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Cardiff Metropolitan University

PERROTIS COLLEGE

Programme Handbook

2021-22

*BA (Hons) Digital Marketing Management*

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## ***Introduction***

The purpose of this handbook is to tell you about the programme on which you are enrolled. It provides you with a written record of the programme philosophy, structure and content, as well as key procedures and rules which the programme team have developed to facilitate the success of you and your fellow students.

This handbook should be read in conjunction with the following documents which can be found at - <https://www.cardiffmet.ac.uk/study/student-services/Pages/Student-Handbook.aspx>

- Cardiff Met Student Handbook;
- Student Guidance for Students at Perrotis College;
- Student Charter

These documents will give you a large amount of additional information including:

- Your status as a Cardiff Met student
- The Cardiff Met Student Charter
- Academic Regulations and Conduct of Examinations
- Unfair Practice Procedure
- Mitigating Circumstances Procedure
- Data Protection and Freedom of Information
- Transfer to Cardiff Metropolitan University
- Cardiff Met's Student Union
- Complaints and Appeals
- Disciplinary Procedures, Codes of Conduct and Ethics
- Health and Safety and Health advice

## Overview of the Department

Please find below staff details for the BA (Hons) Digital Marketing Management programme.

|   |                                  |  |
|---|----------------------------------|--|
| Dean<br>Dr. Konstantinos Rotsios  | 2310-492-814                     | <a href="mailto:krotsi@afs.edu.gr">krotsi@afs.edu.gr</a>   |
| Chief Administration Officer:<br>Ms. Stavroula Antonopoulou                         | 2310-492-708                     | <a href="mailto:santon@afs.edu.gr">santon@afs.edu.gr</a>   |
| Registrar's Office:<br>Mr. Athanasios Bizmpiroulas                                  | 2310-492-818                     | <a href="mailto:abizbi@afs.edu.gr">abizbi@afs.edu.gr</a>   |
| Administration Office<br>Ms. Eleni Kantyltzoglou                                    | 2310-492-800                     | <a href="mailto:ekanty@afs.edu.gr">ekanty@afs.edu.gr</a>   |
| Accounting Office:<br>Ms. Fani Liatsa   | 2310-492-741                     | <a href="mailto:fliatsa@afs.edu.gr">fliatsa@afs.edu.gr</a>   |
| Enrollment Office:<br>Mr. Gregorios Sougaris  | 2310-492-854                     | <a href="mailto:gsouga@afs.edu.gr">gsouga@afs.edu.gr</a>   |
| Library:<br>Ms. Damiana Koutsomiha<br>Ms. Iro Sotiriadou                            | 2310-492-889<br>2310-492-888/935 | <a href="mailto:dkouts@afs.edu.gr">dkouts@afs.edu.gr</a><br><a href="mailto:isotir@afs.edu.gr">isotir@afs.edu.gr</a> |
| Residence Life Coordinator<br>Mr. Pantelis Hantzaras                                | 2310-492-844                     | <a href="mailto:phantz@afs.edu.gr">phantz@afs.edu.gr</a>   |
| Associate Dean of Student Services<br>Ms. Leighanne Penna                           | 2310-492-874                     | <a href="mailto:lpenna@afs.edu.gr">lpenna@afs.edu.gr</a>   |
| Career Office Coordinator<br>Ms. Katerina Pitseli                                   | 2310-492-702                     | <a href="mailto:apitsel@afs.edu.gr">apitsel@afs.edu.gr</a>   |
| Alumni Office:<br>Mr. Pantelis Hantzaras  | 2310-492-812                     | <a href="mailto:perrotisalumni@afs.edu.gr">perrotisalumni@afs.edu.gr</a>   |
|   |                                  |  |
| Head of Digital Marketing and<br>Management Department: Dr.<br>Konstantinos Rotsios | 2310-492-814                     | <a href="mailto:krotsi@afs.edu.gr">krotsi@afs.edu.gr</a>   |
| Teaching staff  |                                  |  |
| Mr. Haris Spyropoulos   |                                  | <a href="mailto:hspyro@afs.edu.gr">hspyro@afs.edu.gr</a>   |
| Mr. Konstantinos Antoniou   |                                  | <a href="mailto:kanton@afs.edu.gr">kanton@afs.edu.gr</a>   |
| Ms. Damiana Koutsomiha  |                                  | <a href="mailto:dkouts@afs.edu.gr">dkouts@afs.edu.gr</a>   |
| Mr. Nikolaos Skalvounos   |                                  | <a href="mailto:nsklav@afs.edu.gr">nsklav@afs.edu.gr</a>   |
| Mr. Evangelos Evangelou   |                                  | <a href="mailto:vevang@afs.edu.gr">vevang@afs.edu.gr</a>   |

## Terms and Important Dates

| <b>ACADEMIC CALENDAR 2021 – 2022</b>                 |  |
|--|--|
| <b>General Education, 1st year BSc FALL SEMESTER</b> |  |
| <b>FALL 2021 SEMESTER BEGINS: 11/10/2021</b>         |  |
| Week 1   | 11 - 15 October <b>Aliki Perroti ResHall opens<br/>October 10<sup>th</sup> (12:00 – 16:00)</b> |
| Week 2   | 18 - 22 October  |
| Week 3   | 25 - 29 October (Public Holiday 26th and 28th of October)                                      |
| Week 4   | 1 - 5 November   |
| Week 5   | 8 - 12 November  |
| Week 6   | 15 - 19 November   |
| Week 7   | 22 - 26 November   |
| Week 8   | 29 November - 3 December   |
| Week 9   | 6 - 10 December  |
| Week 10  | 13 - 17 December <b>Aliki Perroti ResHall closes<br/>December 17, 19:00</b>                    |
| <b>CHRISTMAS BREAK (20/12 - 7/1)</b>                 |  |
| Week 11  | 10 - 14 January <b>Aliki Perroti ResHall opens January<br/>9, 12:00</b>                        |
| Week 12  | 17 - 21 January  |
| Study Week   | 24 - 28 January  |
| <b>Fall Semester Final Examinations</b>              | <b>31 January - 4 February</b>   |
| Exam Board   | March 2022 (date TBA)  |

