a framework for exploring strategic concepts, approaches and paradigms. The application of models, devises and techniques are introduces as part of the processes of strategic analysis and strategic choice. The module also introduces the issue of strategy implementation. Throughout the module is grounded in real life cases and examples, and students are required to conduct research into contemporary issues and subjects.

**LAW**

**LAW311: BUSINESS LAW (6 ECTS)**

The objective of this course is to introduce the students to the concepts of contract, agency and negligence. By the end of the course the students will be expected to know how to make valid contracts, understand their rights and duties under a contract, understand the principles of agency and be able to identify and understand negligent acts and their consequences.

**MARKETING**

**MAR101: MARKETING PRINCIPLES (6 ECTS)**

The course introduces students to the vital role of marketing in the domestic and international marketplace and promotes the consideration of a career in marketing.

**MAR201: INTERNATIONAL MARKETING (6 ECTS)**

This course is designed to enhance student’s understanding and appreciation of the importance and relevance of international marketing in today’s global economy.

**MAR306: HOTEL/ MOTEL SALES PROMOTION (6 ECTS)**

This course is designed to provide students with a solid background in hospitality sales and advertising. Although marketing concepts are also discussed, the course focuses on practical sales techniques, proven approaches to selling to targeted markets, and advertising's role in sales.

**MAR503: MARKETING MANAGEMENT (6 ECTS)**

This course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective. It also seeks to provide a framework for decision-making that is logical but does not stifle creativity.

**NUTRITION**

**NUTR1: RESEARCH METHODS (8 ECTS)**

The purpose of this module is to offer students the opportunity to learn the various aspects of the research process, framing useful research questions, research design, data collection, analysis, writing and presentation as well as developing advanced critical thinking skills.

It offers a comprehensive introduction to research, encompassing its definitions, characteristics, types, and main components, with a focus on health systems research. It guides students through the process of selecting a research topic, identifying and prioritizing problems, and formulating a clear problem statement. A thorough review of existing data sets the stage for establishing research objectives and developing a solid methodology, which includes study plans, understanding variables, determining sample size, and choosing appropriate data collection and analysis methods. Special attention is given to ethical considerations in clinical trials. The curriculum also covers the study of populations and ethnographic research, emphasizing the observation-based utilization of results. Financial planning for research projects and the detailed process of designing and drafting a research proposal for a postgraduate thesis are critical components. Finally, the course culminates in the collection, archiving, and both written and oral presentation of scientific data, ensuring a well-rounded research education.

**NUTR2: NUTRITION INFORMATICS (6 ECTS)**

The purpose of this course is to convey to students the vast extent to which informatics is used in all aspects of the field of Clinical Dietetics and Nutrition and to familiarize students with the use of computers and related programs.

It delves into the practical aspects of data management and analysis within the field of clinical dietetics, starting with the fundamentals of database design and creation using software like Microsoft Excel and Access, as well as online database platforms. It progresses to explore the general principles of data organization across these platforms with real-world examples. Specialized software tailored for clinical dietetics is introduced, focusing on the electronic analysis and formulation of diet menus and recipes, alongside an examination of current trends in Electronic/Personal Health Records. Additionally, the course covers the design and application of web tools for conducting research, including data collection via questionnaires and specialized apps. A significant emphasis is placed on leveraging Social Media and Social Networking sites as innovative web tools for research purposes, highlighting their growing importance in contemporary data gathering and analysis strategies.

**NUTR3: ADVANCED TOPICS IN NUTRITION AND MEDITERRANEAN DIET I (8 ECTS)**

The purpose of this course is to teach students the history, principles and nutritional values and peculiarities of the Mediterranean diet and how these affect our health.

It provides an in-depth exploration of the nutrition landscape, tracing the historical and geographical evolution of traditional diets, with a particular focus on the dietary habits and food systems of Mediterranean countries. It delves into the Mediterranean heritage and the diet's nutritional framework, illustrated by the Mediterranean pyramid, including the hallmark characteristics of the Greek Diet. Students will gain comprehensive insights into both macro and micronutrients within the Mediterranean Diet, understanding their crucial roles in biochemical, physiological, metabolic processes, and their impact on health across different life stages, with tailored dietary recommendations for various age groups. A special emphasis is placed on the dietary fats characteristic of the Mediterranean Diet, notably olive oil, examining its structure, properties, classification, absorption, and metabolism. The course also addresses the diet's significance in promoting longevity, particularly in the Third Age, alongside practical aspects of diet planning, food preparation, and the preservation of nutritional value, covering both macronutrients and micronutrients.

