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Cardiff Metropolitan University

PERROTIS COLLEGE

Programme Handbook

2024-25

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/studentservices/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 Dr. Kyriaki Zinoviadou	2310-492-813	kzinov@afs.edu.gr
Chief Administration Officer: Mr. Andrew Faas	2310-492-976	afaas@afs.edu.gr
Registrar's Office: Ms. Kally Chalkia	2310-492-818	kchalk@afs.edu.gr
Registrar Assistant: Ms. Anastasia Kastritsi	2310-492-968	akastr@afs.edu.gr
Administration Office Ms. Maria Kostouda	2310-492-800	mkosto@afs.edu.gr
Accounting Office: Ms. Fani Liatsa	2310-492-741	fliatsa@afs.edu.gr
Enrollment Office: Mr. Gregorios Sougaris Mr. Konstantinos Pilianidis	2310-492-854 2310-492-810	gsouga@afs.edu.gr kpilia@afs.edu.gr
Library: Ms. Damiana Koutsomiha Ms. Iro Sotiriadou	2310-492-889 2310-492-888/935	dkouts@afs.edu.gr isotir@afs.edu.gr
Residence Life Coordinator: Ms. Maria Liakou	2310-492-844	mliako@afs.edu.gr
Outreach & Internships Coordinator: Ms. Katerina Pitseli Career Counseling Mr. Theodosios Tasios	2310-492-702	apitsel@afs.edu.gr ttasio@afs.edu.gr
Coordinator of Student and Alumni Affairs: Mr. Pantelis Hantzaras	2310-492-843	perrotisalumni@afs.edu.gr
Interim Head of Digital Marketing and Management Department: Dr. Sklavounos Nikolaos		nsklav@afs.edu.gr
Indicative Teaching staff		
Dr. Dimitra Mitka		dmitka@afs.edu.gr
Mr. Theodoros Spyropoulos		hspyro@afs.edu.gr
Mr. Eleftherios Papadopoulos		epapado@afs.edu.gr
Mr. Georgios Kartsiotis		gkarts@afs.edu.gr
Mr. Marios Grantas		mgrant@afs.edu.gr
Mr. Ioannis Vaganof		ivagan@afs.edu.gr
Cardiff Met Contacts		
Partner Manager: Dr. Ingy Shaaban		ishaaban@cardiffmet.ac.uk
Link tutor: Dr. Nasir Aminu		naminu@cardiffmet.ac.uk

Terms and Important Dates

ACADEMIC CALENDAR 2024 – 2025	
ALL - FALL SEMESTER	
FALL 2024 SEMESTER BEGINS: 30/9/2024 <i>*Alik Perrotis Student Residence opens 28th of September for new students and 29th for continuing students</i>	
Week 1	30 September - 5 October
Week 2	7 -12 October
Week 3	14 - 19 October
Week 4	21 - 26 October (Public Holiday on October 26th)
Week 5	28 October - 2 November (Public Holiday on October 28th)
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>*Alik Perrotis Student Residence closes December 22nd,12:00</i>
CHRISTMAS BREAK & study period (23/12 - 6/1)	
Study period	7 - 11 January <i>*Alik Perrotis Student Residence opens January 7th,12:00</i>
Fall Semester Final Examinations and resits	13 - 18 January
Exam Board	April 9th, 2025

ACADEMIC CALENDAR 2024-2025	
ALL - SPRING SEMESTER	
SPRING 2025 SEMESTER BEGINS: 20/1/2025 <i>*Alik Perrotis Student Residence is open</i>	
Week 1	20 - 25 January
Week 2	27 January - 1 February
Week 3	3 - 8 February
Week 4	10 - 15 February
Week 5	17 - 22 February
Week 6	24 February - 1 March
Week 7	3 - 8 March
Week 8	10 - 15 March
Week 9	17 - 22 March
Week 10	24 - 29 March (Public Holiday: 25th of March)
Week 11	31 March - 5 April
Week 12	7 - 12 April
EASTER BREAK (14/4 - 27/4) <i>*Alik Perrotis Student Residence closes April 12th, 13:00 and opens April 27th, 12:00</i>	
Study period	28 April - 3 May
Spring Semester Final Examinations	5 - 10 May <i>*Alik Perrotis Student Residence closes May 10th, 13:00</i>

