



SCHOOL OF BUSINESS

**STUDENT HANDBOOK**

**BSc (Hons) Business Administration Marketing Communications**

**2015-2016**

**Award title**

BSc (Hons) Business Administration

**Pathway:** Marketing Communications

**School of Business**

**Deree – The American College of Greece**

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# 1. Welcome to the Programme

## 1.1 Message from the Dean

Upholding the Deree tradition of providing an excellent student-oriented experience, the School of Business aims at delivering academic programmes that are based on quality instruction and pedagogic best practice.

The School of Business offers a portfolio of undergraduate business programmes that blend critical enquiry with practical insight. Internships that enable students to gain career-related experience, participation in local and international competitions, guest speakers and visits to businesses complement and extend the knowledge gained in the classroom, achieving a valuable balance between academics and applications. As a result, Business curricula equip students with the analytical and practical skills that are required in today's globalized market place and, at the same time, provide adequate preparation to students who wish to pursue graduate studies in business-related fields.

Rigorous external review via NEASC (New England Association of Schools and Colleges) accreditation and CICP (Centre for Inclusion and Collaborative Partnerships of the Open University, UK) validation confirms both the high quality and the international relevance of Business programmes.

Programmes are delivered by a friendly and accessible faculty, who combine academic and scholarly expertise underpinned by real-world industry experience. It is a faculty committed to continuously adapting programme curricula so as to better prepare students for success in today's changing business environment. The Business faculty is motivated by the talented and increasingly diverse student population. Together they contribute to the creation of a vibrant academic environment at Deree, helping the School of Business rise to the next level of excellence.

In the School of Business you will be offered instruction and experiences that will enable you to develop essential business skills to pursue a meaningful career and contribute to business and society. You will be equipped with well-rounded knowledge grounded on liberal education, business foundations and functions, and sound specialization components. This handbook provides detailed information on the curricular structure of and the opportunities provided by the programme you have chosen.

Welcome to Deree – The American College of Greece and to the School of Business.

Annie Triantafillou PhD  
Dean

## **1.2 Message from the Department Head**

Dear student,

A very warm welcome to the marketing department one of the oldest departments of the Deree Business School. The marketing department aims to provide students with all necessary knowledge and skills to excel both in professional and academic positions. The staff teaching at the department has a long professional and academic experience both in Greece and abroad. Students graduating from the marketing department, could be sure that they gained all the necessary knowledge to get in to the job market fully equipped with current knowledge on the marketing field. Those who will start or having started the journey already, they will enjoy modules related to contemporary business practices such as online, and digital marketing, international marketing, but also modules that will help them to manage the marketing outcome in a professional and aspiring way. Promotions and digital activation, along with advanced marketing management and metrics are some of the modules that students will get in support of employability skills building, and international reputation both as managers, and social entities.

Dr. Ilias Kapareliotis  
Head of the Marketing Department

### 1.3 Academic Calendar <http://www.acg.edu/academics/college-calendars>

#### 1.4 Key Contacts

- American College of Greece: +30 210 600 9800
- Department Head: Dr. Ilias Kapareliotis, email: [ikapareliotis@acg.edu](mailto:ikapareliotis@acg.edu), ext. 1479, room: 410
- Dean's Office: [schoolofbusiness@acg.edu](mailto:schoolofbusiness@acg.edu) ext. 1108, room 507
- Academic Advising Office: [dc.adv@acg.edu](mailto:dc.adv@acg.edu) ext. 1431
- Student Success Centre: [ssc@acg.edu](mailto:ssc@acg.edu) ext.1326, 1333
- Registrar's Office: [registrar@acg.edu](mailto:registrar@acg.edu) ext. 1331, 1328, 1449, 1445
- Validation Office: [validation@acg.edu](mailto:validation@acg.edu) ext. 1428
- Student Affairs: [studentaffairs@acg.edu](mailto:studentaffairs@acg.edu) ext. 1197, 1442
- Student Government: [dc.sgorg@acg.edu](mailto:dc.sgorg@acg.edu) ext.1373
- Library helpdesk: [libraryreference@acg.edu](mailto:libraryreference@acg.edu) ext. 1434, 1267
- SASS: [sass@acg.edu](mailto:sass@acg.edu) ext.1273, 1276
- Study Abroad Office: [studyabroadoffice@acg.edu](mailto:studyabroadoffice@acg.edu) ext. 1029, 1412
- Career Office: [career@acg.edu](mailto:career@acg.edu) ext. 1313, 1316
- Educational Psychologist: Dr. Natassa Triga, [atriga@acg.edu](mailto:atriga@acg.edu) ext. 1167
- College Nurse: Nora Beliati, [tbeliati@acg.edu](mailto:tbeliati@acg.edu) ext. 1500
- Marketing Society: [dc.mktsoc@acg.edu](mailto:dc.mktsoc@acg.edu)

#### 1.5 Keeping in Touch

Academic and administrative staff at ACG use your student email address to contact you. It is important that you check this account regularly. You can forward emails from your student email address to a preferred personal email address. However, spam filters needed by the College mean that emails sent from external email addresses may be delayed, blocked or deleted. It is, therefore, important that your student email address is the only email address that you use to contact College staff.

We will inform you of cancelled classes / activities / course notices as soon as possible. This will be via Blackboard, an email to your student email address or, if urgent, via the mobile phone number on our contact records.

Please make sure that you inform the Registrar's Office whenever you change your address and contact details. This will ensure we can always contact you in an emergency, and that you receive any important College communications that we may need to send you.

## 2. Studying on this Programme

### The Bsc in Business Administration Marketing Communications Pathway

The marketing communication pathway at Deree-ACG seeks to prepare students to become informed professionals by striking a balance between theory and practice. The marketing communications pathway consists of twenty four 15-credit modules. In keeping with the other validated awards in Business, the BSc Business Administration in Marketing Communications consists of a number of modules common to all programs within the School of Business Administration, a number of marketing modules shared with the Marketing Management pathway as well as pathway specific/concentration modules (both compulsory and optional). This provides students with a firm foundation in general business and management theory and practice before specializing in their chosen marketing communication programme. The outcome is a sound business background with strong marketing orientation and a specialization in the area of marketing communications based on academic rigourness, and business communication needs. Forbes (2015) describes the future of marketing communications as an area with graduates working mostly in a digitalised world, with skills in marketing communications, and a business background, in this word the measurement of the communication outcome is profoundly necessary. Media.com describes the future of marketing communications manager as one with knowledge on how to deal with big accounts, and interdisciplinarity. In addition analytical skills, along with creativity, and interpersonal communication skills will be required for those opting to serve the advertising agencies, and/ or marketing communication departments. The CIM (Chartered Institute of Marketing) underlines the need for graduates working in communications who will be skillfull in designing communication campaigns, and manage big data in a digitalised world. Sucessful marketing communication graduates are the ones with an interdisciplinary study approach, and innovative communication campaigns, which will act as catalysts for the companies they work for.

The program provides our graduates with a competitive edge

§ to directly pursue a professional career in positions such as communication managers, key account managers in advertising agencies, media planners, communication consulting, digital social media account managers, digital content executives, campaign managers, media buyers.

§ to pursue a postgraduate degree in a wide range of disciplines.

### **Mission**

In congruence with the mission of the College the mission of the Marketing Department is to equip students with specialised knowledge and skills that will enable them to pursue graduate studies or professional careeers in marketing related fields and become lifelong learners.

- **Overall goals of the programme BSc in Business Administration- Marketing Communications Pathway**
  - Provide students with knowledge of the business world in all its key aspects
  - Provide students a solid background in the theory and practice of marketing communications
  - Prepare students to understand and apply key marketing communication theories, and practices in a variety of contexts such as digital activation, digital & social media marketing, public relations.