**NUTR4: ADVANCED TOPICS IN NUTRITION AND MEDITERRANEAN DIET IΙ (8 ECTS)**

The purpose of this module is to teach students the nutritional values ​​and peculiarities of the Mediterranean diet in relation to other diets, how they affect our health in relation to our lifestyle and how to conduct relevant research.

It offers an integrated overview of the principles underlying healthy dietary patterns, with a focus on the characteristics and nutritional values that define them, including a comparative analysis of the Mediterranean diet alongside other health-oriented diets such as vegetarianism. It encompasses a thorough nutritional assessment methodology that includes anthropometry, dietary intake, and clinical and biochemical evaluations. Students will explore the principles of personalized diets, delve into the emerging field of nutritional genetics, and examine the synergy between diet and physical activity in fostering a healthy lifestyle, including specific considerations for nutrition in sports activities. The course also highlights the Mediterranean lifestyle's preventive role in health, considering social and psychological influences, and bridges the gap between nutrition and gastronomy. Practical components include meal planning based on the Mediterranean diet and the formulation of diets varying in caloric content and nutritional value, anchored in Mediterranean dietary principles.

**NUTR5: QUALITY ASSURANCE AND FOOD SAFETY IN FOOD CATERING (6 ECTS)**

The course emphasizes the systematic approach of quality assurance and food safety systems across the range of mass food production and the study of the critical points of the entire production process (from field to table).

It provides an extensive overview of food production and distribution processes, specifically tailored for large food service and catering businesses. It covers the entire food production chain, including traceability, product recall procedures, food labeling, legislation, and the roles of national and European regulatory bodies. An introduction to the Hazard Analysis and Critical Control Points (HACCP) system sets the foundation for understanding food safety management. Students will learn about identifying and managing critical points and risks associated with the receipt, storage, and export of raw materials, as well as during the pre-treatment, processing, and serving of food. The course also emphasizes the importance of maintaining, cleaning, and disinfecting equipment, along with effective waste disposal practices. Further, it searches into the evaluation and management of food safety risks, including an overview of the ISO 22000 quality standard. Pollution, food contamination, foodborne infections, and the handling of allergenic ingredients or intolerances in cooking practices are also key topics, providing a comprehensive approach to ensuring food safety and quality in large-scale catering operations.

**NUTR6: MEDITERRANEAN DIET AND FUNCTIONAL FOODS (8 ECTS)**

The course emphasizes the evolving field of functional foods associated with positive effects on human health and well-being and is characteristic of the traditional Mediterranean diet, which is considered as an element of enriching tourism services as it characterizes a lifestyle that promotes better health and quality of life. The aim is to enable students to deepen their role in health promotion, identifying and defining the current trends in nutrition for the implementation of the appropriate nutritional guidelines of the Mediterranean diet in food production in food processing establishments.

It introduces students to the concept of Functional Foods, covering definitions, guidelines by the European Food Safety Authority (EFSA), and relevant European legislation, including topics on food for specific groups, nutritionally enhanced foods, and genetically modified products, alongside research methodology and documentation. It explores Health Claims and Labeling Regulations to educate consumers about Functional Foods. The curriculum highlights the Basic Functional Foods and Ingredients characteristic of the Mediterranean Diet, such as unprocessed nuts, fruits, vegetables, olive oil, and more, discussing their role in promoting heart and gut health, enhancing mental performance, defending against oxidative stress, and optimizing metabolism. Additionally, the course examines the use of Mediterranean foods in catering, their economic significance in tourism, and consumer perception of functional foods and the Mediterranean diet's benefits. It also looks into Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Specialties Traditional Products (STPs) specific to the Mediterranean region. The design and development of novel foods with functional properties, the categorization of functional foods as novel foods, and case studies on functional food ingredients during processing are integral components, offering a comprehensive overview of the field.