Resits	12 - 17 May <i>Accommodation upon request and availability</i>
Exam Board	18th July 2025
Resits	1 - 6 September 2025
Resits' Exam Board	10th October, 2025

The Programme of Study

Awarding Institution/Body	Cardiff Metropolitan University
Teaching Institution	Perrotis College
Academic Dean	Dr. Kyriaki Zinoviadou
Programme Accredited By	Cardiff Metropolitan University
Final Award (including any named exit awards)	BA (Ord/Hons)
Programme Title	Digital Marketing
Interim Programme Director	Dr. Sklavounos Nikolaos
Partner Manager	Dr. Ingy Shaaban, shaaban@cardiffmet.ac.uk
Link Tutor	Dr. Nasir Aminu naminu@cardiffmet.ac.uk
Mode of Study	Full-time or part-time
Normal Duration of Programme	3 years full-time or 5 years part-time
Period of Candidature	5 years
Language of Study	English
UCAS Code (or other coding system if relevant)	n/a
Relevant QAA Subject Benchmarking Group(s)	Business and Management, 2015
Date of Production/Revision	June 2024

Criteria for admission to the programme

Admission requirements:

https://www.perrotiscollege.edu.gr/dyn/userfiles/files/Admissions%20Requirements%202024-2025_Undergraduate.pdf

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:

- 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.

Programme outcomes

Knowledge and Understanding

On successful completion of the programme, the student should be able to demonstrate knowledge and critical understanding of:

- The key areas of Digital Marketing Management, such as Markets, Customers, Finance, People and Operations.

- The business environment in which digital organisations operate.
- How the marketing philosophy operates within digital organisations
- The way in which Digital Marketing Management approaches can be applied to current practices and complex scenarios within the industry.
- The use of information systems for managing the operations of Digital organisations, including internal functions and external customer relationships.
- The use of digital technologies to enhance strategic communications and operations within Industry.
- Contemporary Issues in the Digital Industry including aspects of law and codes governing digital marketing and digital marketing campaigns.

Cognitive Skills

On successful completion of the programme, the student should be able to demonstrate the ability to:

- Conduct appropriate research in a Digital Marketing context
- Identify key drivers of business success and analyse the causes of failures to ensure optimal customer satisfaction.
- Plan and organise their own involvement in Digital Marketing related activities to include setting goals and meeting deadlines.
- Develop the skills of a reflective marketing practitioner.

On successful completion graduates should have developed the following EDGE Competencies':

Ethical

Students have a strong sense of personal and professional ethics. They are able to critically evaluate information, make reasoned decisions on courses of actions and identify vested interests accurately:

- Are confident discussing beliefs, personal values and decisions with others
- Question and discuss the values and opinions of others in appropriate and sensitive ways
- Show great tolerance and understanding for others (for instance by considering the impact that personal choices and behaviours could have on others)
- Show willingness to reassess personal beliefs and values through engagement with alternative perspectives
- Recognise and take into consideration issues relating to equality and diversity when making every day decisions, for example race, gender
- Continually interrogate practice for its impact
- Are able to appreciate the growth offered when asked to step into someone else's shoes with a knowing empathy
- Appreciate the importance of sustainable development

Digital

Students are confident digital citizens. They engage with technology for learning, socialising and understanding the world. They are comfortable with the most frequently-used

technologies, equipped with the curiosity to learn new technologies and able to deploy them to their best effect:

- Take precautions to manage digital identity by using privacy settings
- Maintain a positive, professional presence online
- Engage in online learning, for instance using online learning materials, contributing to discussion boards or blogs and undertaking online assessments
- Use digital tools for research purposes (e.g. to find information, investigate problems and identify possible solutions)
- Manage data and online sources responsibly (such as research data) by distinguishing between popular concepts and robust evidence
- Communicate with others using digital technologies
- Demonstrate an agile mind set and flexible approach that assists in the navigation between physical and digital world

