



ACADEMIC YEAR 2020-2021
ACCOUNTING AND AUDITING MAJOR
CORE MODULES – 5th SEMESTER
(TOTAL ECTS 30 UNITS)

The Accounting and Auditing pathway offers seven (7) exemptions from the ACCA exams

1. AUDITING AND INTERNAL CONTROL - (6 ECTS)

The aim of the course is to provide students with the necessary knowledge associated with internal, external and tax audit issues that a company may have to deal with. The topics covered are: auditing concepts, code of conduct, external audit regulation, internal control, audit sampling, audit items - worksheets - auditing procedures, audit of fixed assets, inventory control, auditing of securities and receivables, auditing of cash and liquid items, equity auditing, auditing of long-term and short-term liabilities, revenue auditing, expenditure auditing, information systems control, auditing reports. The course consists of lectures and practical applications - case studies.

2. MANAGERIAL ACCOUNTING I - (6 ECTS)

The aim of the course is to present the principles and methods of Management Accounting and the use of accounting information for business decision making and exercise of administration and control. The topics covered are: administrative accounting and business environment, terminology-concepts-cost categories, cost behavior-analysis and use, systems design: project-order costing and continuous costing production, full absorption and variable costing, cost analysis; activity-profit-sales mix level, multiple production cost analysis products, corporate performance appraisal, business based costing activities, costing of service departments and value added accounting, evaluation performance in non-listed companies and environmental accounting. The lesson consists of lectures and practical applications - case studies.

3. INTERNATIONAL FINANCING AND MARKETS - (6 ECTS)

The purpose of the course is to provide students with an understanding of how the exchange market works, of the factors influencing exchange rates, of the risks that market participants are exposed to and of the mitigation strategies that they may follow. Students are expected to appreciate the factors influencing exchange rates, the relationship between interest rates and exchange rates, as well as the relationship between inflation and exchange rates. They should also gain an understanding of the interest rate parity and purchasing power parity theories and appreciate their practical applications. They study what the foreign exchange risk is and learn appropriate strategies to manage it. Definition and analysis of forward and future markets, and exchange option markets. Definition of hedging and explanation of how it is conducted in practice through financial markets and currency swaps. The course consists of lectures and practical applications – case studies.

ELECTIVE MODULES (CHOOSE ANY 2)

1. PORTFOLIO THEORY - INVESTMENT ANALYSIS - (6 ECTS)

The course focuses on the methodology of calculating the expected return and risk of an asset (stocks, bonds, etc.) or portfolio through sampling or probability distributions. Markowitz's modern portfolio theory is analyzed, focusing on the optimal combination of available investment options and the composition of effective portfolios. Portfolio theory provides the methodology and the appropriate tools to reduce risk and achieve the optimal relationship between risk and expected return. Starting from the modern portfolio theory, the Capital Asset Pricing Model (CAPM) is presented, which is applied to estimate the expected return of an asset or portfolio based on its risk. Apart from the CAPM, other models for estimating the expected return on assets are presented, the most important of which being those of Fama and French and the Arbitrage Pricing Theory. In addition, the Efficient Market Hypothesis is analyzed, the anomalies appearing in Investment Analysis and Portfolio Management are mentioned and finally, the theory of behavioral finance is introduced, which focuses on understanding the irrational behavior of investors. The ultimate goal of the course is to provide students with a complete overview of investment options, of the ways of evaluation and selection of securities, as well as of the construction of optimal portfolios and their management. The course consists of lectures and practical applications - case studies.

2. COMPUTER APPLICATIONS ON FINANCE - (6 ECTS)

In the context of the globalized economy and the increasing complexity of financial data, financial services professionals - in their quest to consolidate and maintain their competitiveness - are increasingly dependent on advanced quantitative methodologies on a daily basis. The development and implementation of these quantitative methodologies requires the use of appropriate software. The computer applications presented in this module are particularly effective in solving simple and complex financial problems. The requirements of the course evolve around a basic level of knowledge of finance, with emphasis on capital markets and financial econometrics. The course, through a regular presentation of the basic functions of computer applications, aims to bring students to such a level that they will be able to apply them in financial applications such as portfolio management, valuation of fixed income securities and derivatives, the development of forecasting models, etc. The course consists of lectures and practical applications - case studies.

3. ORGANIZATIONAL THEORY AND BEHAVIOR - (6 ECTS)

Upon completion of the course, students will be able to: describe, combine, determine, identify, select and state the basic principles of organizational theory and behavior, have acquired the ability to apply knowledge and utilize know-how to perform tasks and solve problems in organizational theory and behavior, to have proven competence, responsibility and autonomy in the workplace or their studies and in professional and / or personal development regarding organizational theory and behavior. The course consists of lectures and practical applications - case studies.