- Prepare students for postgraduate education and for careers in marketing communications or other related business fields
- Provide students with practical and technological skills needed to work effectively in marketing communications
- Provide students with critical thinking, problem-solving, communication, interpersonal and team work skills to perform effectively in marketing communications.
- Expand students' ability in critical thinking, problem solving, and decision making through the use of quantitative and analytical skills.
- Develop students' understanding of ethical and global issues so as to become informed citizens and professionals.
- Prepare students for reflection and lifelong learning

### **Educational Strategies of the Marketing Communications Pathway**

Overall the above mentioned goals are achieved through:

- The overall design of the programme that provides students with a solid background in business and marketing that serve as a stepping stone for the marketing communications theories and practices.
- The optional modules offered in a variety of marketing communications applications.
- The adoption of real-life business problems in the projects assigned to students.

### **Rational and structure of the Programme**

The BSc in Business Administration Marketing Communications pathway at Deree - ACG provides a strong business foundation via modules in economics, statistics, ethics and legal issues, coupled by exposure to main business functions, as appropriate for the pathway selected, and epitomised by a common capstone module at level 6. This is being delivered through the 15 shared modules in the School of Business, (225 UK, and see Table 1). Furthermore, there are five marketing modules across levels 5 and 6 (75 UK credits) that are shared by both marketing pathways. Having progressively established this strong business and marketing background, there are four pathway specific modules (60 UK credits) at level 6 that provide specialized knowledge in marketing communications.

For a more detailed description of the programme see section 1, 2, and 3.

**Table 1: Structure of the BSc in Business Administration - Credits by Level**

	Business Administration Shared	Common to both Marketing pathways	Pathway specific – Marketing Communications
Level 4	120/120 credits	--	--
Level 5	75/120 credits	45/120 credits	--
Level 6	30/120 credits	30/120 credits	60/120 credits
TOTAL	225/360 credits	75/120 credits	60/120 credits

The Marketing Communications pathway takes an integrated approach of the promotional tools of the marketing mix leveraged by the on and off line media used to deliver communication messages and build brand equity. The Marketing Communications pathway is



being informed by the Communications theoretical framework. Integrated marketing professionals develop and manage communication campaigns that integrate advertising, public relations, and sales activation, digital and social marketing disciplines to deliver consistent messages across all media. Experience in integrated marketing communication opens career opportunities in advertising agencies, marketing departments’ consultancies and in-house marketing departments ([www.reed.co.uk/jobs/marketing](http://www.reed.co.uk/jobs/marketing); the wall street journal). The program design has been extensively benchmarked against colleges and universities in the U.S.A, the U.K. and other European countries as well as against the QAA honors degree subject benchmark statement for General Business and Management. The design ensures that all students complete a program of study that is both broad and deep, preparing them for careers and advanced study in business and for assuming leadership roles in society at large.

By following this program of shared modules, students are able to:

- Develop knowledge and skills essential to global business practices in the areas of Macroeconomics, Applied Statistics, and Business Ethics.
- Receive exposure to the introductory modules in four different business functions
- Progressively specialize through the three levels of the program;
- Integrate knowledge of all business fields in order to develop business strategy through the business strategy module at level 6
- Understand and perform all business functions in support of the specialization selected.

**1. Business Administration Shared Modules**

The Business Administration shared modules mentioned in Table 1 are offered by three departments in the School of Arts and Sciences and by all five departments in the School of Business, see Table 2 below.

**Table 2: Business Administration Shared Modules - Credits by Department**

School of Arts and Sciences (45 credits total)	Economics (EC)	15 credits
	Math (MA)	15 credits
	Philosophy (PH)	15 credits
School of Business (165 credits total)	Accounting & Finance (AF)	50 credits
	Computer Information Systems (CS)	15 credits
	International Business & European Affairs (IB)	15 credits
	Management & General Business (MG & BU)	70 credits
	Marketing (MK)	15 credits

Furthermore, Table 3 below indicates the shared modules by level and title. In Level 4, students complete modules in each of the main Business functions—Accounting & Finance, Business Information Systems, International Business & European Affairs, Management (two modules), and Marketing. These six modules establish a foundation of knowledge about organizations, their management, and the changing external environment in which they operate and allow students to develop understanding of basic Business Administration functions. Macroeconomics (EC 1101), further grounds the study of business in the context of the changing external environment, while in Applied statistics (MA 2021) students acquire the quantitative skills they need to understand business operations and to function as business professionals.

**Table 3: Program Modules by Level (Marketing Communications Pathway)<sup>1</sup>**

LEVEL 4	LEVEL 5	LEVEL 6
AF 2006 Financial Accounting (20 credits)	FN 3105 Foundations of Corporate Finance (15 credits)	MG 4343 Operations Management (15 credits)
BU 2002 Business Legal Issues (10 credits)	AF 3116 Management Accounting (15 credits)	MG 4740 Business Strategy (15 credits)
CS 2179 Business Information Systems (15 credits)	MG 3034 Managing People & Organizations (15 credits)	MK 4358 Marketing Research (15 credits)
EC 1101 Principles of Macroeconomics (15 credits)	PH 3005 Business Ethics (15 credits)	MK 4447 Advanced Marketing Management & Metrics (15 credits)
IB 2006 International Business (15 credits)	BU 3233 Business Research Methods (15 credits)	MK 4345 Promotions & Digital Activation (15 credits)
MG 2003 Management Principles	MK 3131 Building Marketing Value Proposition (15 credits)	MK 4468 Integrated Marketing Communication Campaigns (15 credits)
MA 2021 Applied Statistics (15 credits)	MK 3135 Marketing Communications (15 credits)	Two (2) pathway specific optional MK modules (15 credits each): see table 4
MK 2030 Fundamentals of Marketing (15 credits)	MK 3159 Consumer Behaviour (15 credits)	

In Level 5, students complete one additional Management module and two additional Accounting & Finance modules, developing in greater detail and depth their knowledge of these Business areas. In addition they are introduced to business research methods (BU), a module that gives to the students all the necessary exposure to the theoretical underpinnings of different research methodologies that both academia and business practice use. The module make use of theoretical models and illustrating cases, so students develop critical thinking in real business contexts.

They also complete one module, in Business Ethics (PH 3005), in which they develop lifelong learning skills, prepare for careers as ethical business leaders.

In Level 6, students complete two shared modules namely MG 4343 Operations Management and MG 4740 Business Strategy. MG 4343 Operations Management provides the student with a broad understanding of operations management, its impact on organizational performance, and its increasingly critical role in the wider business context. The knowledge and skills acquired in this module are necessary for all functional areas in business. MG 4740 Business Strategy is the capstone module, of the BSc (Hons) in Business Administration. Taken during the final year (and preferably in the last semester) of undergraduate studies, this module provides the student with a holistic or inclusive approach to understanding business strategy and its

<sup>1</sup> Key: Blue: business core modules, Yellow: shared modules with other business pathways, Green: marketing modules common to both pathways, Red: marketing management pathway specific modules.

relationship to the firm's internal and external business environments. This module provides the student with the opportunity to synthesize knowledge gained from modules taken throughout the entire business administration curriculum (e.g., management, marketing, accounting, finance, international business, etc.), and emphasizes the role of the manager as coordinator and strategist in managing the firm as a unit (or as a whole).

## **2. Marketing Shared Modules**

Students at the end of level 4 have been exposed to the basic business functions and they have a general idea, of how the different functions operate together in order to serve the company's mission, and objectives. It is at Level 5, when marketing students start taking modules in their specialization.

In Level 5, there are three marketing modules that are required for both the Marketing Management and the Marketing Communications pathways. Specifically, MK3159 Consumer Behavior, a module in which students get the necessary knowledge of how consumers behave under certain conditions or circumstances. Additionally, all students need to be exposed to the two pathways through two relevant modules. These modules are: MK 3135 Marketing Communications where students approach more in depth the communication mix and its uses in a business and an academic context, and the MK 3131 Building Marketing Value Proposition a module that aims to provide students with knowledge related to what a marketing manager does in terms of segmentation, targeting and positioning strategies, and the use of the marketing mix as a platform to serve the STP strategies.

