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Cardiff Metropolitan University

PERROTIS COLLEGE

Programme Handbook

2019-20

*MSc (Hons) Marketing for the Agro-Food Sector*

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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 MSc (Hons) Marketing for the Agro-Food Sector programme.

Academic Dean of Undergraduate Programs: Dr. Athanasios Tsafaris	2310-492-823	<a href="mailto:izafei@afs.edu.gr">izafei@afs.edu.gr</a>
Administrative Assistant to the Academic Dean: Ms. Ioanna Zafeiriou	2310-492-823	<a href="mailto:izafei@afs.edu.gr">izafei@afs.edu.gr</a>
Chief Administration Officer: Ms. Stavroula Antonopoulou	2310-492-708	<a href="mailto:santon@afs.edu.gr">santon@afs.edu.gr</a>
Registrar's Office: Ms. Terina Karakasidou	2310-492-818	<a href="mailto:tkarak@afs.edu.gr">tkarak@afs.edu.gr</a>
Administrative Assistant: Mr. Athanasios Bizmpiroulas	2310-492-800	<a href="mailto:abizbi@afs.edu.gr">abizbi@afs.edu.gr</a>
Accounting Office: Ms. Fani Liatsa	2310-492-741	<a href="mailto:fliatsa@afs.edu.gr">fliatsa@afs.edu.gr</a>
Enrollment Office: Mr. Gregorios Sougaris	2310-492-854	<a href="mailto:gsouga@afs.edu.gr">gsouga@afs.edu.gr</a>
Library: Ms. Damiana Koutsomiha Ms. Iro Sotiriadou	2310-492-889 2310-492-888/935	<a href="mailto:dkouts@afs.edu.gr">dkouts@afs.edu.gr</a> <a href="mailto:isotir@afs.edu.gr">isotir@afs.edu.gr</a>
Residence Life Coordinator Mr. Pantelis Hantzaras	2310-492-844	<a href="mailto:phantz@afs.edu.gr">phantz@afs.edu.gr</a>
Director of Student Life: Ms. Leighanne Penna	2310-492-874	<a href="mailto:lpenna@afs.edu.gr">lpenna@afs.edu.gr</a>
Career Office Coordinator Ms. Katerina Pitseli	2310-492-702	<a href="mailto:apitsel@afs.edu.gr">apitsel@afs.edu.gr</a>
Alumni Office: Mr. Pantelis Hantzaras	2310-492-812	<a href="mailto:perrotisalumni@afs.edu.gr">perrotisalumni@afs.edu.gr</a>
Head of Marketing Management for the Agro-Food Sector department: Dr. Anastasios Karamanos		<a href="mailto:akarama@afs.edu.gr">akarama@afs.edu.gr</a>
Teaching staff		
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Dr. Athanasios Krystallis		<a href="mailto:akryst@afs.edu.gr">akryst@afs.edu.gr</a>
Dr. Panagiotis Kotsios		<a href="mailto:pkotsi@afs.edu.gr">pkotsi@afs.edu.gr</a>
Mr. Theocharis Spyropoulos		<a href="mailto:hspyro@afs.edu.gr">hspyro@afs.edu.gr</a>
Pending		
Pending		

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## Terms and Important Dates

<b>ACADEMIC CALENDAR 2019 – 2020</b>	
<b>MSc Programmes — FALL SEMESTER</b>	
<b>FALL SEMESTER BEGINS: 2nd of October 2019</b> <i><b>Aliki Perroti Residence Hall opens October 1, 12:00</b></i>	
Week 1	30-5 October <i><b>Orientation Day, October 2</b></i>
Week 2	7-12 October
Week 3	14-19 October
Week 4	21-26 October (Public Holiday 26th of October)
Week 5	28 October - 2 November (Public Holiday 28th of October)
Week 6 *	4-9 November
Week 7	11-16 November
Week 8	18-23 November
Week 9	25-30 November
Week 10	2-7 December
Week 11	9-14 December
Week 12	16-21 December <i><b>Aliki Perroti Residence Hall closes December 21, 19:00</b></i>
<b>CHRISTMAS BREAK</b>	
Study Week	13-17 January <i><b>Aliki Perroti Residence Hall opens January 13, 12:00</b></i>
Fall Semester Final Examinations (& resits)	20-25 January
Exam Board	March