## ACADEMIC CALENDAR 2021 – 2022

### General Education, 1st year BSc, 1st year MSc\* — SPRING SEMESTER

#### SPRING 2022 SEMESTER BEGINS: 22/2/2022

|   |   |
|---|---|
| Week 1                                    | 7 - 11 February   |
| Week 2                                    | 14 - 18 February  |
| Week 3                                    | 21 - 25 February  |
| Week 4                                    | 28 February - 4 March   |
| Week 5                                    | 7 - 11 March (Public Holiday: 7th of March)                       |
| Week 6                                    | 14 - 18 March   |
| Week 7                                    | 21 - 25 March (Public Holiday: 25th of March)                     |
| Week 8                                    | 28 March - 1 April  |
| Week 9                                    | 4 - 8 April   |
| Week 10                                   | 11 - 15 April <b>Aliki Perroti ResHall closes April 15, 19:00</b> |
| <b>EASTER BREAK (18/4 - 29/4)</b>         |   |
| Week 11                                   | 2 - 6 May <b>Aliki Perroti ResHall opens May 2, 8:00</b>          |
| Week 12                                   | 9 - 13 April  |
| Study Week                                | 16 - 20 May   |
| <b>Spring Semester Final Examinations</b> | <b>23 - 27 May Aliki Perroti ResHall closes May 28, 13:00</b>     |
| <b>Resits</b>                             | <b>30 May - 3 June Upon Request and availability</b>              |
| Exam Board                                | July 2022   |
| <b>Resit Examinations</b>                 | <b>September 2022 (date TBA)</b>                                  |
| Resits' Exam Board                        | October 2022 (date TBA)   |

## ACADEMIC CALENDAR 2021 – 2022

### 2nd and 3rd year BSc & 2nd year MSc\* — FALL SEMESTER

**FALL 2021 SEMESTER BEGINS: 20/9/2021**

**NOTE: September 2021 RESIT EXAMS will be held 13 -17 September, 2021**  
***Aliki Perroti ResHall opens September 12th, 2021 upon request***

|  |  |
|--|--|
| Week 1                                   | 20 - 24 September <b><i>Aliki Perroti ResHall opens September 19 (12:00 – 16:00)</i></b> |
| Week 2                                   | 27 September – 1 October   |
| Week 3                                   | 4 - 8 October  |
| Week 4                                   | 11 - 15 October  |
| Week 5                                   | 18 - 22 October  |
| Week 6                                   | 25 - 29 October (Public Holiday 26th and 28th of October)                                |
| Week 7                                   | 1 – 5 November   |
| Week 8                                   | 8 - 12 November  |
| Week 9                                   | 15 - 19 November   |
| Week 10                                  | 22 - 26 November   |
| Week 11                                  | 29 November – 3 December   |
| Week 12                                  | 6 - 10 December  |
| Study Week                               | 13 – 17 December <b><i>Aliki Perroti ResHall closes December 17, 19:00</i></b>           |
|  | <b>CHRISTMAS BREAK (20/12 - 7/1)</b>   |
| <b>Fall Semester Final Examinations*</b> | <b>17 - 21 January</b>   |
| <b>Resit Examinations</b>                | <b>17 - 21 January <i>Aliki Perroti ResHall opens January 16, 12:00</i></b>              |
| Exam Board                               | March 2022 (date TBA)  |

| <b>ACADEMIC CALENDAR 2021 – 2022</b>          |  |
|---|--|
| <b>2nd and 3rd year BSc SPRING SEMESTER</b>   |  |
| <b>SPRING 2022 SEMESTER BEGINS: 24/1/2022</b> |  |
| Week 1  | 24 - 28 January <b><i>Aliki Perroti ResHall remains open</i></b>         |
| Week 2  | 31 January - 4 February  |
| Week 3  | 7 - 11 February  |
| Week 4  | 14 - 18 February   |
| Week 5  | 21 - 25 February   |
| Week 6  | 28 February - 4 March  |
| Week 7  | 7 - 11 March (Public Holiday: 7th of March)                              |
| Week 8  | 14 - 18 March  |
| Week 9  | 21 - 25 March (Public Holiday: 25th of March)                            |
| Week 10                                       | 28 March - 1 April   |
| Week 11                                       | 4 - 8 April  |
| Week 12                                       | 11 - 15 April <b><i>Aliki Perroti ResHall closes April 15, 19:00</i></b> |
| <b>EASTER BREAK (18/4 - 29/4)</b>             |  |
| Study Week                                    | 2 - 6 May <b><i>Aliki Perroti ResHall opens May 2, 8:00</i></b>          |
| <b>Spring Semester Final Examinations</b>     | <b>9 - 13 May <i>Aliki Perroti ResHall closes May 14, 13:00</i></b>      |
| <b>Resits</b>                                 | <b>16 - 20 May <i>Upon request and availability</i></b>                  |
| Exam Board                                    | July 2022  |
| <b>Resit Examinations</b>                     | <b>September 2022 (date TBA)</b>   |
| Resits' Exam Board                            | October 2022 (date TBA)  |



## The Programme of Study

|   |  |
|---|--|
| 1.  |  |
| <b>Awarding Institution/Body</b>                      | Cardiff Metropolitan University        |
| <b>Teaching Institution</b>                           | Perrotis College                       |
| <b>Provost</b>  | Dr Nikos Kiritsis                      |
| <b>Programme Accredited By</b>                        | Cardiff Metropolitan University        |
| <b>Final Award (including any named exit awards)</b>  | BA (Ord/Hons)                          |
| <b>Programme Title</b>                                | Digital Marketing                      |
| <b>Programme Director</b>                             | Dr Konstantinos Rotsios                |
| <b>Partner Manager</b>                                | Mr. Biju Nair,                         |
| <b>Link Tutor</b>                                     | TBC                                    |
| <b>Mode of Study</b>                                  | Full-time or part-time                 |
| <b>Normal Duration of Programme</b>                   | 3 years full-time or 5 years part-time |
| <b>Period of Candidature</b>                          | 5 years                                |
| <b>Language of Study</b>                              | English                                |
| <b>UCAS Code (or other coding system if relevant)</b> | n/a                                    |
| <b>Relevant QAA Subject Benchmarking Group(s)</b>     | Business and Management, 2015          |
| <b>Date of Production/Revision</b>                    | September 2020                         |