The above level 5 modules offer a transition from the introductory marketing module (that students have taken as part of the Business Administration shared modules at level 4) to more demanding level 6 modules, as well as the marketing communications pathway specific modules. Furthermore, students are in a better position to select the pathway they wish since they get the required exposure, and information.

In level 6, there are two modules that all marketing students take. These are: Marketing Research, and Advanced Marketing Management & Metrics.

In the Marketing Research module students are invited to make use of the theoretical knowledge they gained at the business research methods module in a more applied context and solve real-time marketing problems. The module is based on the consulting approach pedagogy, where students are coming close to different business having marketing problems seeking for an up to date solution, through marketing research.

The Advanced Marketing Management & Metrics module aims to provide students with an understanding of how marketing decisions are made and the appropriate marketing metrics that can be used to measure the effectiveness of different marketing activities. It bridges the gap between marketing theory and practice by providing a natural setting for planning, implementation, and evaluation of marketing activities through the use of a simulation game.

## **3. Marketing Communications Pathway specific modules**

For the completion of the BSc in Business Administration Marketing Communications pathway students are required to take four additional level 6 modules in their selected area of emphasis. Two modules are required and the other two modules should be selected from a list of electives. So, with this structure, the student expands his or her knowledge in the selected area of marketing communications while can pursue his or her individual interests through the list of pathway specific electives. See Table 4 below.

The two required modules are the MK 4345 Promotions & Digital Activation, and the MK4468 Integrated Marketing Communications Campaigns.

The modules MK 4345 Promotions and Digital activation, and MK4468 Integrated Marketing Communication Campaigns are core modules for the marketing communications pathway. At the first module students get knowledge about sales promotion and how they can be used both in an online and offline environment. The module Integrated Marketing Communications Campaigns provides the student with a holistic view of how the communication mix can be used in a in a certain business context and as part of the overall marketing strategy.

Finally, in order to enhance the pathway specific orientation, students are required to select two optional modules. Each elective is of 15 credits, see Table 4 below for the list of electives. Students are exposed throughout the electives to different marketing communication approaches, they may choose upon modules related to social media and communications an up-to-date topic that more and more gets the attention both of the current business practice and academia. There is also the option of public relations as companies recognize the need of stronger engagement with different stakeholders groups. In addition to those students have the option to choose a direct marketing-crm, course aiming to provide students with the necessary knowledge on how databases can be used for marketing communications both in a business to business and a business to consumer environment. The module media planning for marketing communication campaigns offers students’ knowledge on how to design implement and control media used for different kinds of communication campaigns. The pathway-specific electives have been selected based on international educational benchmarks, academic rigor and current business practice. Overall these modules provide them with a more in-depth exposure to specific marketing communications areas.

**Table 4: Pathway Specific Modules by Level-Required and Optional**

Level 5	Level 6
MK 3159 Consumer Behavior	MK 4358 Marketing Research
MK 3135 Marketing Communications	MK 4447 Advanced Marketing Management & Metrics
MK 3131 Building Marketing Value Proposition	MK 4345 Promotions & Digital Activation
	MK 4468 Integrated Marketing Communication Campaigns
	MK 4104 Digital & Social Media Marketing
	MK 4161 Direct Marketing & CRM
	MK 4465 Media Planning for Marketing Communication Campaigns
	MK 4266 Public Relations

The integrated interdisciplinary approach described above is also reflected in the extracurricular academic societies. Through their voluntary participation in these societies (one for each department), students practice professional skills, leadership, and teamwork while engaging with speakers, field trips, and other resources particular to their specializations. They also collaborate on joint projects such as the Business Week forum, the major annual event of the Business School, which brings internationally recognized leaders to campus to share their expertise with students, and specific pathway related events that enhance both teaching and

learning, along with a familiarity of students to the real marketing communications world of businesses.

### **Academic Staff**

Chris Galanis is a member of the Deree Business faculty since 2001. He currently teaches Integrated Marketing Communication (IMC), Retailing, Principles of Marketing and Consumer Behavior courses. He is a distinguished member of the Marketing department. Throughout the years he has taught both in Management and Communication department. His academic interests involve research in advertising and social media. As module leader for retailing courses, he has emphasized retail strategy and more specifically supply chains and category management. He has also participated in many seminars and conferences related to retailing and marketing area. Areas of Interest: Retailing, Supply Chain Management, Logistics, CRM and Database Marketing.

Ilias Kapareliotis, PhD, Athens University of Economics & Business, GR, MBA, University of Piraeus GR, BSc(Hons), Aristotle University, Greece (First Class) HEA Fellow, EU Expert Horizon 2020. Head of Marketing Department Research Interests: Luxury branding, corporate branding for H.E. ethnographic research methods, SME'S branding. Dr. Kapareliotis lectures in branding, and brand management, branding and marketing communications, and business research methods.

Stefanos Lianos, studies MSc Management, Troy State U. 1981, BBA, Deree College, 1978, Professional Diploma, Chartered Institute of Marketing UK, 1981, Professional Diploma, Institute of Direct Marketing UK, 1995 Experience:30 years in the advertising business, 20 of which holding senior positions in leading international advertising agencies 18 years teaching seminars for the Hellenic Management Association ON THE SUBJECT OF Marketing Communications 13 years teaching marketing and marketing communication courses at Deree College. Present Position Adjunct Preceptor, School of Business, Marketing Department Module Leader Integrated Marketing Communications, Direct Marketing, Sales Promotion Management Also teaching, Principles of Marketing, Advertising

Mitropoulou, Ioanna MBA, Strathclyde University, BSc Business Administration, Deree College/American College of Greece. Professor Mitropoulou lectures in Marketing and Research courses. She is a professional researcher, heading Marketing research projects for local and multinational corporations and a Marketing consultant with a specialization in new product development and healthcare marketing. Areas of interest: Marketing Research, Digital Marketing and Social media, Healthcare marketing.

Patsiotis, Athanasios G., BSc., University of Athens; MA, University of Westminster; Ph.D., University of the West of England - Associate Professor Areas of Interest: Consumer behavior toward self-service interfaces; adoption of technological innovations within the services industry sector; digital marketing trends and the curriculum.

Sakellariou, Evdokia: Adjunct Professor DBA, University of Surrey, UK (Funded by Unilever Italy & UK); MBA, Loyola University of Chicago, USA; BBA, University of Piraeus, Greece (Valedictorian/First) Academic Advisor to the Hellenic Institute of Marketing (EIM), Teaching in other Departments Department of International Business & European Affairs: IB 2006 International Business

Parask **Program Structure**

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BSc,

MBA, PhD BSc in Business Administration, MBA California State University at Long Beach, USA,

PhD, University of Stirling, UK .Research Interests: Branding, Customer Satisfaction.

BSc (Hons) Business Administration (Marketing Communications)-Proposed

Effective Fall 2015

<b>Year 1 – Level 4</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
IB 2006 International Business	15	EC 1101 Principles of Macroeconomics	15
MK 2030 Fundamentals of Marketing	15	CS 2179 Business Information Systems	15
AF 2006 Financial Accounting	20	MA 2021 Applied Statistics	15
BU 2002 Business Legal Issues	10	MG 2003 Management Principles	15
<b>Year 2 – Level 5</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
FN 3105 Foundations of Corporate Finance	15	MG 3034 Managing People and Organizations	15
BU 3233 Business Research Methods	15	AF 3116 Management Accounting	15
MK 3159 Consumer Behavior	15	PH 3005 Business Ethics	15
MK 3135 Marketing Communications	15	MK 3131 Building Marketing Value Proposition	15
<b>Year 3 – Level 6</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
MG 4343 Operations Management	15	MK 4358 Marketing Research	15
MG 4740 Business Strategy	15	MK4447 Advanced Marketing Management & Metrics	15
MK 4345 Promotions & Digital Activation	15	List of optional MK modules: MK 4104 Digital & Social Media Marketing MG 4266 Public Relations MK 4465 Media Planning for Marketing Communication Campaigns MK 4161 Direct Marketing & CRM	30
MK 4468 Integrated Marketing Communications Campaigns	15		
<b>Total UK credits: 360</b>			

## Description of Modules

### **BU 2002 INTRODUCTION TO BUSINESS LAW – LEVEL 4**

The legal system. Adoption of laws. Administration of justice. Resolving legal disputes. Alternative dispute resolution. Introduction to civil and commercial law. The law of contracts. Corporate law. Negotiable instruments. Intellectual and industrial property.