<b>ACADEMIC CALENDAR 2019 – 2020</b>	
<b>MSc Programs &amp; Foundation — SPRING SEMESTER</b>	
<b>SPRING SEMESTER BEGINS: 27th of January 2020</b>	
Week 1	27 January - 1 February ( <i>Education Holiday- 30th of January</i> )
Week 2	3-8 February
Week 3	10-15 February
Week 4	17-22 February
Week 5	24 February - 29 February
Week 6 *	2-7 March (Public Holiday: 2nd of March)
Week 7	9-14 March
Week 8	16-21 March
Week 9	23-28 March (Public Holiday: 25th of March)
Week 10	30 March-4 April
Week 11	6-11 April <i>Aliki Perroti Residence Hall closes April 11, 19:00</i>
<b>EASTER BREAK: 13 - 25 April</b>	
Week 12	27 April - 1May (Public Holiday 1st of May) <i>Aliki Perroti Residence Hall opens April 26, 12:00</i>
Study week	4-8 May
Spring Semester Final Examinations	11-15 May <i>Aliki Perroti Residence Hall closes May 15, 17:00</i>
Resits	18-22 May
Exam Board	July

\* Midterm Evaluation-Risk Management Meeting for Administrative & Academic Staff

## ***The Programme of Study***

<b>1.</b>	
<b>Awarding Institution/Body</b>	Cardiff Metropolitan University
<b>Teaching Institution</b>	Perrotis College, Thessaloniki, Greece
<b>Dean of School</b>	Prof. Athanasios Tsaftaris
<b>Programme Accredited By</b>	CIM accreditation to be sought
<b>Final Award (including any named exit awards)</b>	MSc Marketing for the Agro-Food Sector  PG Diploma Marketing for the Agro-Food Sector  PG Certificate
<b>Programme Title</b>	MSc Marketing for the Agro-Food Sector
<b>Programme Director</b>	Dr Anastasios Karamanos
<b>Mode of Study</b>	Full time, Part time
<b>Normal Duration of Programme</b>	2 years full time, 4 years part time
<b>Period of Candidature</b>	4 years full time, 5 years part time
<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>	Masters' Degrees in Business and Management (2015)
<b>Date of Production/Revision</b>	June 2017

### **2. Criteria for admission to the programme.**

Students holding a BSc degree or equivalent in one of the following fields are eligible for the MSc in Marketing for the Agro-Food Sector:

- Business Studies,
- Food Science & Technology
- Agriculture
- Animal Husbandry
- Sciences and life sciences



## Social sciences

Applicants with other relevant BSc degrees may be considered for admission on the basis of their undergraduate programme curriculum. The admissions committee will review every application on an individual basis and may request that additional courses be completed.

To be considered for admission, candidates are also required to either hold a recent minimum TOEFL score of 80 (IBT), or minimum of IELTS score of 6.5, unless their Bachelor degree has been awarded from an English-speaking institution or the candidate is a native English speaker. All students with no formal or 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 (81-89% in any individual component) meets the English Language Requirements for direct entry into the programme.

Professional experience is desirable but not required.

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

The programme aims to provide a high quality and professionally relevant postgraduate experience. The programme has been designed to support and develop critical appreciation of how marketing theories, procedures and practices are designed and deployed in the business world and in particular in the agro-food sector. Graduates of the programme will be equipped with the necessary skills and knowledge for a multi-disciplinary approach to marketing, leading to further postgraduate studies or entry to career paths.

### **4. Distinctive features of the programme**

The programme follows a holistic approach that will enable our students to effectively use marketing to trade agricultural and food products and services in the domestic and international markets. As Greece produces a variety of high quality agricultural products and the food industry accounts for more than 20% of the country's total industrial production, experts in marketing in this sector are in high demand from the market.

Perrotis College has very good and extensive links with farmers, cooperatives and the food industry in terms of collaboration in research projects and transfer of knowledge. Meanwhile, the food industry guides the College about the needs and demands of the sector. Perrotis College is the only private institution in Greece that offers graduate studies in Marketing with specialization in the Agro-Food Sector.

Apart from the variety of core modules offered in the programme, a variety of optional modules (e.g., Advanced topics in Pricing & Credit Strategies, Advanced topics in Agro-Logistics & Transport, Advanced topics in International Promotion & Distribution) will allow the student to be specialized on specific topics and become prepared for different career paths.

In addition to the modules that the students will be studying, the institution will run a series of seminars delivered by visiting speakers from the industry, and research seminars from members of faculty, academics and post-graduate research students. All the graduate students will be invited to attend to broaden their knowledge and to provide network opportunities with potential employers.