Global

Students are engaged with the world around them. They are aware of key global issues affecting their chosen professional path and of the inter-connectedness of society across continents. They are comfortable with people from a wide range of backgrounds and cultures and maintain openness and curiosity about new experiences:

- Question their own cultural values and discuss the cultural values of others sensitively and appropriately
- Appreciate the impact globalisation has had on societies across the world (e.g. through business decisions, health, education etc.) and strive to address all perspectives in their personal and professional life
- Actively seek opportunities to engage with, and immerse themselves in other cultures in order to better understand themselves and others
- Keep up to date with global issues and international affairs relevant to personal and professional development
- Demonstrate an ability to fully appreciate the power of networks
- Achieve the benefits of a global mind set through travel/exchange and an appreciation of difference locally

Entrepreneurial

Students take an entrepreneurial approach to the world. They are adept at problem-solving, keen to identify new opportunities and confident in taking calculated risks. They are happy to take responsibility and comfortable in leadership roles:

- Use their creativity to solve problems and spot opportunities
- Use their own initiative and work without supervision
- Are confident gathering information from a wide range of sources to make connections and develop new and innovative ideas
- React and respond effectively to new situations that they might find themselves in
- Assess the value and impact of ideas
- Deal with setbacks, such as a project that was unsuccessful, and respond by working towards a positive goal in the future

- Can set a vision of the future and motivate themselves and others to make this vision a reality
- Be able to operate in a range of roles within teams in order to meet common goals
- Use communication appropriate to a given situation including oral, written, numerical, graphic communication

On successful completion graduates should have developed the following set of marketing specific EDGE competencies which have where possible been aligned with the CIM Professional Marketing Competencies:

Ethical

The ability to manage the impact of risk, governance and compliance on corporate reputation, through effective monitoring and application of relevant legislation and regulation.

Digital

The ability to influence the development of organisational digital strategy in terms of its impact on structure, culture and strategic plans, and implementing digital tools and techniques in line with the needs of the customer.

Global

The ability to understand the international and global marketing decision making process needed when operating in an overseas market.

Entrepreneurial

The ability to use their imagination and new ideas to produce solutions, to be able to think ahead to spot or create opportunities and maximize them through using their business acumen.

Module Numbers and Course Names

Module no	Name	Semester
Level 4		
BHL4015	Law and the World of Business	Fall
BSP4003	Introduction to Digital Marketing	Fall
DMM4002	Introduction to Marketing Data Analysis	Fall
BAC4010	Finance for Managers	Spring
BSP4070	Digital Media for Marketers	Spring
DMM4001	Search Marketing	Spring
Level 5	Note: Level 5 will not run during the academic year 2024-25	
BSP5083	Digital Analytics	Both
BSP5090	Marketing Research Methods	Both

DMM5003	Digital Consumer Behaviour	Both
DMM5001	Creative Digital Marketing Communications	Both
DMM5002	Digital Marketing in Practice	Both
BSP5097	Mobile and Social Media Marketing	Both
Level 6		
BSP6011	International & Global Marketing in a Digital World	Both
BSP6092	Influencer Marketing	Both
DMM6001	Digital Content, Copyright and Creativity	Both
BSP6032	Innovation and Entrepreneurship	Both
BRM6003	Dissertation (or Digital Marketing Plan)	Both
BSP6014	Digital Marketing Plan (or Dissertation)	Both

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 & Alik Perrotis' Library, the satellite library 'Information & Media Hub' at the Alik 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

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.

- Kutti Tamilmani

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: <https://study.cardiffmet.ac.uk/Library/Pages/Home.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	Assignment Component	Date assignment handed out to students	Deadline for assignment/exam completion	Deadline for feedback to students
BHL4015 Law and the World of Business	CTEST1	Jan 13-18, 2025	Jan 13-18, 2025	4 working weeks after submission deadline
	WRIT1	4th week of classes Oct. 21th-26th, 2024	May 5-10, 2025	
BSP4003 Introduction to Digital Marketing	CTEST1	May 5-10, 2025	May 5-10, 2025	4 working weeks after submission deadline
	WRIT1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	
DMM4002 - Introduction to Marketing Data Analysis	WRIT1	4th week of classes Oct. 21th-26th, 2024	May 5-10, 2025	4 working weeks after submission deadline
BAC4010 Finance for Managers	CTEST1	Jan 13-18, 2025	Jan 13-18, 2025	4 working weeks after submission deadline
	CTEST2	May 5-10, 2025	May 5-10, 2025	
BSP4070 Digital Media for Marketers	WRIT1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	4 working weeks after submission deadline
	PORT1		May 5-10, 2025	
DMM4001 Search Marketing	WRIT1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	4 working weeks after submission deadline
	PORT1		May 5-10, 2025	