4. ADVERTISING - (6 ECTS)

The aim of the course is for students to understand the basic principles of Advertising, focusing on the strategic planning, development and management of promotion. The aim of the course is to present the design, development and effectiveness of advertising for businesses, while examining its economic and social impact. The module analyses the advertising results at each

step of the process, it discusses the processing of information in advertising, while it explores the factors and conditions, but also the obstacles to the development of an effective advertising. Issues such as setting advertising goals and budgeting, designing the advertising program, designing the advertisement and implementing the creative idea, displaying and shaping the advertisement text, designing and selecting the media, are all examined. The organization and operation of the advertising company is also presented. The course consists of lectures and practical applications - case studies and concludes with a critical approach to the role of advertising in the wider social context.

5. INTRODUCTION TO PEDAGOGY - (6 ECTS)

The course concerns the science of pedagogy and its applications in the fields of Accounting and Finance. The students, after attending the course, will be able to define the Pedagogical Science, to distinguish its individual basic concepts (education, training, teaching, learning, socialization, curricula, etc.), to identify the structural features, the basic conditions and aims of the pedagogical-educational process throughout their historical development, to be aware of and discuss the social background that led to the founding of education and training institutions, to follow the evolution of pedagogical thought through the study of great educators, to focus critically on issues related to teaching methods, to realize the importance of the pedagogical relationship and interpersonal communication in the classroom, to state the basic epistemological directions and methods of educational research, to familiarise themselves with the issue of literacy and the value of basic skills in the modern age and appreciate the value of assessment in the process of teaching and learning. The course consists of lectures and practical applications - case studies.

6. FINANCIAL ACCOUNTING (ERASMUS STUDENTS) - (6 ECTS)

The aim of the course is for students to fully understand the basic aspects of Financial Accounting. This course is suitable for students aiming for a career in managerial positions, where a good understanding of the role of Financial Accounting in an organization is needed. The presentation of the course follows the following structure: introduction to financial accounting, financial reporting standards, balance sheets, income statement, statement of changes in equity, preparation of financial statements, accounting entries, preparation of budgets, analysis of financial statements. The course consists of lectures and practical applications - case studies.

7 (a). ENGLISH III: BUSINESS ENGLISH - (6 ECTS)

The course concerns the language skills required at a vocational environment. Upon successful completion of the course, the student will be able to: have advanced knowledge of English for professional purposes with respect to the four basic skills: reading, writing, listening and speaking, has proven knowledge and understanding of topics related to the professional practice at the field of their specialization e.g. forms, key characteristics and structure of companies, the role of intercultural differences in the workplace, the role of globalization in trade, crisis management, etc., understands and analyzes at an advanced level authentic texts related to economics in the workplace, through teaching focused on the development of skills for professional purposes (e.g. job advertisements for business administration graduates), to be able to produce a CV and a job application letter in English, to be able to communicate orally and explain his / her knowledge, ideas and point of view on matters of his / her specialisation in English., to be able to have a successful job interview related to his / her specialisation, to have acquired an advanced vocabulary in economics and related to the workplace. The course consists of lectures and practical applications case studies.

7 (b). FRENCH III - (6 ECTS)

The course aims mainly at developing the following general skills: improving students' linguistic and communication skills (written and oral communication, written and oral comprehension), comprehension and commentary of authentic documents, understanding of key information within a text, comprehension of jargon in a text, developing skills for the correct use of jargon in writing, developing skills for the correct use of specialized vocabulary in professional or academic communication, learning or revision of the basic rules of grammar (language structure), developing the necessary linguistic and communication skills so that the student will be able to continue his studies or work in a French-speaking country. The course consists of lectures and practical applications - case studies.

7 (c). GERMAN III - (6 ECTS)

The aim of the course is to teach students the German language at an intermediate level, while, at the same time, students are exposed to the German culture. At this level, teaching focuses on acquiring an intermediate vocabulary, so that the student is able to communicate in situations related to studying or working at a German-speaking country (eg write a CV, ask for information related to the university system, German civilization etc.). The familiarization with grammar and syntax at an intermediate level is also sought. The course promotes the production of written and oral speech at the same level through guided exercises but also through unstructured discussion, the development of listening skills and the in-depth understanding of texts. The course consists of lectures and practical applications - case studies.

8. HEALTH ECONOMICS - (6 ECTS)

The aim of the course is to provide basic knowledge in health economics, a branch of economics that has gained special importance in recent decades due to the importance of the good called "health" and the increasing expenditures of the sector. This course addresses key issues of health economics, which are part of the overall effort of economists and policymakers to increase the efficiency, quality and accessibility of health systems. The concept and object of health economics, indicators for measuring the performance of the health sector, the special characteristics of the health services market, with particular emphasis on induced demand, the financing of health services and the characteristics of the health systems, the health potential in Greece, the hospital as a production unit, the health-related quality of life and the economic evaluation. The course consists of lectures and practical applications - case studies.