### Criteria for admission to the programme.

#### ***ADMISSIONS REQUIREMENTS***

#### **2021-2022 Academic Year**

#### **1. English requirements for direct entry into the BSc programs:**

A minimum of IELTS 6.0 (International English Language Testing System), overall with no less than 5.5 in any individual component

**1.1 Other accepted English tests/certificates for direct entry into the BSc programs:**

- Cambridge Advanced English (CAE)  
Exams taken after January 2015: Overall Scale of 169 with no component score lower than 162  
Exams taken before January 2015: Level B2 certificate with minimum score: 52
- Cambridge Certificate of Proficiency in English (any passing grade)
- BULATS English Language Test, 75-100, University of Cambridge
- PEARSON Test of English Level 5, EDEXCEL General Levels 4-5
- EDI Level 2 or PEARSON EDI Level 2 Certificate in ESOL International Jetset Level 6 (CEF C1)
- London Test of English EDEXCEL, Level 4 Certificate in ESOL international (CEF C1)
- EDI Level 2-3 Certificate in ESOL International JETSET Level 6-7 (CEF C1-C2)
- PEARSON or Edexcel EDI Level 2 Certificate in ESOL International (CEF C1)
- PEARSON LCCI EFB LEVELS 3 & 4
- CITY & GUILDS LEVELS 2-3 CERTIFICATE IN ESOL INTERNATIONAL (reading, writing and listening) – EXPERT– and CITY & GUILDS LEVEL 2 CERTIFICATE IN ESOL INTERNATIONAL (Spoken)
- CITY & GUILDS CERTIFICATE IN INTERNATIONAL ESOL –EXPERT– and CITY & GUILDS CERTIFICATE IN INTERNATIONAL SPOKEN ESOL
- ESB Levels 2-3 Certificate in ESOL International in all modes (Council of Europe Level C1)
- Test of Interactive English, C1-C2 Level
- ADVANCED LEVEL CERTIFICATE IN ENGLISH (ALCE) OF HELLENIC AMERICAN UNIVERSITY (Manchester, NH– USA) AND HELLENIC AMERICAN UNION
- MICHIGAN ENGLISH LANGUAGE ASSESSMENT BATTERY (MELAB) Grade from 91 to 99 of CAMBRIDGE MICHIGAN LANGUAGE ASSESSMENTS
- MICHIGAN ENGLISH TEST (MET) grade from 190 to 240 of CAMBRIDGE MICHIGAN LANGUAGE ASSESSMENTS
- The University of Michigan Certificate of Proficiency in English (ECPE)
- Michigan State University - Certificate of English Language Proficiency (MSU-CELP): CEF C2
- Advanced Level Certificate in English (ALCE) HELLENIC AMERICAN UNIVERSITY
- State Certificate of Foreign Language Proficiency C1-C2
- TOEFL iBT 75 provided that the certificate can be verified as genuine with ETS.
- A high school diploma from a school in which the official language of instruction is English (including graduates of IB programs)

## **1.2 Other comparable English language qualifications**

Other English language qualifications will be considered and examined on a case by case basis and may be recognized. Applicants should submit full details including their examination results.

## **1.3 The Cardiff Met GETS-HE Test**

All students with no formal evidence of English language skills are offered the option to sit the Cardiff Met GETS-HE Test (the test is computer based and is organised at the Perrotis College premises). Successful completion of the GETS Higher (75% in any individual component) meets the English Language Requirements for direct entry into the BSc programs.

## **2. Other academic requirements for direct entry into the BSc programs:**

A High School Leaving Certificate with good performance.

Note: Students who meet the English Language requirements for direct entry into the BSc programs but their High School Leaving Certificate performance is moderately low, may be considered for direct entry to the BSc programs with the obligation to attend a parallel academic support program.

## **Foundation**

All candidates who do not meet the admissions requirements for direct entry into the BSc programs are eligible to attend the one year Foundation Program.

## **3. Aims of the programme.**

*Overall:*

A rapidly changing field, the Agrofood sector continually faces new challenges concerning technical developments, manufacturing processes, environmental concerns and nutritional awareness. The overall aim of the International Business programme is to provide a high quality and professionally relevant undergraduate programme, which will develop graduates with scientific and technical knowledge, together with practical skills, whilst incorporating a wide-ranging and critical understanding of the areas of business and consumer issues relating to the wider food and agri-business sectors.

For this reason, our graduates are primed to work in positions where they must make sensitive, well informed decisions connected to the management of human and natural resources, equipment and technology, and finance and business systems; and are able demonstrate a high level of communication and presentation skills, to conduct analyses and interpret research effectively, to apply numeric and IT skills in a variety of contexts, and to

display both individual leadership and the ability to work within a team.

*Specializations:*

- a) The “Marketing Management for the Food Industry specialization”
- designed for students wishing to pursue a career in the many areas connected to the food sector, ranging from the purchasing of raw materials to manufacturing, distribution, sales, marketing, and consumer perspectives.

Graduates of this specialization-- having gained a knowledge of both management and marketing, as well as hands-on work experience through the College’s close relationship with firms in the food sector--will be well prepared to pursue post-graduate study or directly enter manufacturing or retail positions in an industry where the demand for well-trained, experienced professionals exceeds availability.

- b) The “International Food and Agribusiness Management”
- designed to develop in students theoretical knowledge and practical skills in the areas of business management, enterprise, economic policy, human resource management, finance, technology, and the environment.

The program emphasizes both local and global perspectives as they relate to each other and to the greater Agrofood industry.