**NUTR7: MEDICAL NUTRITION THERAPY IN TOURISM (8 ECTS)**

The aim of the course is to broaden the student's knowledge of common and chronic diseases and to integrate this knowledge into the basic elements of medical nutritional therapy based on nutritional assessment (anthropometric, biochemical and clinical data) to determine nutritional status. Particular emphasis is placed on understanding metabolic balances and how they can be altered during physiological stress or disease. These basic elements are then applied to the study of various diseases and nutritional therapy based on the principles of the Mediterranean Diet, in a tourist setting. Students also have the opportunity to plan diets with specific nutrient/calorie composition and food texture to meet the nutritional needs of international patients (tourists) based on the traditional Mediterranean Diet and the beneficial properties of its ingredients for a targeted nutritional treatment.

It offers a comprehensive exploration into the role of nutrition in the prevention and treatment of chronic diseases, beginning with an introduction to Medical Nutrition Therapy. It delves into the homeostasis of metabolism and nutrients, highlighting adaptive mechanisms, and emphasizes the importance of nutritional screening and assessment to determine nutritional status. A significant focus is placed on understanding the interactions between nutrients and drugs, addressing the management of obesity, metabolic syndrome, diabetes, cardiovascular diseases, hypertension, and dyslipidemias. The curriculum advocates for the Mediterranean Diet as a preventive measure against cardiometabolic risk, inflammation, aging, and neurodegenerative diseases. It also covers Medical Nutrition Therapy's application in treating gastrointestinal, renal, and respiratory disorders, and discusses immunonutrition strategies for cancer patients. The course further explores the intersection of the Mediterranean Diet with personalized diets and nutrition-epigenetics, and examines gluten-free diets, food sensitivities, allergies, and FODMAPs. Lastly, it compares the Mediterranean Diet with other dietary approaches, such as low glycemic index diets, vegetarian, and ketogenic diets, offering a holistic view of nutrition's impact on health and disease management.

**NUTR8: ADMINISTRATION AND MANAGEMENT OF TOURIST FACILITIES (8 ECTS)**

The purpose of this module is to introduce the student to the subject of tourism, how it is connected to food and local products, as well as how it affects the local economy, society and culture, the natural and built environment. The course also aims to familiarize students with the organization of catering and hospitality units in the field of nutrition.

It provides an introduction to the foundational concepts of tourism, delving into the sustainability of tourist products and the life cycle of destinations. It explores the concept of carrying capacity and the acceptable change point, paving the way for discussions on alternative forms of tourism, including wine and gastronomic tourism, as well as leisure activities. Students will learn about mass catering and the development of specialized menus, alongside strategies for creating a value chain to exploit competitive advantages. The course also covers certification procedures for specialized menus, enriching the learning experience with case studies on the Aristotelian Menu, Macedonian cuisine, the Greek Breakfast, and Wine Roads, offering a comprehensive view of tourism's diverse facets.

**NUTR9: MEDITERRANEAN DIET AND PUBLIC HEALTH (8 ECTS)**

The purpose of this module is to convey to students the multiple benefits that the Mediterranean Diet can have for Public Health and how to conduct relevant research.

It investigates the intricate relationship between dietary habits, religion, and cultural elements across Mediterranean countries, exploring the social, cultural, and environmental nuances of their food systems. It emphasizes the diffusion of knowledge and communication policies within these regions, with a particular focus on the historical and social aspects of Mediterranean markets. Students will learn about public health strategies relevant to tourism and acquire skills in nutrition counseling. The curriculum includes designing an advertising campaign suitable for tourist accommodations and develops students' communication techniques with individuals, groups, and health professionals. It prepares students to identify and overcome communication barriers in tourism, incorporating specific educational theories and behavioral models for strategic training in health, nutrition, and tourism. The course encourages familiarity with various media for effective message delivery, including PowerPoint, social media, printed and television material, and underscores the importance of staying informed about Public Health programs by the Ministry of Health, especially those pertaining to the Mediterranean Diet. Finally, it equips students to confidently present topics related to Nutrition, the Mediterranean Diet, and Tourism.