UK CREDITS: 15

US CR: 2/0/2

### **CS2179 BUSINESS INFORMATION SYSTEMS – LEVEL 4**

Business information systems concepts. Categories and types. Trends. The strategic impact of information systems and technologies on the business functions and the decision making process. Data resource management. Ethical and security issues. Global information systems.

Prerequisites: CS 1070

Modules UK CREDITS: 15

US CR: 3/0/3

### **EC 1101 PRINCIPLES OF MACROECONOMICS – LEVEL 4**

The role of the government in a mixed economy. National income accounts. Economic fluctuations, unemployment and inflation. Fiscal and monetary policy. Macroeconomic controversies.

Prerequisite: EC 1000

UK CREDITS: 15

US CR: 3/0/3

### **IB 2006 INTERNATIONAL BUSINESS – LEVEL 4**

Essentials of international business and the international business environment, including its socio-cultural, political, legal, economic and ethical dimensions. International trade theories, foreign investment and insight into the roles of multinational enterprises, governments, international organizations and non-governmental organizations in international business. Foreign exchange and its role in international business.

UK CREDITS: 15

US CR: 3/0/3

### **MA 2021 APPLIED STATISTICS – LEVEL 4**

Organizing and summarizing data. Probability distributions: binomial, Poisson, normal, t-distribution, chi-square. Sampling and sampling distribution of the mean. The central limit theorem. Parametric tests for one mean and for the difference between two means. Test for independence of two qualitative/categorical variables. Simple and multiple correlation and regression.

UK CREDITS: 15

US CR: 3/0/3

### **MG 2003 MANAGEMENT PRINCIPLES – LEVEL 4**

Study of the nature, functions and responsibilities of the management of organizations. History of management thought, theories, concepts and practices. The managerial functions of planning, organizing, leading and controlling are examined. Prerequisites: Completion of at least 15 credit hours.

UK CREDITS: 15



US CR: 3/0/3

**MK 2030 FUNDAMENTALS OF MARKETING – LEVEL 4**

Basic understanding of the marketing concepts and processes. Key marketing decision areas in product development, pricing, distribution and promotion.

UK CREDITS: 15

US CR: 3/0/3

**BU 3233 RESEARCH METHODS – LEVEL 5**

This course provides an understanding of the role and importance of research in a business context. Research process stages including, formulating and clarifying research questions, writing a literature review, designing research, choosing appropriate methods of sampling, data collection and analysis, and reporting on findings.

Prerequisites: MA 2118 and MA 2219 or MA 2021

UK CREDITS: 15

US CR: 3/0/3

**AF 2006 FINANCIAL ACCOUNTING – LEVEL 4**

Basic principles and procedures of financial accounting, the preparation and interpretation of financial statements.

UK CREDITS: 20

US CR: 3/2/4

**FN 3105 FOUNDATIONS OF CORPORATE FINANCE – LEVEL 5**

This course provides the theoretical underpinnings of the role of accounting information in cost accumulation, profitability analysis, planning and decision making in business organizations.

Prerequisites: AF 2006

UK CREDITS : 15

US CR : 3/0/3

**AF 3116 MANAGEMENT ACCOUNTING – LEVEL 5**

This course provides the theoretical underpinnings of the role of accounting information in cost accumulation, profitability analysis, planning and decision making in business organizations

Prerequisites: AF 2006

UK CREDITS : 15

US CR : 3/0/3

**PH 3005 BUSINESS ETHICS – LEVEL 5**

Introduction to major theories and basic moral problems in the domain of business. The use of reasoning in moral assessment of business practices. Application of moral theories to specific cases of corporate conduct ranging from the individual to society in general, in the local and the international context.

UK CREDITS: 15

US CR: 3/0/3

**MG 3034 MANAGING PEOPLE AND ORGANIZATIONS – LEVEL 5**

Major theories of organizational behaviour and the emergence of strategic human resource management as a mechanism for managing people at work in organizations. Concepts of personality, motivation, communication, interpersonal relations, leadership, problem solving,

organizational culture and structure, managing change. Processes and practices involved in implementing human resource strategy, such as recruitment, selection, training, and performance management. Practical skills associated with managerial success.

UK CREDITS: 15

US CR: 3/0/3

#### **MK 3159 CONSUMER BEHAVIOR – LEVEL 5**

Examines how consumers select, purchase, and use products and services, what influences their behaviour, and the implications for developing marketing strategies.

Prerequisites: MK 2030

UK CREDITS: 15

US CR: 3/0/3

#### **MK 3131 BUILDING MARKETING VALUE PROPOSITION – LEVEL 5**

This course aims to reinforce and expand on the role of marketing within an organization and on the overall Marketing Planning process. Choosing customers, defining and creating value, delivering value to customers, and sustaining value against competitors are some of concepts that will be further expanded in this course.

Prerequisites: MK 2030

UK CREDITS: 15

US CR: 3/0/3

#### **MK 3135 MARKETING COMMUNICATIONS – LEVEL 5**

This course covers an overview of the components of the marketing mix (advertising, sales promotion, PR, etc) and describes all activities that deal with the planning, creation, implementation and evaluation of marketing communication activities, in a way that prepares the student for more advanced courses in the area of marketing communications.

Prerequisites: MK 2030

UK CREDITS: 15

US CR: 3/0/3

#### **MG 4266 PUBLIC RELATIONS – LEVEL 6**

Principles, practices, and theories of public relations. Methodology of identifying problem areas, public issues, target publics. Campaign planning and implementation as part of integrated marketing communications. Corporate image, public opinion, crisis management, risk communication theories and practice. Use of writing tools, staged events and news conferences to create publicity.

*MG/MK 4266 is the only course that meets the concentration requirement for Management or Marketing. Students will receive general education elective credits for CN 2303 provided they have not received credit for MG/MK 4266.*

Prerequisites: MG 2003 or MG 3034, MK 2030 or MK 2050

UK CREDITS: 15

US CR: 3/0/3

#### **MG 4343 OPERATIONS MANAGEMENT - LEVEL 6**

Key elements of operations management as they apply to the production of goods and services offered by manufacturing or service organizations. Topics include nature and context of operations management, product design and process selection design of facilities and jobs, managing the supply chain, and revising the system.

Prerequisites: MA 1009, MA 2021, MG 2003 or MG 3034

UK CREDITS: 15

US CR: 3/0/3

#### **MG 4740 BUSINESS STRATEGY – LEVEL 6**

Capstone course that synthesizes knowledge from prior business administration courses, with emphasis on the role of the manager as coordinator and strategist in managing the firm as a total unit. Insight into the organization's mission, values, ethical and social responsibilities, environments, strengths and weaknesses, competitors, and international competitiveness. Strategy analysis, formulation, implementation/execution and evaluation.

Prerequisites: MA 1009, AF 2006, MK 2030, MA 2021, FN 3105, MG 2003 or MG 3034, MG 4343

UK CREDITS: 15

US CR: 3/0/3

#### **MK 4358 MARKETING RESEARCH – LEVEL 6**

Fundamentals of marketing research as an aid to decision-making and problem-solving in business. Exposes students to the entire research process and the kinds of decisions to be made at each stage. Understanding of issues such as: identify information needed, research design and methodology, design sample, data collection, analysis and interpretation of data

Prerequisites: MK 2030 or MK 2050, BU3233, MA 2021 or MA 2010 and MA 3111

UK CREDITS: 15

US CR: 3/0/3

#### **MK 4447 ADVANCED MARKETING MANAGEMENT & METRICS – LEVEL 6**

Provides an understanding of how marketing decisions are made and the appropriate marketing metrics that can be used to measure the effectiveness of different marketing activities. It bridges the gap between marketing theory and practice by providing a natural setting for planning, implementation, and evaluation of marketing activities through the use of a simulation game

Prerequisites: MK 2030 or MK 2050, MK3131, AF2006, MA 2021

UK CREDITS: 15

US CR: 3/0/3

#### **MK 4345 PROMOTIONS & DIGITAL ACTIVATION – LEVEL 6**

Examination of the concepts, techniques, strategies and applications involved in promotion through traditional and digital channels. The scope of promotion targeted towards consumers and trade, planning and managing promotional programs, measuring results and evaluating performance.