Students who complete this specialization are eligible to pursue post-graduate studies or directly enter management positions connected to the field of agribusiness, which includes not only commercial farmers, but also businesses and corporations that provide them with services and supplies. The combination knowledge and competencies offered by the programme will allow them to become engaged in the public, private and not for profit sectors.

**4. Relevant subject benchmark statements and other external and internal reference points used to inform programme outcomes.**

The programme outcomes formed based on the QAA subject benchmark for Business and Management, 2015.

**5. Programme Outcomes (reference to the 6 generic institutional graduate attributes as shown at [LTDU](#) and if needed, up to 4 additional attributes).**

***Programme outcomes***

- a) The programme outcomes of the International Business course are to enable students who successfully complete the course’s module requirements, to:

P1. Develop an awareness of the various fundamental aspects of the fields of agriculture, tourism and management, as well as the processing and marketing of food products;

P2. Demonstrate a sensitivity for the natural environment, cultural diversity and sustainable

development;

P3. Cultivate creativity, innovativeness and critical judgment in decision-making;

P4. Communicate, orally and in writing, in a professional manner in a variety of industry and service related contexts;

P5. Gain hands-on experience in work and professional fields connected to each student's academic and career aspirations;

P6. Cultivate the qualities of character necessary to function maturely and responsibly in a work-related environment;

P7. Effectively collaborate with others in the problem-solving process;

P8. Develop the ability to conduct research and report on one's findings clearly, honestly and accurately;

P9. Identify and meet professional and educational goals;

P10. Assume leadership roles in completing individual and group tasks; and

P11. Work effectively in team oriented activities.

b) The programme also incorporate the following skills of particular relevance to business and management

P12. Problem Solving and critical analysis

P13. Research: the ability to analyse and evaluate a range of business data

P14. Innovation, creativity and enterprise

c) Finally it includes the following generic skills and attributes

P15. Ability to work collaboratively

P16. Conceptual and critical thinking

P17. Communication and Listening

## **Module Numbers and Course Names**

|  |    |
|--|----|
| <b>Level 4</b>                                       |    |
| Introduction to Digital Marketing                    | 20 |
| Digital Media for Marketers                          | 20 |
| Fundamentals of Information Systems                  | 20 |
| Search Marketing                                     | 20 |
| Finance for Managers                                 | 20 |
| Law and the World of Business                        | 20 |
| <b>Level 5</b>                                       |    |
| Digital Consumer Behaviour                           | 20 |
| Creative Digital Marketing Communications            | 20 |
| Digital Analytics – Web, Mobile & Marketing          | 20 |
| Digital Marketing in Practice                        | 20 |
| Marketing Research Methods                           | 20 |
| Search Marketing: Content, SEO + PPC.                | 20 |
| Mobile and Social Media Marketing                    | 0  |
| Sports, Events and Sponsorship Marketing             | 0  |
| Managing Marketing Performance and Law               | 0  |
| <b>Level 6</b>                                       |    |
| International & Global Marketing in a Digital World  | 20 |
| Strategic Digital Branding and Effective Advertising | 20 |
| Digital PR & Fashion Stakeholder Management          | 20 |
| Digital Marketing Plan                               | 40 |
| Dissertation   | 40 |
| Launching a Digital Enterprise                       | 40 |
| Analytics & Business Intelligence                    | 20 |
| Contemporary Issues in Marketing                     | 0  |
| Global Sporting Events                               | 0  |
| Innovation and Entrepreneurship                      | 0  |
| Industrial Work Experience                           | 0  |
| * Modules in grey will not be offered                |    |

### **The Award(s)**

On successful completion of the programme, you will be awarded the title of BA (Hons) Digital Marketing Management. As a Cardiff Metropolitan University student studying at one of its partner institutions, your award will be made by Cardiff Metropolitan University. You will receive a certificate and academic transcript detailing your achievement and bearing the Cardiff Metropolitan University crest.

## **Programme Management**

Various aspects of the College's governance are carried out by ad hoc and standing committees meet on a regular basis to discuss issues of concern to the College and its constituents and to make policy recommendations to the administration. Responsibilities and members of the standing committees are as follows:

### ***Programme Committees***

The Programme Committee consists of all lecturers on the programme, elected student representatives and administrative staff. An academic member of staff appointed from Cardiff Metropolitan University will also attend one programme committee meeting per year. The Programme Committee is chaired by the Programme Director who is responsible to the Programme Committee for the effective operation of the Programme.

The Programme Director will call three formal programme committee meetings per year. Early in the programme, the student body will be asked to elect representatives to present their views at programme committee meetings and through other appropriate channels. Cardiff Metropolitan University and Perrotis College genuinely value the views of students on all aspects of the quality of their learning experience. Therefore, students should make the most of the student representative system, although it would be counter-productive to use it simply to air petty or trivial grievances.

Refer Student Guide for terms of references for Programme Committees.

### ***Library Steering Committee***

This committee is charged with implementing and overseeing the library acquisition plan for required and recommended readings, advising the Library and the College on issues regarding electronic and print sources available at the Main 'Dimitris & Aiki Perrotis' Library, the satellite library 'Information & Media Hub' at the Aiki Perroti Educational Center and the College. The committee also discusses matters concerning student learning outcomes and student problems. Members include the Head Librarian (and in some occasions also the Perrotis College liaison librarian), the Academic Dean, the Associate Dean of Accreditation and Assessment and the Department Chairs.

### ***Admissions and Financial Aid Committee***

This committee reviews all applications for admissions and financial aid and advises the administration regarding the granting of financial aid awards to all students. Committee members include the Director of Enrolment, senior academic staff, the CAO and DF, and the College Recruitment Coordinator.

### ***Foundation Programme Committee***

This committee is charged with oversight of the Foundation Programme. In this capacity, it monitors and assesses curriculum for the programme, reviews student progress and the awarding of marks, and oversees the security of and provisions for taking and evaluating placement exams, as well as the counselling and placement of students into Foundation and Year 1 BSc modules. The committee is chaired by the Foundation Programme Coordinator,

and its membership is comprised of the Dean and all faculty teaching in the programme. The Register serves as an adviser for the committee.