Support in writing is provided (Writing Center and Library), mentoring (older students are mentoring the new), tutoring and advising are also provided by the College. There is an opportunity for the students to visit other academic institutions or/and food industry abroad. The above opportunities offered at Perrotis College will be available to students from various institutions around the world, through the College's study abroad programmes.

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

This programme has been mapped against the QAA Benchmark Statement for Masters' in Business & Management (2015).

**6. Programme outcomes**

**Upon the successful completion of the programme, students should be able to:**

- Demonstrate critical awareness and understanding of the current theories and issues inherent in the marketing process and their applicability in the agrofood sector.
- Demonstrate analytical skills, critical reflection skills and research evaluation skills necessary for appropriate decision making in the marketing sphere.
- Demonstrate developed communication and inter-personal skills necessary to operate effectively in the agrofood marketing environment.
- Demonstrate and apply independent research and critical skills enabling investigation into relevant/appropriate areas both organisationally and academically.

**Knowledge and Understanding**

Upon the successful completion of the programme, students should be able to demonstrate knowledge and understanding of the following:

Marketing in Context	Systematic understanding of relevant knowledge relating to marketing in the agrofood sector within an organisational and contextual framework, including critical examination of both ethnocentric and polycentric practices and theories.
External Context	Knowledge and understanding of the external context, responding to change – including technological - and the future of marketing within organisations, agricultural product markets and the business sphere generally.
Interrelationship and interconnectedness	Knowledge and Understanding of the interrelationship and interconnectedness between theory and practice.
Organisation and management	Knowledge and understanding of the internal and external functions of marketing in different types of agribusiness organisations.

Theoretical and applied perspectives	Knowledge and understanding of relevant theories, models and frameworks and critical application of theory to the advancement of marketing practice.
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Mapping of programme learning outcomes to modules can be found in Appendix 2.

**Skills and Attributes**

Upon the successful completion of the programme, students should be able to demonstrate the following cognitive, practical and transferable skills, including:

Critical thinking	Ability to think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately.
Inquiry based learning and problem solving	Ability to solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving business problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions.
Research skills	Ability to conduct research into marketing issues either individually or as part of a team through research design, data collection, analysis, synthesis and reporting.
Information and knowledge management	Using information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge.
Numeracy and models	Numeracy and quantitative skills including the development and use of relevant business models.
Communication skills	Effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media, including the preparation of business reports.
Self-management and personal development	High personal effectiveness: critical self-awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the ability to continue to learn through reflection on practice and experience.
Team working	Effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others; team

	selection, delegation, development and management.
Developing leadership ability	Leadership and performance management: selecting appropriate leadership style for different situations; setting targets, motivating, monitoring performance, coaching and mentoring.
Ethical behaviour	Ability to recognise and address ethical dilemmas and corporate environmental and social responsibility issues; applying ethical and organisational values to situations and choices.

## ***Module Numbers and Course Names***

<b>Module no</b>	<b>Name</b>	<b>Compulsory/Elective</b>	<b>Semester</b>
<b>First year</b>			
GRK7001	Entrepreneurship	compulsory	Fall
GRK7002	Research Methods and Data Management	compulsory	Fall
GRK7003	Innovative Technologies for Sustainable Agricultural Systems	compulsory	Fall
GRK7004	Bioinformatics/ Genomics	compulsory	Fall
GRK7005	Consumer Needs and Trends	compulsory	Fall
	Current Issues(seminar/no credit)	compulsory	Fall
GRK7006	Management Accounting/Costing	compulsory	Spring
GRK7007	Advanced Operations Management	compulsory	Spring
GRK7008	Domestic & International Sales	compulsory	Spring
GRK7009	Food Marketing & Branding €	elective	Spring
GRK7013	Agricultural Product Marketing & Branding	elective	Spring
GRK7014	International Supplies & Purchasing	elective	Spring
GRK7015	International Commercial Terms & Law	elective	Spring
	Current Issues (seminar)	compulsory	Spring
<b>Second Year</b>			
GRK7016	Advanced topics in Pricing & Credit Strategies	compulsory	Fall
GRK7017	Advanced topics in Agro-Logistics & Transport	compulsory	Fall
GRK7018	Advanced topics in International Promotion & Distribution	elective	Fall
GRK7012	Research Project		Year long
GRK7010	Academic Research for Business		Fall
GRK7011	Digital Marketing		Fall
Modules in yellow will not be offered the this year			

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

On successful completion of the programme, you will be awarded the title of *MSc (Hons) In Marketing for the Agro-Food Sector*. 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.

