

## **2XX Courses**

### **MAN 209 Communication and Presentation Techniques (Credit: 3, ECTS: 5)**

Modern, easy-to-understand communication and presentation capabilities, recognition, acceptance orientation, active listening, non-verbal communication, the 4-ear model, feedback, new techniques under psychotherapy and counseling, cultural sensibilities, business and customer oriented practice of communication techniques.

### **MAN 215 Management and Organizational Theory (Credit: 3, ECTS: 6)**

General perspective on international business management, basic concepts, globalization and internationalization decisions, export and franchise, different market entry methods, international alliances and strategic decision-making processes, management techniques.

### **MAN 221 Cost Accounting (Credit: 3, ECTS: 6)**

Basic concepts of cost accounting, classification of costs, components of costs, providing cost areas and applying cost distribution methods, cost carriers, determination of the final product cost and sales price, determination of the break-even point and contribution margin.

### **MAN 223 Microeconomics (Credit: 3, ECTS: 6)**

Production factors, market economy, supply and demand, market types.

### **MAN 212 International Management (Credit: 3, ECTS: 6)**

Exemplifying the reasons of globalization and its effects on businesses, analyzing international market penetration strategies and their advantage and disadvantages, components that need to be taken into consideration by selection of the appropriate strategy, explanation of the different organizational alternatives and coordination mechanisms and handling the results of human resources thought on a global scale.

### **MAN 218 Human Resources Management (Credit: 3, ECTS: 5)**

How to perform HR activities in a company with case studies and discussions in order to take advantage of effective human resources.

### **MAN 222 Macroeconomics (Credit: 3, ECTS: 6)**

Growth and investment, GNP, macroeconomic success criteria, methods of calculating GNP, employment relations, macroeconomic theory, consumption-savings balance, banks and money, the Central Bank, money creative processes.

### **MAN 224 Social Responsibility and Ethics (Credit: 3, ECTS: 6)**

Ethical argumentation and sociological theories, empirical facts, the basic principles of democracy, examples of how to accept the social responsibility of international companies and practical considerations.