BSP5083 Digital Analytics	PRAC1			
	WRIT1			
BSP5090 Marketing Research Methods	WRIT1 - Research Project & Report			
DMM5003 Digital Consumer Behaviour	WRIT1 - Report			
	PRES1 - Presentation			
DMM5001 Creative Digital Marketing Communications	WRIT1 - Report			
	PORT1			
DMM5002 Digital Marketing in Practice	PORT1			
	PRES1 - Presentation			
BSP5097 Mobile and Social Media Marketing	WRIT1 - Report			
	PORT1			
BSP6011 International and Global Marketing in a Digital World	PRES1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	4 working weeks after submission deadline
	WRIT1		May 5-10, 2025	
BSP6092 Influencer Marketing	PRES1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	4 working weeks after submission deadline
	PORT1		May 5-10, 2025	
DMM6001 Digital Content, Copyright and Creativity	PRES1	4th week of classes Oct. 21th-26th, 2024	Jan 13-18, 2025	4 working weeks after submission deadline
	PORT1		May 5-10, 2025	
BSP6032 Innovation and Entrepreneurship	WRIT1	4th week of classes Oct. 21th-26th,	Jan 13-18, 2025	4 working weeks after

	WRIT2	2024	May 5-10, 2025	submission deadline
BSP6062 Contemporary Issues in Marketing	WRIT1	4th week of classes Oct. 21th-26th, 2024	May 5-10, 2025	4 working weeks after submission deadline
	WRIT2		ONGOING	
BRM6003 Dissertation	WRIT1	4th week of classes Oct. 21th-26th, 2024	May 5-10, 2025	4 working weeks after submission deadline
BSP6014 Digital Marketing Plan	WRIT1	4th week of classes Oct. 21th-26th, 2024	May 5-10, 2025	4 working weeks after submission deadline
	PRES1		May 5-10, 2025	

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

Number of Class Hours per Week	Allowable Absences per Semester (excused and/or unexcused)
3	9 Hours
4	12 Hours
5	15 Hours
6	18 Hours

Students are allowed to miss up to 1/4 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 re-sit the failed elements. All re-sits have a fee of 50€ per module.

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 re-sit 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 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://study.cardiffmet.ac.uk/AcSkills/Pages/Referencing.aspx>

Use of AI

A plug-in has been added to the TurnItIn function on Moodle that can detect the use of artificial intelligence (AI) tools (such as ChatGPT and other chatbots) for assignments. It is a tool that TurnItIn claims has a high accuracy in identifying the use of AI chatbots, such as ChatGPT. The final score and the identified sections are visible only to the lecturers, but not to the students.

Once the use of AI has been detected the student will be notified and given a two-day extension to rewrite any sections that were written with the help of an AI chatbot. The student will not be provided with the AI detection report that indicates the areas where AI was used, but will only be notified of the score. The student will be only given one chance of resubmission. If the score in the final submission continues to be high and the instructor determines that an AI chatbot has been used to write that text, then the existing policy of unfair practice will be applied.

Unfair Practice

All written reports and assignments are submitted electronically and are checked for plagiarism by TurnItIn software. Students are required to check the similarity report on any assignment submitted and resubmit in case similarity was detected. Any assignments with higher than 25% similarity report will be sent to Perrotis College's unfair practice committee, to determine whether an allegation of plagiarism is justified.