### ***Staff-Student Liaison Committee***

Regular meetings of the Staff-Student Liaison Committee are held and this will provide a forum for an open exchange of views between students and staff. These meetings will take place at least twice per academic session and it is expected that Student Representatives will be in attendance, though other members of the student body are also encouraged to attend.

All students will be asked to complete programme/module evaluation forms during their studies and this information, alongside feedback via the Staff-Student Committee and Student Representatives, will be utilised by the Programme Director in reviewing programmes. Issues identified will be considered at Programme Committee meetings and action taken as appropriate.

Membership of the Student-Staff Liaison Committee shall be as determined by its Dean of School and as approved by Academic Board:

- at least one member of the School Management and Planning Team; (Chair)
- at least four members of academic staff nominated by the Dean of School to represent both taught programmes and research degrees at each programme level (sub-degree, undergraduate, postgraduate, research degree) and for each mode of study;
- at least eight students elected by the student body of the School, to represent both taught programmes and research degrees at each programme level and for each mode of study.

### ***External Examiners***

External Examiners are individuals from other educational institutions as well as from industry, business and the professions who can provide an objective view of the operation of the programmes they are associated with. They enable comparisons with the standards of programmes offered in other institutions of which they have knowledge.

More information on the role of the External Examiner is available at [http://www.cardiffmet.ac.uk/registry/academichandbook/Pages/Ah1\\_06.aspx](http://www.cardiffmet.ac.uk/registry/academichandbook/Pages/Ah1_06.aspx)

Students are entitled to view External Examiner reports and responses submitted in the previous academic session. Please contact your local institution for access to the reports.

The name(s), position(s) and external university or organisation of External Examiners are published below, for information only. Please note that students must not contact External Examiners directly. Appropriate appeal or complaint mechanisms are available and may be found later in this handbook – in the section entitled: Appeals, Complaints and Academic Regulations. Examiners in receipt of contacts from students are requested to refer these to the University.

- Name- TBC



## **Teaching and Learning Methods**

### ***Lectures***

Formal lectures are used for the transfer of basic subject material. All staff make their lecture notes available on Perrotis College virtual learning environment called Moodle and students are able to download material as necessary, Moodle should not be seen as a substitute for attending. Lectures provide an opportunity to deliver a broad overview of a topic and to initiate further research and study by students for tutorials, seminars and private study.

### ***Directed Reading***

Students are expected to undertake significant directed reading in all aspects of the programme. All Cardiff Met students, including those studying at a partner institution, have access to the University's electronic resources. Guidelines on accessing these resources are available at: <http://tsr.uwic.ac.uk/Learning/Library/electlib/Pages/default.aspx>

### ***Tutorials***

Tutorial sessions are used to reinforce material presented by the other methods and to clear up possible misconceptions. Tutorials enable students to build on their understanding of the subject gained via the lecture and preparatory readings. Tutorials also provide an environment in which you are able to clarify queries and raise questions about the subject. It is also likely that you will be asked to prepare presentations and you will receive formative feedback on assessed activities.

### ***Case Studies***

Case studies present realistic examples and by study, research and discussion students are expected to gain insights into problems that they might otherwise not encounter.

### ***On-site visits***

On-site visits to a range of alternative tourism destinations and enterprises will be arranged to provide students with an opportunity to experience some of the theory they have studied being implemented in the work place in a variety of settings and develop their practical skills especially for outdoor activities.

### ***Guest Speakers***

Guest speakers (e.g. entrepreneurs; representatives from local and regional authorities; environmental organizations; development agencies; environmental and voluntary organizations) will participate and enrich the learning process, by providing practical and real-life aspects of alternative tourism industry.

### ***Group Work***

For the Alternative Tourism Management programme, group work is considered necessary and crucial, since tourism usually means working in teams and communicating with people (e.g. visitors). Group projects will enhance students' ability for self and team management.

### Assessments

Written examinations, essays and presentations.

It is essential when writing essays, examination papers or any form of assignment to write good English. If you do not express yourself accurately and correctly, then you will almost certainly lose marks.

Writing essays and assignments allows students to demonstrate their own ideas and understanding of a topic. The HARVARD method of referencing is recommended by Cardiff Metropolitan University, regardless of the type of dissertation or assignment which is written.

### Module Delivery and Assessment Timetable

| Module Codes   | Credit Value | Assignment Component | Weighting (%) | Assignment handed out to students | Deadline for completion |
|--|--------------|----------------------|---------------|-----------------------------------|-------------------------|
| BAC4010<br>Finance for Managers                      | 20           | CTEST1               | 40%           | 25/10/2020                        | 4/2/2022                |
|  |              | EXAM1                | 60%           | 4/2/2022                          | 4/2/2022                |
| BSP4003<br>Introduction to Digital Marketing         | 20           | PRES1                | 25%           | 25/10/2020                        | 4/2/2022                |
|  |              | WRIT1                | 75%           | 25/10/2020                        | 4/2/2022                |
| DMM4002 -<br>Introduction to Marketing Data Analysis | 20           | WRIT1                | 100%          | 25/10/2020                        | 4/2/2022                |
|  |              |                      |               |                                   |                         |
| BHL4015 Law and the World of Business                | 20           | PORT1                | 30%           | 21/2/2021                         | 27/5/2022               |
|  |              | WRIT1                | 70%           | 21/2/2021                         | 27/5/2022               |
| BSP4070 Digital Media for Marketers                  | 20           | WRIT1                | 25%           | 21/2/2021                         | 27/5/2022               |
|  |              | PORT1                | 75%           | 21/2/2021                         | 27/5/2022               |
| DMM4001 Search Marketing                             | 20           | WRIT1                | 25%           | 21/2/2021                         | 27/5/2022               |
|  |              | PORT1                | 75%           | 21/2/2021                         | 27/5/2022               |

## Student Commitments

### Attendance

Class attendance is mandatory and students are expected to attend every class prepared to engage fully in all activities. Because the College's Administration understands that absences sometimes are unavoidable, the following attendance policy has been developed

| <b>Number of Class Hours per Week</b> | <b>Allowable Absences per Semester<br/>(excused and/or unexcused)</b> |
|---------------------------------------|---|
| 3                                     | 9 Hours   |
| 4                                     | 12 Hours  |
| 5                                     | 15 Hours  |

Students are allowed to miss up to 1/3 of the module's contact hours per semester. If the number of absences exceeds the allowed limit, students will normally fail those elements of the module that are due to be assessed after the date the absence limit has been crossed. However, a student who has exceeded his/her limit of absences should continue to attend the module's lectures, in order to be eligible to resit the failed elements.