### ***Student Service Committees***

This committee's function is to identify the services the College should provide in order to cover the academic, social and psychological needs of students throughout their time at Perrotis College. Such services include arranging for student advising (including career counseling), developing referral services for psychological and learning disability counseling, overseeing the student work-study programme, identifying and implementing Student Council Provisions, and coordinating the formation and functioning of student clubs and organizations and other campus life activities. The committee also coordinates the student service programme. Committee members include one faculty member, the Director of Student Life, the Head of the Human Resources Department, the Student Life Department Monitor, the Dean, the Academic Dean and the Student Council Vice-President.

## **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 DA 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.

- Eirini Bazaki, Senior Leader of MA Fashion Marketing and Branding/MA Fashion Management/MA Luxury Brand, Aston Business School

## **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/eleclib/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 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 the field of studies..

## Group Work

For the Marketing for the Agro-Food Sector programme, group work is considered necessary and crucial since in the industry it usually means working in teams and communicating with people. 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 (%)	Date assignment handed out to students
GRK7001 Entrepreneurship	10	WRIT1 WRITTEN ASSIGNMENT	80%	29/10/2019
		PRES1 PRESENTATION	20%	29/10/2019
GRK7002 Research	10	PORTFOLIO	50%	29/10/2019



Methods and Data Management				
		EXAM1 EXAM	50%	29/10/2019
GRK7003 Innovative Technologies for Sustainable Agricultural Systems	10	WRIT1 WRITTEN ASSIGNMENT	100%	29/10/2019
GRK7004 Bioinformatics / Genomics	10	WRIT1 WRITTEN ASSIGNMENT	100%	29/10/2019
GRK7005 Consumer Needs and Trends	10	WRIT1 WRITTEN ASSIGNMENT	80%	29/10/2019
		PRES1 PRESENTATION	20%	29/10/2019
GRK7006 Management Accounting / Costing	10	WRIT1 WRITTEN ASSIGNMENT	100%	24/2/2020
GRK7007 Advanced Operations Management	10	WRIT1 WRITTEN ASSIGNMENT	100%	24/2/2020
GRK7008 Domestic and International Sales	10	WRIT1 WRITTEN ASSIGNMENT	100%	29/10/2019
GRK7009 Food Marketing and Branding	10	WRIT1 GROUP ASSIGNMENT	80%	24/2/2020
		PRES1 PRESENTATION	20%	24/2/2020
GRK7013 Agricultural Product Marketing and Branding	10	WRIT1 GROUP ASSIGNMENT	70%	N/A
		PRES1 PRESENTATION	30%	N/A
GRK7014 International Supplies and Purchasing	10	EXAM1 EXAM	50%	N/A
		WRIT1 WRITTEN ASSIGNMENT	50%	N/A
GRK7015 International Commercial Terms and Law	10	WRIT1 GROUP ASSIGNMENT	100%	24/2/2020
GRK7011 Digital Marketing	10	WRIT1 WRITTEN ASSIGNMENT	80%	29/10/2019
		PRES1 PRESENTATION	20%	N/A
GRK7010 Academic Research for Business	10	WRIT1 ASSIGNMENT	100%	29/10/2019
GRK7016 Advanced Topics in Credit and Pricing Strategies	10	WRIT1 ASSIGNMENT	50%	N/A
		EXAM1 EXAM	50%	N/A
GRK7017 Advanced Topics in Agro-Logistics and Transport	10	WRIT1 WRITTEN ASSIGNMENT	50%	N/A
		WRIT2 WRITTEN ASSIGNMENT	50%	N/A

GRK7018 Advanced Topics in International Promotion and Distribution	10	WRIT1 Group AssiGNMENT	100%	29/10/2019
GRK7012 Dissertation	50	WRIT1	80%	24/2/2020
		PRES1	20%	24/2/2020
Modules in yellow will not be offered this year				

## ***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 (excused and/or unexcused)</b>
3	9 Hours
4	12 Hours
5	15 Hours

Students are allowed to miss up to three classes per semester (excused and/or unexcused). If the number of absences exceeds the allowable limit, students will be asked to retake the module.

Lab coursework is a very important part of your studies. For that reason the absences limit to lab sessions may be less than the lectures. Lab absences are subjected to relevant Module Leader and Department Head decision.

Cases of students with a higher number of absences will be discussed at the Programme Committee on a case-by-case basis, only if considered serious. In order for relevant documentation to be accepted, it has to be provided by official authorities.

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 has been required to stop attending a module due to excessive absences.