Prerequisites: MK 2030 or MK 2050, MK3131, MK 3135

UK CREDITS: 15

US CR: 3/0/3

#### **MK 4104 DIGITAL AND SOCIAL MEDIA MARKETING – LEVEL 6**

Study of marketing on the Internet; how marketers can take advantage of the opportunities made possible by digital platforms such as websites, search (paid and organic), mobile and social media.

Prerequisites: MK 2030 or MK 2050

UK CREDITS: 15

US CR: 3/0/3

**MK 4161 DIRECT MARKETING & CRM – LEVEL 6**

Examination of the concepts, strategies, and applications involved in direct marketing. Topics include the scope of direct marketing, planning and launching direct marketing programs, CRM tools, measuring response, and evaluating performance.

Prerequisites: MK 2030 or MK 2050

UK CREDITS: 15

US CR: 3/0/3

**MK 4445 MEDIA PLANNING FOR MARKETING COMMUNICATIONS CAMPAIGNS – LEVEL 6**

Advanced level of modern advertising strategy and practices. Impact of advertising on consumers. Analysis of media planning, selection and evaluation.

Prerequisites: MK 2030 or MK 2050, MK 3159, 3135, MK 3131

UK CREDITS: 15

US CR: 3/0/3

**MK 4468 INTEGRATED MARKETING COMMUNICATION CAMPAIGNS – LEVEL 6**

Integration of all promotional methods including advertising, sales promotion, personal selling, public relations, direct marketing, etc to develop a complete marketing communications program. Promotional theory and tools to synthesize promotional programs for greater marketing effectiveness.

Prerequisites: MK 2030 or MK 2050, MK 3159, MK 3135, MK 3131

UK CREDITS: 15

US CR: 3/0/3

## **Programme Resources**

### **Library Resources**

John S. Bailey Library provides extensive print, electronic and audio-visual resources in support of the College's academic programmes. The attractive, quiet and modern environment offers an ideal setting for students to study, conduct research, connect with peers, or read for pleasure.

Students, faculty and staff have access to a large collection of print and non-print resources including 129.000 books, 132.000 e-books, more than 12.500 academic journals and newspapers and more than 2.200 educational films and CDs. These resources and other research tools are accessible through the library website ([library.acg.edu](http://library.acg.edu)) on campus as well as remotely. Students studying Business Administration with Marketing Management, in particular, have access to high-quality journals, statistical data and reports, industry profiles and other type's information through these electronic resources:

**Academic Search Premiere (EBSCO)**

A multidisciplinary database with access to articles covering all academic disciplines. More than 4,700 titles are available in full text.

**Business Source Complete (EBSCO).** A comprehensive business database with access to articles from journals, trade publications and magazines, as well as industry and country reports, case studies, SWOT analyses and much more. **EBSCO eBook Collection** A collection of over 132.000 e-books covering all academic disciplines.

### **EconLit (EBSCO)**

An online index to economic literature produced by the American Economic Association. Includes journal articles in full text, citations and abstracts of articles, chapters of books, dissertations, working papers and book reviews in all areas of economics.

### **The Economist**

Online access to articles from The Economist as well as a variety of web-only content, including blogs, debates and audio/video programmes.

### **Financial Times**

The online version of the leading financial newspaper with access to the latest business, finance, economic and political news, commentaries, data and analysis.

### **iMentor**

A database containing company information, balance sheets and other financial information on more than 80,000 Greek public and private enterprises. Includes financial sector reports and analyses. All information is available in fully editable Excel format.

### **JSTOR**

Full text archive of back issues of core scholarly journals in the arts, humanities and social sciences.

### **Passport (Euromonitor)**

Integrated access to market size data for more than 300 consumer products; demographic, economic and lifestyle statistics; industry, company, country and consumer lifestyle reports, as well as comments from expert analysts. Covers more than 200 countries.

### **Regional Business News (EBSCO)**

News articles from American, Asian and European regional publications.

### **ScienceDirect**

Citations and abstracts from over 3,200 journals. Full text access to 480 journals in the social and behavioural sciences from 1995 onwards.

### **Datastream**

Access via ALBA Graduate School

Core journals in the area of Finance currently available in the library include: Applied financial economics; Applied Mathematical Finance; Financial Management; Financial Accountability & Management; Financial Markets, Institutions & Instruments; The International Journal of Applied Economics and Finance; International Journal of Finance & Economics; International review of economics & finance; Journal of Accounting, Auditing & Finance; Journal of Applied Finance; Journal of banking & finance; Journal of Derivatives; The Journal of Finance; Journal of Financial and Quantitative Analysis; Journal of Financial Economics; Journal of Financial Research; The Journal of Fixed Income; Journal of Futures Markets; Journal of International Financial Management & Accounting; Journal of International Money & Finance; Quantitative Finance; Review of Financial Studies; Review of Quantitative Finance and Accounting.

An array of media services is also available to students and faculty. The Deree Media Centre houses the library's audio-visual and multimedia collections and provides equipment for viewing and listening. Moreover, the Media Centre offers assistance to students and faculty in integrating the latest audio-visual technologies into their research.

For resources not readily available, the library offers document delivery services through the union catalogue of serials of the National Network of Academic and Scientific Libraries. Pay-per-article and document delivery services are also available from OCLC, partner AMICAL libraries, The British Library, as well as through a variety of vendors and publishers.

The print and audio-visual collections are organized according to international cataloguing rules. All library functions, including cataloguing, acquisitions, circulation, reserves and the public access catalogue are managed through an integrated library automation system. The web-based public access catalogue is accessible to anyone through the Internet. Library holdings are also listed in OCLC's WorldCat database.

All library collections are enriched throughout the academic year in close collaboration with faculty in accordance with the developing needs of each academic area. Online resources are carefully evaluated by librarians, faculty and students through trial and benchmarked against other peer international and US libraries supporting similar programmes.

In addition to a wide range of resources, the library offers to incoming students training sessions in information discovery and research. Students learn how to use the library website to access, select, evaluate and effectively use information resources. Moreover, in collaboration with faculty, special training sessions are organized for the needs of specific courses or disciplines. The reference desk is staffed throughout the day by specially trained personnel who can assist students and faculty in using the library and its various resources.

The library provides 28 computer workstations, viewing and listening stations, ample space for studying, individual study carrels and comfortable seating. A wireless network allows users to access all electronic resources from their laptops, tablets or hand-held devices. Printing and photocopy facilities are also available.

### **2.1 Library Help**

Your department liaises with JS Bailey Library staff to ensure physical and electronic information resources for your subject are available. Library staff are available to support you personally and will work with you throughout your time at the College.

If you have any questions about using the Library, such as logging-in, printing or using our various databases you can get help:

- from the front desk on the ground floor of the JS Bailey Library
- online: <http://library.acg.edu/help>
- by phone: +30 210 600 9800 ext. 1434

The JS Bailey Library's website [library.acg.edu](http://library.acg.edu) provides access to thousands of resources and information about Library services. You can also access key services via your smart phone or tablet.

### **2.2 External Examiner**

The External Examiner assures that you are assessed fairly in relation to other students on the same programme and that your award is of the same standard as similar programmes offered by other UK higher education institutions. The External Examiner for this programme is: Dr. Christopher Brown University of Hertfordshire Principal Lecturer in Marketing and Enterprise

Academic Society Advisors provide an oral summary of External Examiners' reports in the first Academic Society General Assembly meeting after each Board of Examiners. Information on the External Examiner's report could be provided by your Department Head upon request.