All cases of students who have crossed the absences' limit will be discussed at the Committee on a case by case basis. If there are Mitigating Circumstances, any relevant documentation submitted, should be provided by official authorities. Mitigating Circumstances will be examined by the Committee only if the date of the incident matches the date the absence limit has been crossed. The Exam Board will determine whether a student who misses an assessment method due to excessive absences will be required to resit the failed element(s).

The instructor is responsible for keeping accurate attendance records on all his/her students and for reporting to the Registrar the names of any student who is in danger of exceeding their limit.

The individual student is responsible for keeping track of his/her own absences.

### Plagiarism

According Cardiff Met's policy, it is imperative that you give full and correct acknowledgement of any materials you use in your academic work which are not your own. Failure to do so will be regarded as Plagiarism Students fail programmes because they do not acknowledge the source of materials.

It is normal practice to find information and quote it in an academic essay and the action of quoting and referencing is actively encouraged. It demonstrates research, reading about the topic and provision of a balanced argument. An assignment should be accompanied by a bibliography detailing all the books you read when preparing the assignment, even if no

quotes were taken from them. You will need to learn how to reference, support material and short programmes are available at:

<http://tsr.uwic.ac.uk/learning/AcSkills/Pages/Home.aspx>

### **Unfair Practice**

Where there is justifiable evidence to suggest that a student has presented for assessment work that is not the result of his/her own legitimate efforts e.g. copying from fellow students or the internet, the following procedures will apply:

[http://www.cardiffmet.ac.uk/registry/academichandbook/Pages/Ah1\\_08.aspx](http://www.cardiffmet.ac.uk/registry/academichandbook/Pages/Ah1_08.aspx)

### **Assignment Format**

All assessments require a front cover to enable mark recording and feedback, please ensure you use the official form. The front covers can be obtained from the instructor. Always ensure your name is on every sheet of your assignment and the pages are clearly numbered. The pages should be stapled together and placed in a protective wallet.

CD ROMs containing work should always be clearly marked with your name, programme name, module and assignment name. Always keep a backup copy of the assignment. Do not delete your copy until you have the marked assignment back.

### **Ethics**

The Academic Board ethics policy requires ethical approval to be sought and granted for all primary research conducted by students studying on Cardiff Metropolitan University programmes. This will, in the majority of cases, relate to undergraduate dissertations.

In such cases students will be required to submit and have approved an ethics proposal before commencing on the research.

A 100% penalty will apply to all undergraduate dissertations for which an ethics proposal has not been submitted and approved. This means the student will be awarded a mark of zero and therefore they will fail the module. The Department Heads will advise and assist students on the process.

### **Student Support**

#### ***Careers Advice***

The career office assists students in obtaining information concerning potential careers in areas relevant to their studies, as well as information on post-graduate study opportunities. The Career Office helps students in finding information, contacting employers and academic institutions, filling out applications and CVs, preparing for relevant exams, obtaining certifications, etc. Since the College maintains collaborative relationships with universities, business firms and corporations, both locally and abroad, the Career Office can often help bring students into direct contact with potential employers or graduate school representatives.

### ***Academic Counselling***

Academic advising is an integral part of the College experience, enabling students to be properly informed regarding academic requirements, existing status, and options. All students are assigned an Academic Advisor, who helps them register, ensures that they understand and correctly follow the academic program, and periodically monitors their progress. All full-time faculty serve as Academic Advisors to incoming and continuing students. As the size of the student body is small, Perrotis College faculty have an open-door policy, allowing students to drop into faculty offices for any issues requiring attention. Students entering their final year at Perrotis choose their Dissertation Advisor, depending on the student's field of interest.

In order to be accessible to students, all full-time faculty hold posted office hours. Faculty advisors also help counsel underachieving students and may participate in student grievance procedures. Students regularly meet with their major advisor a minimum of one time per semester.

### ***Personal Tutoring***

Tutorial sessions are used to reinforce material presented by the other methods and to clear up possible misconceptions. Tutorials enable students to build on their understanding of the subject gained via the lecture and preparatory readings. Tutorials also provide an environment in which you are able to clarify queries and raise questions about the subject. It is also likely that you will be asked to prepare presentations and you will receive formative feedback on assessed activities.

### ***Language Study Support***

- ✓ Induction programme for all incoming students, including Library and study skills packages
- ✓ Access to Learning Centre services (Level 4)
- ✓ Professional Development Planning (Level 4)
- ✓ Student handbook available online
- ✓ Programme handbook
- ✓ Library and learning resources at Perrotis College and the electronic resources of Criff Metropolitan University
- ✓ Study advice at levels 4 to 6.
- ✓ Plenary sessions as required
- ✓ Programme director, pathway tutors and module tutors operate a flexible office hours system.
- ✓ IT facilities American Farm School wide including specialist analysis programmes
- ✓ Crop & Livestock Production land and Laboratory Facilities at the Perrotis College & the American Farm School wide.
- ✓ Access to student services including welfare, careers etc
- ✓ Academic Advising: An integral part of the College program, academic advising enables students to be well informed of their academic requirements and options. All students are assigned an academic adviser, who helps them register, ensure that they understand and correctly follow the academic program and monitor their progress. Every effort is

made to assign advisers who best know the student's area of interest. Again, before beginning Level Six, when a student has chosen a pathway, he or she will have as adviser the Pathway Coordinator for that specialization.

- ✓ Note: Students who meet the English Language requirements for direct entry into the BSc programs but their High School Leaving Certificate performance is moderately low, may be considered for direct entry to the BSc programs with the obligation to attend a parallel academic support program.