**NUTR10: THESIS (24 ECTS)**

The aim of the dissertation is to enable students to further develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project. Students will be required to identify relevant information on a topic and critically review the research of others. It will also obligate them to use knowledge obtained from the programmes’ modules and demonstrate critical thinking capabilities.

The supervising Professor selects a subject within the programme’s area, followed by planning and implementation of the research by the Master's Student.

**REGIONAL STUDIES**

**CYP101: CYPRUS HISTORY (4 ECTS) OR CYP111: CYPRUS HISTORY (6 ECTS)**

The purpose of this course is to familiarize students with the main features of Cyprus history and culture. Upon successful completion of this course students will become familiar with the division of Cyprus history in different periods, the main characteristics of each period, the contribution of Cyprus to the cultural history of Greece and the Middle East as well as the importance of Greek influences in shaping the identity of Cyprus and the role of Christian religion and the Orthodox church. The students will also become familiar with the main monuments and works of art of Cyprus and the Cyprus problem

**SALES**

SAL101: Sales Techniques and Processes (6 ECTS)

The course deals with understanding the sales cycle, the buyer decision-making process, how to generate and qualify sales leads, how to sell by inbound and outbound telephone calls, how to sell face-to-face, how to close a sale and how to process sales orders.

**STATISTICS**

**STA501: STATISTICS AND QUANTITATIVE METHODS (6 ECTS)**

This course is designed to provide an introduction to statistical methods useful for analyzing data, with specific application to problems of business and economics. The methods examined, however, have general application to a wide range of data analysis. At the end of the class, students will have an understanding of many of the statistical tools used in business.

**TRAVEL AND TOURISM**

**TOU106: FARES AND TICKETING II (6 ECTS)**

The course covers procedures for completing international airline traffic documents, such as tickets and Miscellaneous Charges Orders for every itinerary and fare. It also includes precautions to be taken for safeguarding airline documents against loss and theft, in accordance with the IATA fraud prevention recommendations.

Prerequisite: TOU 115

**TOU111: INTRODUCTION TO TOURISM (6 ECTS)**

This course covers the definition of tourism and its importance to the economies of countries and identifies the variety of establishments in the different sectors of the tourism industry.

**TOU117: GENERAL TRAVEL KNOWLEDGE I (6 ECTS)**

This course is designed to equip students with the knowledge and skills necessary for working in the airline industry.

**TOU215: TRAVEL AND TOURISM MANAGEMENT (6 ECTS)**

This course is designed to offer the knowledge required for operating a travel agency at a managerial level. It includes industry regulations, organizing and costing package tours, office procedures, and the use of automated systems in travel agencies.

**TOU216: FARES & TICKETING I (Advanced I) (6 ECTS)**

Expand the knowledge and abilities of the students in order to calculate travelling fares, determine charges involved in travelling and issue any travelling document.

**TOU221: TOURISM PLANNING & DEVELOPMENT (6 ECTS)**

This course will assist participants to better plan, promote, and manage tourism to their destination, and at the same time, meet quality of life objectives of community residents. The course does not assume that tourism is good for all communities. Rather, it will help assess the effects of increased tourism on the local economy, environmental resources, and socio-cultural fabric of the community. It provides the tools and strategies to better estimate and evaluate both the costs associated with increased visitation including any necessary expansion of the region’s infrastructure, receptive visitor facilities, and environmental protection measures and the benefits, including tourist spending, job growth and an increased tax base.

**TOU314: TOURISM AND THE HOSPITALITY INDUSTRY (6 ECTS)**

This course takes a cross-disciplinary approach to examine the many facets of tourism. The social science perspective provides students with the kind of practical knowledge that can be effectively applied to the hospitality industry. The course also provides advanced information that can serve as a bridge to further analysis of study.

**TOU411: TOURISM AND LEISURE MANAGEMENT (6 ECTS)**

The course is taught through the means of lectures, seminars and case studies. Lectures will provide the theory and concepts on the particular themes of the subject. Seminars will require active participation of students either individually voicing their opinions or views on the subject, or presenting their views to the rest of the group.