### **2.3 Work-Related Activities**

While you may gather a great deal of information in your courses, there is no substitute for direct experience in a professional environment. Work-related activities allow you to get "hands-on" experience and, therefore, constitute a pertinent learning tool.

Internships provide opportunities for the development of practical skills in contexts where professional criticism is both immediate and constructive. They also furnish you with opportunities to observe and understand connections between coursework and skills needed to perform effectively in a professional environment. Internships aid in the identification of knowledge and skills essential to doing well in a particular profession,

give you the opportunity to demonstrate your professionalism and, therefore, increase the credibility of your degree. In addition, because the internship experience requires a great deal of personal responsibility, it enhances your professional confidence and provides an important step in your personal and professional maturation process.

The industry placement is in essence your first step towards a professional career. It gives you valuable experience in preparation for employment, provide entry into a professional network and occasionally lead directly into employment opportunities. Contacts made through the internship can be invaluable sources of information for securing eventual employment.

For information regarding available internships in Human Resources Management please contact your Department Head.

## **2.4 Opportunities for Graduates**

The marketing program aims to fulfill the demand for graduates equipped to cope with contemporary marketing issues and opportunities as employees or business owners, in both local and international contexts. The program seeks to connect theory to practice and to provide students the opportunity to gain as much hands-on experience as possible.

## **3. Assessment and Feedback**

### **3.1 Assessment**

#### **Assessment Strategy and Procedure**

Although courses may employ assessment instruments which perform only a diagnostic or formative function, credit for the completion of a course can only be obtained on the basis of one or more summative assessments. A summative assessment provides a measure of the extent to which a student has achieved the intended learning outcomes of a module. The assessment of a student's academic performance requires a judgment of the quality of his or her work. In all cases, this assessment are governed by criteria which are explicit and communicated to students. More information on the assessment strategy and the general grading criteria of the College can be found in [Student Resources](#).

#### **Examination Regulations and Procedures**

Examination regulations apply to in-class assessments, such as examinations, laboratory tests etc., for all students registered in Deree courses and aim at promoting academic honesty through appropriate conduct. More information on procedures for exam security and invigilation is provided in [Student Resources](#).

#### **Student Identity**

Students must carry with them their Deree ID card in the examination room. For details on Checking of Student Presence Procedure, please visit *myACG*.

#### **Entering and Leaving the Exam**

Students who arrive late may be admitted to the exam but no additional time will be given. Students should be allowed to enter and take the exam up until a quarter of the



allotted time has passed. Students should not be allowed to leave before a quarter of the allotted time has passed. Students should bring as little as possible to the examination room. Any bags, books, notes, should be placed underneath the chair. Food and drink (including coffee) are not permitted in the exam room with the exception of clear bottles of water.

### **Exam Conduct**

Students should bring their own pens, pencils, approved calculators, and other materials needed for the examination. All exams should be written legibly in black or blue ink. Pencil may only be used for diagrams, graphs, etc. Exam answers written in pencil are not acceptable. Entry/leaving an exam should be done as quietly as possible.

### **Mobile Phones and Electronic Devices**

Mobile phones and electronic devices must be switched off – not on “silent” – in clear view and placed underneath the chair. If students use or attempt to use their phone / electronic device during the exam it will be regarded as a disciplinary offence. Students will be held responsible if their mobile phone / electronic device rings / vibrates during the exam. Any student caught using Bluetooth or any electronic device in the exam will be asked to leave immediately and will face disciplinary action.

### **Student Answers/Examination Paper**

All answers must be legibly written on exam paper provided by the exam proctor. Students are not permitted to write answers on the question paper. Students must clearly cross out any (rough) work that is not to be graded. If extra exam paper is needed, it will be provided by the exam proctor. The only paper that can be used is the paper provided by the College and should all be returned to the proctor at the end of the exam.

### **Return of Exam Papers**

Students must put the exam question paper and all answer papers together and submit both to the exam proctor. Failing to do so will result in failure in the exam.

### **Assessment Schedule**

Please note the exam/assessment periods in the academic calendar and make sure that you are available during that period.

### **Examination Schedule**

The examination schedule is published on *myACG*. Please keep checking for updates.

### **Coursework**

Where a module is wholly or partly assessed by coursework, the submission date and method of submission will be clearly stated on the Course Information Packet circulated to students by the instructor on the first day of classes and posted on the course Blackboard container.

When you submit an assignment it is important that you ensure the following information is on the assignment front sheet:

- ✓ Your name
- ✓ Year and semester

- ✓ Name of the instructor for whom the assignment has been done
- ✓ Name of the module for which the assignment has been done

Your responsibilities:

- ✓ Keep a record of your work
- ✓ Keep copies of all assignments
- ✓ Ensure your work is handed in within the deadlines

Each piece of assessed work will receive a mark and feedback. The method and form of feedback for each module will depend on the assessment method.

## Assessment Method Mapping

BSc Business Administration - Marketing Communications pathway									
Assessment Method Mapping									
Module Rubric	Module title	Required/Optional	UK credits	In-class Midterm Examination	In-class Final Examination	Coursework	Presentation (if applicable)	Other Summative Assessment (if applicable)	Formative Assessments
Level 4									
AF 2006	Financial Accounting	R	20	1-hr midterm exam (essay-type/problems) 40%	2-hr final exam (essay-type/problems) 60%				Diagnostic Coursework
BU 2002	Business Legal Issues	R	10	1-hr midterm exam (essay-type) 40%	2-hr final exam (essay-type) 60%				Two quizzes
CS 2179	Business Information Systems	R	15	1-hr midterm exam (short answers to essay questions) 40%		Coursework: Practical problems and short essay questions 60%			Diagnostic test , case studies discussions, computer lab assignments
EC 1101	Principles of Macroeconomics	R	15	1-hr midterm exam (multiple choice/problems/essays) 40%	2-hr final exam (multiple choice/problems/ essays) 60%				Multiple choice/problems/essay practice tests
IB 2006	International Business	R	15	1-hr midterm exam (essay-type) 40%	2-hr final exam (essay-type) 60%				1-hr in-class diagnostic test

MA 2021	Applied Statistics	R	15	1-hr midterm exam (problems) 40%	2-hr final exam (problems) 60%				
MG 2003	Management Principles	R	15	1-hr midterm exam (essay-type) 40%	2-hr final exam (essay-type) 60%				
MK 2030	Fundamentals of Marketing	R	15		2-hr final exam (essay-type) 50%	Individual project (1,000-1,100 words) 50%			Diagnostic test, assignments
<b>Level 5</b>									
AF 3116	Management Accounting	R	15		2-hr final exam (essay-type/problems) 70%	Case analysis (800-1,100 words individual project) 30%			Two quizzes, one diagnostic test
FN 3105	Foundations of Corporate Finance	R	15	1-hr midterm exam (essay-type/problems) 30%	2-hr final exam (essay-type/problems) 70%				Exercises/Comprehensive problems
MG 3034	Managing People & Organizations	R	15		2-hr final exam (essay-type) 60%	Individual project (1,300-1,700 words) 40%			Case studies, experiential exercises, in-class quizzes
PH 3005	Business Ethics	R	15	1-hr midterm exam (essay-type) 40%	2-hr final exam (essay-type) 60%				Diagnostic test
BU 3233	Business Research Methods	R	15		2-hr final exam (essay-type) 40%	Group project (2,500-3,000 words) 60%			Project research proposal, case studies, tests, assignment preparation