### ***Special support for overseas***

Newly accepted students who are not EU citizens must acquire a student visa in order to enter Greece. Perrotis College will provide students with information and official documents as needed and will support students in completing the process; however, **the responsibility for obtaining visas and residence permits and tracking expiration dates is the student's.**

Obtaining a student visa can be a lengthy process, and candidates are strongly urged to begin early by contacting the appropriate Greek embassy or consulate for information and gathering all necessary documents prior to receiving the official invitation letter issued by the College. Non-EU citizens may be required to pay a deposit before their acceptance to Perrotis College can be processed. When the required deposit is received in full, the College will provide the candidate with an official invitation letter, stamped by the College, as well as by the regional authorities in Greece. The candidate must then submit to the Greek authorities-in person-this document, along with any other required documents and reports to the Greek Embassy or Consulate in their home country in order to obtain a student visa.

Students who enter Greece on a student visa must keep in mind that this kind of visa is valid for only a short period of time. Once in Greece, the holder of a student visa must apply for a Greek residence permit before his or her student visa expires.

### ***Special support for disabled students***

Please see below Student Services Center and student handbook for more information..

### **Appeals, Complaints and Academic Regulations**

As a student of Cardiff Metropolitan University, you are subject to a number of the University's regulations including their academic regulations, unfair practice procedure, mitigating circumstances procedure, appeals procedure and complaints procedure.

If you are unhappy with any aspect of your experience and wish to make a complaint you should first try and resolve your complaint through the mechanisms that are in place at your local institution. Once you have completed these procedures, if you are still not satisfied you may complain to the University directly.

Details of these procedures can be found in the Cardiff Metropolitan University Student Handbook:

<https://www.cardiffmet.ac.uk/study/studentservices/Pages/Student-Handbook.aspx>

To make a complaint to your local institution:

### ***Internal complaints procedures***

Perrotis College is committed to providing high quality services and facilities for students, staff and the general public. Perrotis College recognizes that there may be occasions when ordinary feedback mechanisms are not sufficient to deal with problems. It is for this reason that a formal Complaints Procedure has been established. The purpose of the procedure is to provide a formal route through which a complainant, as a student or member of staff or member of the public, can bring a complaint to the attention of Perrotis College following Perrotis College Complaints Procedure for students enrolled on Cardiff Met programmes (updated September 2015).

### **Mitigating Circumstances:**

Students who have failed to complete or pass a module because of illness or other conditions beyond the individual's control may make a request to the Exam Board to resit one or more methods of assessment based on documented mitigating circumstances. Those approved for reassessment on this basis receive the mark they achieve rather than being limited to a maximum of 40%. Documentation for such mitigating circumstances must be submitted to the Registrar (no later than one class session after the deadline date or one weekday after the exam period). If questions arise, the situation will be reviewed by the Academic Dean in consultation with the relevant faculty member. In cases where a student fails because of lateness in turning in an assignment, the relevant Exam Board will review the mark and the mitigating circumstances (if any).

### **Withdrawal or suspension:**

Students who withdraw from the College or wish to suspend their studies at any time must fill out an official Withdrawal Form and an appropriately signed Clearance Form, and submit both forms to the Student life Coordinator and the Registrar. Students will have thirty days from the time they leave the College to complete the withdrawal process and collect the remainder of the residence hall damage deposit. If a student does not complete the withdrawal procedure as stipulated, he/she forfeits the deposit, and the amount will be used to support the College's teams and clubs. In addition, a student who has not completed the Clearance Form will not be eligible to receive a final mark report, an official final transcript or a degree. In case of early withdrawal of the programme of studies/boarding the following applies:

The calculation of the financial obligations is based on the tuition fees of the semester e.g. 2.500€ / 14 weeks X weeks of attendance.

In case of early departure from the dormitories, the following applies:

The calculation of the financial obligations is based on the annual charge of the accommodation, e.g. 2.750€ / 28 X the weeks of residence accommodation.

In both of the above cases the initial deposit of 500€ is not refundable. Students dismissed for academic or disciplinary reasons are not eligible for a refund.

### **Quality Assurance of Services**

The Institution is committed to providing high quality services and facilities for students, staff and the general public. Integral to this is monitoring and evaluating those services to enhance quality and to ensure specified standards are met.

The Institution has in place a variety of mechanisms to ensure that students, staff and public have the opportunity to participate fully in the development and improvement of services and it is expected that all parties will take full advantage of these in making their views known.

The Institution recognises that there may be occasions when ordinary feedback mechanisms are not sufficient to deal with problems. It is for this reason that a formal Complaints Procedure has been established.

Please refer to Student Guidance Handbook for detailed information on complaint procedures.

### **Induction**

At the start date of programme, college administration hold an event at which students are enrolled on respective courses. During the event, weekly class- schedule and academic calendar are provided. Department Heads introduce students to academic programmes, administrative structure, regulations, rules, obligations and responsibilities, which is illustrated in the Student Guidance Handbook and Programme Handbook in details.

At the beginning of each academic year, New Student Orientation is held for all incoming students. This orientation is primarily aimed at familiarizing students with the College campus and its facilities, with the College procedures and policies, and with the American Farm School. Another aim is to help students adjust to this significant transition in their life and to enable them to get to know the persons – fellow students as well as faculty and staff – with whom they will share the next few years of their life. More information about specific activities is provided to new students prior to New Student Orientation.

Student Life Staff provide further orientation to students who live on campus. In addition, students enrolled in the Learning Methods module are introduced to Library and IT facilities during the first week of classes.



## Fees

### Full Time Fees

Fees for the 2021-2022 academic year are as follows:

|  |        |
|--|--------|
| <b>Tuition Fees</b>                          | 5.000€ |
| <b>Room &amp; Board Fees (if applicable)</b> | 2.750€ |

For the academic year 2021-2022, all students receive a subsidy and are expected to pay fees as below:

|  | BSc Programme € |
|--|-----------------|
| <b>Tuition Fees</b>                          | 5.000€          |
| <b>Room &amp; Board Fees (if applicable)</b> | 2.750€          |
| <b>Bench Fees</b>                            | 180€            |
| <b>Residence Hall Damage Deposit*</b>        | 150€            |

This deposit is a one-time fee for students who live in the residence hall, which is refunded when the student moves off campus permanently (see “Residential Life” for more details).