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

The Exam Board will determine whether a student who misses an assessment method due to excessive absences will be allowed to re-sit the specific failed exam or coursework.

## **Plagiarism**

According to 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**

An integral part of the College programme, academic advising enables students well informed of their academic requirements and options. All students assigned an academic adviser. Every effort taken to assign advisers who know the student's area of interest. For this reason, after the second semester, when a student has chosen a course (major), he or she will be assigned an adviser from that subject area. Again, before beginning Level 6, when a student has chosen a pathway (specialization), he or she will have as adviser the Pathway Coordinator for that specialization. Please note that in order to ensure the quality of your studies no pathway (specialization) will be offered if less than five students express their interest. For further information on faculty advising, see "Academic Information."

### **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 Cardiff Metropolitan University
- ✓ Study advice at levels 4 to 7.
- ✓ 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.

## **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**

Students who experience emotional or learning difficulties may consult the Counselling Referral Coordinator, who can refer the student to appropriate professionals for further assistance. By virtue of the community atmosphere of the College, Student Life and other College staff members often spend time informally with students who are experiencing difficulties. The College Dean and/or faculty members may also discuss specific issues with a student's parents when it is considered appropriate and potentially helpful.

## **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/student-services/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 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. 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 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. Up to the eighth week, those who withdraw early from the semester are eligible to receive a refund based on the number of weeks they have attended. After the end of the seventh week of the semester, no refunds for withdrawal will be granted. For every week the student did attend, he or she will

be charged 7% of the semester academic fees and room & board fees (if applicable). 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 holds 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 2019-2020 academic year are as follows:

<b>Tuition Fees</b>	8.330€
<b>Room &amp; Board Fees (if applicable)</b>	2.750€

For the academic year 2019-2020, all students receive a subsidy and are expected to pay fees as below:

	MSc Programme €
<b>Tuition Fees</b>	8.330€
<b>Room &amp; Board Fees (if applicable)</b>	2.750€
<b>Bench Fees</b>	230€
<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).

### **Part-Time Fees**

Tuition fees for students taking fewer than 45 credits in a semester are calculated based on 45 € per credit. Lab fees still apply. Modules count for 10 or 20 credits, but there are some exceptions (see MSc Programme Overview for modules and their credit values).

### **Financial Advise**

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>

### **Libraries**

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

#### **‘DIMITRIS & ALIKI PERROTIS’ Library**

‘Dimitris & Aliki 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://tsr.cardiffmet.ac.uk/Learning/Library/services/Pages/Students.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 four labs for academic purposes:

- Computer Lab ('Dimitris & Aiki Perrotis' Main Library);
- Food Science Lab;
- DNA Genomics Lab;
- Metabolomics Lab;
- Microbiology/Metagenomics Lab;
- Bioinformatics Lab;
- Transcriptomics Lab;

- Microscopy Lab;
- Soil Science and Agronomy Lab.
- Dairy Science Lab;

## ***Student Representatives***

### **Student Services Committee**

This committee's function is to identify the services the College should provide in order to cover the academic, social and psychological needs of students throughout their time at Perrotis College. Such services include arranging for student advising (including career counselling), developing referral services for psychological and learning disability counselling, overseeing the student work-study programme, identifying and implementing Student Council Provisions, and coordinating the formation and functioning of student clubs and organizations and other campus life activities. The committee also coordinates the student service programme. Committee members include one faculty member, the Director of Student Life, the Head of the Human Resources Department, the Student Life Department Monitor, the Dean, the Academic Dean and the Student Council Vice-President.

More details available at Student Guidance 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.

In addition to the above, Perrotis College undergraduates have the opportunity to participate in student exchange programmes at several US institutions, including the Iowa State University, Virginia Tech, University of Georgia and Berea College, as well as at international institutions, such as the International Centre for Agribusiness Research and Education Foundation, Yerevan, Armenia; Earth University, Costa Rica; Zamorano University,

Tegucigalpa, Honduras; Guadalajara University, Mexico City, Mexico; and Kaunas University of Applied Sciences, Kauno, Lithuania.

For more information on internships and exchange opportunities you can contact the Study Abroad Office or the Career Office .

### ***Health and Safety***

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**

In order to provide basic health care, a nurse is on duty at the AFS from 07.00 to 15.00 daily. She attends to student health needs, provides timely advice and refers students to local health care providers. In the event of a medical emergency she also informs the Student Life staff in order to arrange immediate transportation to the nearby health centre (10 minutes away), which is a branch of the Greek national health care system, or to a local hospital.