MK 3159	Consumer Behavior	R	15		2-hr final exam (essay-type) 60%	Individual project (1,300-1,700 words) 40%			Diagnostic test , case studies, discussions
MK 3131	Building Marketing Value Proposition	R	15		2-hr final exam (essay-type) 60%	Individual project (1,300-1,700 words) 40%			Diagnostic test , case studies, discussions
MK 3135	Marketing Communications	R	15			Individual project (2000-2.100 words) 65%/Individual project (1000-1.100 words) 35%			Diagnostic test. Interim projects evaluation
<b>Level 6</b>									
MG 4343	Operations Management	R	15		2-hr final exam (problem-solving) 60%	Individual project (1,800-2,200 words) 40%			Diagnostic test, case study analyses
MG 4740	Business Strategy	R	15		2-hr final exam (essay-type) 30%	Individual project (4,500-5,000 words) 70%			Case studies, short reports, discussion and analysis of articles, in-class presentations
MK 4358	Marketing Research	R	15	1-hr midterm exam (essay-type) 30%		Group project report (2,800-2,900 words) 40%	Individual performance during group project presentation 30%		Individual research proposal, diagnostic test
MK 4345	Promotions and Digital Activation	R	15	1-hr midterm exam (essay-type) 40%		Individual project (2.400-2,500 words) 60%			Diagnostic tests, interim evaluations

MK 4447	Advanced Marketing Management & Metrics	R	15	1-hr midterm exam (essay-type) 40%		Group project report (2,400-2,500 words) 60%			Case discussion, assignments, diagnostic tests.
MK 4468	Integrated Marketing Communication Campaigns	R	15			Group + Individual Project (4,500-5,000 words) 70%	Group Presentation 30%		Diagnostic test, interim evaluations, case studies, in class discussion
MK 4104	Digital and Social Media Marketing	O	15		2-hr final exam (essay-type) 60%	Individual project (1,800-2,200 words) 40%			Diagnostic tests, case studies, in class discussion
MK4161	Direct Marketing and CRM	O	15		2-hr final exam (essay-type) 60%	Individual project (1,800-2,200 words) 40%			Diagnostic test, interim evaluations, case studies, in class discussion
MK 4465	Media Planning for Advertising Campaigns	O	15	1-hr midterm exam (essay-type) 40%		Individual project (2,500-2,800 words) 60%			Diagnostic test, interim evaluations, case studies, in class discussion
MG/MK 4266	Public Relations	O	15		2-hr final exam (essay-type) 60%	Individual project (1,800-2,200 words) 40%			Case studies, short assignments, in class discussions

### **3.2 Giving your Feedback about this Programme**

We are keen to work with you to enhance your programme. Opportunities for you to feedback to us formally include student participation in the Programme Committee, the Academic Society, Student Course Evaluation, Senior Exit Surveys, meetings with the Dean, meetings with the Provost, and other student surveys. Informal feedback is also welcome at any time either via your instructor or your department head.

#### **School of Business Programme Committee**

The School of Business Programme Committee is responsible for the routine monitoring of programmes, including the consideration of student feedback, performance data and external examiners' reports. Proposals approved by the Committee are forwarded to the Deree Curriculum Committee and Academic Council. The Programme Committee is chaired by the Academic Dean of the School. Committee membership includes all Department Heads and Programme Coordinators, as well as the president of each student academic society. This ensures that the student community has a voice in decisions about curriculum, teaching and learning, and the development of the School of Business.

#### **Departmental Academic Society**

The School of Business Marketing Department has a student society, which organizes field trips, on-campus lectures, and informational meetings about the programme and which participates with other student societies in organizing the annual Business Week event. The faculty advisor to the Society supervises the organization of student elections to the society's governing board according to the society's constitution, and the board of students implements all planned activities. The societies also maintain a Blackboard site for all students majoring in the programme where academic information can be posted.

#### **Student Course Evaluation**

Student evaluations of courses and instructors are administered by the Office of the Registrar at the end of each academic term. The online course evaluation system is easy, convenient, secure, anonymous, and confidential. The course evaluation system is administered by the Registrar's Office. Information about the course evaluation system is available through the college website or by emailing [registrar@acg.edu](mailto:registrar@acg.edu).

#### **Senior Exit Survey**

Student feedback comprises an integral part in the continuous development and success of School of Business programmes. In that spirit, we ask prospective graduates a Senior Exit Survey. The survey includes questions on student satisfaction with the education provided by the School of Business and with their overall College experience at Deree. The aim is to identify areas of good practice as well as areas that need improvement. Based on the data collected through the Senior Exit Survey, a report is developed by an interdisciplinary School of Business faculty committee. All data collected in this survey are held anonymously and securely. Responses cannot be traced back and all results are presented in an aggregated form. When you reach the final semester of study, you receive the relevant link in your student email address.

### **3.3 What Happens with your Feedback about this Programme?**

Your feedback helps us to continually enhance this programme. You can find out what actions have been taken in response to your feedback through your academic society, student government, department head or instructor. Updates on action taken are also provided through blackboard and *myACG*.

Student feedback is used in a variety of ways, including:

- Improvement of methods of Teaching and Learning
- Module Leader Reports
- Annual Performance Evaluation of academic staff

### **3.4 Getting Feedback on your Assessed Work**

According to The College has committed to a two week turnaround for feedback. Each module handbook will provide you with specific guidelines on the turnaround for feedback.

### **3.5 How do I Get my Results?**

Results from module assessments and decisions on progression to the next level or awards (if you are in the final level) are available from *myACG*. Results normally appear within ten working days after the end of the examination period. Marks on individual assessments are not finalized until the Board of Examiners' meeting (the meeting where your end of year outcome will be decided). If you are unsure about when you might receive your results or have queries relating to your results, you may contact your module instructor via email.

### **3.6 Issues with Assessment**

If you are experiencing problems which are adversely affecting your ability to study (called 'mitigating circumstances'), then you can apply providing some form of evidence of your circumstances to verify your request.

Examples of acceptable extenuating circumstances include:

- Bereavement
- Illness
- Hospitalization
- Transport cancellation, where this may be evidenced
- Court attendance
- Serious family illness where the impact on the students' ability to undertake assessment may be demonstrated
- Accident

The following are not acceptable extenuating circumstances:

- Holidays
- Weddings
- Family celebrations
- Printing problems
- Computer failure, corrupt USB sticks



- Financial problems
- Work related problems
- Accommodation issues
- Mis-reading assessment arrangements

### **Late Submission**

You must submit work by the deadlines set in the course outline. Work submitted after but within seven days of the deadline will receive a maximum grade of C. You will fail the assessment if work is submitted later than seven days after the deadline.

### **Resits**

In the case of an initial failure of one or more assessments in a course, you have the right to be reassessed in (i.e. resit) the element that you have failed. This reassessment will normally be scheduled prior to the commencement of the following semester. Only one resit per each assessment element is allowed in each module. The maximum grade you can obtain for the reassessed component of the course is a pass (Grade C – 40%). If you fail the resit, you will not receive the credit for that course.

### **Resits in Capstone Courses**

Students who fail a coursework assessment (project/paper) with a weight of 60% or above in a capstone course may request to resit the failed assessment in the resit period following the one designated for the course.

Such requests from students must include the instructor's verification that it is impossible for the student to successfully complete the assignment by the scheduled course resit period.

Such an extension for the completion of specified coursework in capstone courses can only be given upon the recommendation of the student's instructor and the approval of the relevant Department Head and CASP.

### **Academic Appeals**

Students registered in a validated program, may appeal against a decision of the Board of Examiners. Students' rights of appeal are limited to two grounds:

- either that the candidate's performance in an assessment was adversely affected by illness or factors which s/he was unable, or for valid reasons unwilling, to divulge before the Board of Examiners reached its decision
- or that there has been a material administrative error, an assessment was not conducted in accordance with the current regulations for the program or special arrangements formally agreed, or that some other material irregularity relevant to the assessment has occurred.

Disagreement with the academic judgment of a Board of Examiners in assessing the merits of an individual element of assessment does not constitute grounds for an academic appeal. Responsibility for the submission of documentary evidence in support of the appeal rests with the student.

Appeals must be submitted in writing to the Registrar no later than 14 days following the publication of Examination Board results. All appeals must be submitted in writing to the Registrar by the end of the second week of the following session/semester.