**Financial Advice-** Refer to Student Guidance Handbook for financial responsibilities, AFS graduate’s fees residence hall charges, audit fees, terms of payment, late payment policy, how to make payment, financial aid, other fees, refund policy and financial advice & support for first time students and continuing students.

### Accommodation

Please refer Student Guidance Handbook for information on Residential life, residence hall damage deposit, sign in/out contract and dining hall.

### Learning Centre Services

As a student of Cardiff Metropolitan University, you are entitled to full access to the University’s electronic resources. These include a range of guidance on academic skills, access over 30,000 e-journals, 4500 e-books and about 120 databases:

<http://study.cardiffmet.ac.uk/LC/Pages/default.aspx>

Please include details of your learning resources.

### Libraries

Students at Perrotis College have library services and facilities available to them through both the ‘Dimitris & Alike Perrotis’ Library and the electronic databases of CARDIFF MET (CARDIFF MET).

### **'DIMITRIS & ALIKI PERROTIS' Library**

'Dimitris & Alik Perrotis' Main Library maintains a collection of over 10.000 print books, CDROMs and DVDs, subscribes to Greek and Foreign print journals, as well as databases which comprise of eBooks and electronic journals. Students can also have access to past Dissertations; requests for past Dissertations are made to the Main Library's Circulation desk. In addition, the Library houses the Historical Archives of the American Farm School. Access to the Library's collections is available through the Online Public Access Catalogue (OPAC) Koha (<http://librarycatalog.afs.edu.gr>).

### **Cardiff Met Learning Resources**

As a student of a partner institute of Cardiff Metropolitan University, you are entitled to full access to the University's electronic resources. These include a range of guidance on academic skills, access over 30,000 e-journals, 4500 e-books and about 120 databases:

<https://study.cardiffmet.ac.uk/Pages/home.aspx>

### **IT Resources**

Perrotis College students have the following IT services and facilities available to them:

- Library Computer Lab (Main Library; 20 computers, for teaching purposes);
- 'Edmund & Mary Keeley Computer Room' (Main Library; 8 computers);
- 'Vasilios S. and Aphrodite B. Haseotes Learning Commons' (4 TV monitors for group work; 2 sound-proof glass rooms with TV monitors for group work);
- Library Reference Desk (1 computer);
- Library Amphitheater (29 computers, for teaching purposes);
- Laptops (3 at the Main Library, 2 at the Hub, for use inside the library premises);
- Wireless access throughout the Library;
- Printing, photocopying, and scanning at the Main Library and the Hub, as well as simple binding services at the Main Library;
- Video conferencing facilities in the classroom building;
- E-mail services (PC and CARDIFF MET); and
- PC and CARDIFF MET electronic databases

### **Farms**

In its academic programme, Perrotis College uses the two AFS demonstration farms, which are as follows:

- Campus Farm (67 Hectares)
- The Zannas Farm (85 Hectares)
- Laboratories
- The College currently maintains several labs for academic purposes:
- Computer Lab ('Dimitris & Alik Perrotis' Main Library);
- Food Science Lab;
- DNA Genomics Lab;
- Metabolomics Lab;

- Metagenomics Lab;
- Bioinformatics Lab;
- Transcriptomics Lab;
- Microscopy Lab;
- Soil Science and Agronomy Lab.
- Dairy Science Lab;
- Biochemistry Lab;
- Plant Physiology Lab,
- Physiochemistry Lab;
- Chemistry Lab;
- Tissue Culture Lab;
- New Food Product development Lab;
- Greenhouse
- Shadehouse
- Krinos Olive Center

### **Student Representatives**

### **Student Services Center**

The Student Services Center is devoted to helping Perrotis College students by providing the guidance and support services (academic learning support, social and psychological) required helping them excel in their studies, extra-curricular pursuits and contributions to the community. Faculty members also utilize the resources offered to direct and support their students in their academic success. Students can take advantage of many different services provided by the Student Services Center. More details are available at Student Handbook.

Details of the Cardiff Met Student Representation system can be found at:

<http://www.cardiffmetsu.co.uk/representationhome/>

### **Progression and Transfer Opportunities**

As a student, studying a Cardiff Metropolitan University programme you may be able to transfer to study some of your programme or progress onto another programme at the University's home campus. If you are an international student and you wish to enquire about transfer opportunities to study at Cardiff Metropolitan University you should contact the International Office. Further information can be found at:

<http://www.cardiffmet.ac.uk/international/study/applying/Pages/default.aspx>

As part of its holistic approach to education, Perrotis College encourages students to participate in the study abroad opportunities the school provides through collaborations with other higher education institutions, as well as with farms, business concerns and other organizations.

For example, second-year students can gain hands-on work experience while living in the U.S. through participating in paid internship programmes sponsored by such institutions as Ohio State University or the WISE Foundation. These programmes are also open to Perrotis College graduates for up to a year after the date they have completed their course work.

For more information on internships and exchange opportunities, contact Ms Victoria Georgouvela, Study Abroad Coordinator.

### ***STUDENT HEALTH***

All students are required to have personal or family health insurance valid in Greece. In the event that a student does not have health coverage, he or she is required to participate in the College's student health plan, the cost of which is approximately 195 € per year. In addition, students are requested to pay 5€ per year for emergency medical services.

### ***HEALTH CARE***

All students are required to have personal or family health insurance valid in Greece. In the event that a student does not have health coverage, he or she is required to participate in the College's student health plan, the cost of which is approximately 200 € per year. Students are responsible for paying for any service that the nearby Health Center is not able to provide and that is not covered by the student's insurance plan. For simple health matters, a campus doctor is available for all College students, free of charge, from Monday thru Friday from 7:00 am to 3:00 pm. The doctor's office is located in James Hall.