Students have the option to use Artificial Intelligence tools, however, they are requested to include the interaction with the AI Software in an Appendix and explain in a short paragraph the reasons for using AI tools (content, idea generation), the benefits of its use (availability of related information), how they used AI-generated content to create original content of their own and what they learned through the process. All references to AI generated material should be mentioned in the Appendix, otherwise it will be considered plagiarism. If it is suspected that generative AI was utilized on an assignment without proper justification in the appendix (as stated above), the instructor has the right to request an assignment review meeting.

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

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. Always keep a backup copy of the assignment. Do not delete your copy until you have the marked assignment back. Only assignments submitted in Cardiff Met Moodle are accepted.

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 Cardiff 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

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 contact Ms. Kally Chalkia (kchalk@afs.edu.gr).

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. 2.600€ (Year 1)/ 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. 3700€ / 28 X the weeks of residence accommodation.

In both of the above cases the initial deposit of 600€ 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 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

For the academic year 2024-2025, all students receive a subsidy and are expected to pay fees as below:

	BSc Programme €
Tuition Fees (Year 1)	5.200€
Tuition Fees (Year 2-4)	5.500€/ annum
Room & Board Fees (if applicable)	3.700€/annum
Residence Hall Damage Deposit*	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 at 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 123.297 titles, nearly all of which are ejournals, 280.731 eBook titles and about about 120 e-Databases library.cardiffmet.ac.uk

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

The 'Dimitris & Aliki Perrotis' Main Library, located at Princeton Hall, maintains a collection of over 15.000 print books in a wide variety of subjects in Greek and in English, CDROMs and DVDs, subscribes to various Greek and Foreign print journals, as well as databases which comprise of eBooks and electronic journals in English and other languages. Students can also have access to past dissertations of Bachelor and Master's degrees; 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' (<https://librarycatalog.afs.edu.gr>). You can view more information on the Library's services by accessing the Library's website: <https://library.perrotiscollege.edu.gr/services/>

'GEORGE AND CHARLOTTE DRAPER' Information and Media Hub

The 'George and Charlotte Draper' Information and Media Hub is the Central Library's satellite service, located at the Alikis Perrotis Educational Center's ground floor, right next to the administrative offices of Perrotis College. The Hub maintains all the Required and Recommended readings of the Bachelor's program, as well as the Required readings of the Master's program. It also maintains part of the dissertations' collection and various Greek and Foreign print journals. Access to the Hub's collections is available through the Online Public Access Catalogue (OPAC) 'KOHA' (<https://librarycatalog.afs.edu.gr>). You can view more information on the Hub's services by accessing the Library's website: <https://library.perrotiscollege.edu.gr/services-for-students-hub/>

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 connected to PCs 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 & Alikis Perrotis' Main Library)
- Biochemistry/Molecular Biology Lab
- Plant Physiology Lab
- Physical Chemistry/Food Science Lab
- Chemistry Lab
- Tissue Culture Lab
- Microbiology Lab
- Life Sciences Lab

- Precision Agriculture Lab
- Krinos Olive Center
- New Food Product Development Lab
- Dairy Lab
- Ecological Agriculture Laboratory (Perrotis AGROCenter)
- Horticultural Labs-Greenhouses & Shadehouse (Perrotis AGROCenter)
- Educational - Research - Demonstration High density Olive grove
- Genomics Laboratory
- Metagenomics Lab
- Metabolomics Lab
- Bioinformatics facility
- Food Structure Lab
- Sustainable Agriculture and New Product Development Labs, USAID 2024

More information can be found at: <https://www.perrotiscollege.edu.gr/facilities/>

Student Representatives

Student Services

Perrotis College, by following the foundations of the American Farm School offers an overall student experience: The academic, the student life and the residence hall experience. The Perrotis Student Services' mission is to engage students in the full American Farm School Experience by improving Life and Study Skills, creating Relationships and developing a Support System. Our vision is to have young people prepared to become better citizens of the world, positive contributors to the environment, to be respectful and diverse-minded leaders. Also, Perrotis College is the only institution in Greece which is a member of the European University Colleges Association (EucA). EucA gives lots of opportunities to our students such professional development through non-formal and informal activities in the fields of employability, soft skills, international mobility, responsible citizenship and opportunities to travel in various events among EU. More details are available at: <https://www.perrotiscollege.edu.gr/student-services-center/>

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

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.