On receipt of the appeal, the Registrar informs the department head/area coordinator and Academic Council (through the Chief Academic Officer) and submits to them all relevant evidence and correspondence.

The Academic Dean will undertake an initial assessment of the validity of the appeal and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the appeal. Alternatively, the student may decide to withdraw his or her appeal and/or lodge a complaint in accordance with the College's complaints procedure. The subcommittee of the Academic Council will hear the appeal. The appellant may be called to appear before the subcommittee. The subcommittee may also require the Chair of the Board of Examiners to appear separately before it. The appellant and the Chair of the Board will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Board of Examiners of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President in writing against the decision of the subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge an appeal with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all appeals cases. The Academic Council will receive annual summary reports regarding all appeals received by the College.

### **Cheating, Plagiarism and other forms of Unfair Practice**

An academic offence (or breach of academic integrity) includes any action or behavior likely to confer an unfair advantage, whether by advantaging the alleged offender or by disadvantaging another or others. Examples of such misconduct are plagiarism, collusion, cheating, impersonation, supplying false documentation, use of inadmissible material and disruptive behavior in class or during examinations. Responsibility for reviewing breaches of academic integrity is held by the Committee on Standing and Conduct.

### **3.7 Academic Misconduct and Penalties**

Charges against a student for violating academic integrity may originate from any source: a faculty member, an administrator, a staff member, a fellow student, or from the community at large. The charges are to be submitted in writing to the chair of the Committee on Standing and Conduct. If a member of the Committee originates the charge, then that member will be recused from the decision-making process, and any other process related to the case, other than those related to the role of complainant/witness. On receipt of the allegation of a breach of academic integrity, the Chair must inform the Chair of the Board of Examiners that is responsible for the assessment. The Board should then suspend its decisions on the candidate's grade(s) until the facts have been established (see [Student Resources](#) - Regulatory Framework).

Once the Committee on Standing and Conduct has considered the allegation and reached a conclusion on whether an offence has occurred, it should issue a report with a recommendation regarding the outcome for the student to the Chair of the relevant Board of Examiners. If it has been established that an offence has occurred, the Board will judge the significance of the misdemeanor and exercise its discretion as appropriate

to the case. If it is established that a student has attempted to gain an unfair advantage, the examiners shall be given the authority to rule that the student has failed part or all of the assessments, and the authority to determine whether or not the student should be permitted to be reassessed.

Independently of the assessment decisions made by the Board of Examiners on offences pertaining to validated courses/programs, the Committee on Standing and Conduct is empowered to consider a wider range of sanctions that might be applied when a student is found guilty of a breach of academic integrity.

The following list of sanctions is indicative and can be imposed by majority vote of the Committee:

**Admonishment Letter (or Letter of Warning):** The student is advised in writing that her/his behavior violates rules of academic integrity and that a recurrence will lead to more serious sanctions. The Committee will deliberate on whether the letter should or should not appear in the student's file permanently or for a lesser period of time.

**First Offence File:** The student's name and a description of the offense is filed in a shared electronic folder, accessible by the Chief Academic Officer, the academic Deans, the Dean of Students and department heads.  
Second offences automatically result in a hearing.

**Disciplinary Probation:** The student is advised in writing that his/her behavior violates rules on academic integrity and is given a probationary period (to be decided upon by the Committee) to show by good behavior that a more stringent penalty should not be imposed. During the period of the probation, the student is required to terminate association with all extra-curricular activities and resign from any student office.

**Suspension:** The student's relationship with the College will be discontinued until the end of the semester or term. The student will forfeit any fees involved with the College.

**Dismissal:** The student's relationship with the College will be terminated indefinitely. The right to apply for readmission shall be denied.

Before announcing judgment/sanctions, the Chair of the Committee on Standing and Conduct consults with the Chair of the Academic Council, who has the right to recommend other sanctions. If the Chair of the Academic Council is in agreement with the Committee's recommendations, the Chair of the Committee will inform the student and the plaintiff (in writing and within three days of the hearing) of the final judgment and the actions to be taken. If the Chair of the Academic Council proposes other or additional sanctions, the chair of the Committee must communicate these recommendations to the Committee within three days and re-deliberate. Majority vote once again determines final sanctions. Communications procedures as outlined above apply. A final written report to the Academic Council on a case-by-case basis, is prepared within 14 days, and includes the complaint, the Committee's judgment and sanctions.

Within three *working* days of receipt of the decision, either party (plaintiff or student) has the right to make a formal written appeal against the decision of the Committee. The appeal is addressed first to the Committee on Standing and Conduct. If the Committee does not deem any change to the decision is warranted subsequent to consideration of the appeal, the appeal may then be brought to the Academic Council, and subsequently to the President whose decision is final. The student may appeal against the decision of the Board of Examiners in accordance with the regulations for academic appeals (Section 9, Regulatory Framework).

### **3.8 Complaints Procedure**

Complaints are specific concerns about the provision of a course / module or a program of study or related academic or non-academic service. When appropriate, a complaint is first resolved through informal discussion with the party / office directly involved. If not resolved at that level, a formal complaint is submitted by the student to the Registrar's Office within 14 days from the day the outcome of this discussion is made known to the student. Upon receipt of the complaint, the Registrar forwards the complaint with all relevant documentation to a panel consisting of the Chief Academic Officer, the Academic Deans and the Dean of Students.

Depending on the nature of the complaint, the academic Dean or Dean of Students will undertake an initial assessment of the validity of the complaint and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the complaint.

In the event that the student decides to proceed with the complaint, a subcommittee of the Academic Council will be convened no later than three weeks after receiving the student's decision. The membership of the subcommittee shall not include any member of faculty or the administration who has been involved in the complaint or who is a member of the relevant Board of Examiners.

The subcommittee of the Academic Council will hear the complaint. The appellant may be called to appear before the subcommittee. The subcommittee may also require the relevant member of faculty and/or Administration to appear separately before it. The appellant and any member of staff against whom the complaint has been made will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Chair of the Board of Examiners (if the complaint concerns a validated course/program) of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President against the decision of subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge a complaint with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all complaints cases. The Academic Council will receive annual summary reports regarding all complaints received by the College.

## **4. Where to Get Help**

### **4.1 Downloading College Forms**

All standard student forms are available online on [www.acg.edu](http://www.acg.edu) as well as on *myACG* → *Student Resources* → *Forms*

### **4.2 Academic Advising**

The Academic Advising Office aids students in choosing and completing their academic programs. The advising staff provides academic advice and information to undergraduate students, advising all first-year students, some second-year students, and transfer students; support for academic staff advisors; and resources for all students in need of academic advice. Once students have declared their major they participate in an advising program that uses academic staff as advisors to handle the responsibility of advising on academic and career-related matters.

International students have an additional non-academic international student advisor who assists them in their efforts to adjust to the new culture and supports them in obtaining any student visas and residence permits required by Greek law.

### **4.3 Student Academic Support Services**

The Student Academic Support Services (SASS) is open daily and offers academic assistance to all Deree - ACG students through individual learning facilitation sessions and/or workshops. SASS learning facilitators are peers who assist students in improving and strengthening academic study skills.

### **4.4 Office of Student Affairs**

The Office of Student Affairs is dedicated to promoting student development and continually improving the quality of student life. Through extra-curricular activities the College strives to provide students with opportunities parallel to the classroom experience that are consistent with its educational values, such as presentations, lectures, excursions, debates, theatrical plays, blood drives, happenings and events. The students are encouraged to explore personal and professional goals by participating in clubs, societies, organizations and athletic teams. All the student groups have an advisor, or coach, who is knowledgeable in the subject area, monitors their activity, attends their general assemblies and supports the group during the year.

### **4.5 Student Success Centre**

The Student Success Centre supports students by offering comprehensive, integrated services in the areas of academic advising, OU validation issues, student records, registration, and payments in a one-stop area. The Student Success Centre aims to

create the optimum conditions so that students can follow the path to academic success. Students may visit the Student Success Centre to pay a bill, request a certificate, obtain a form, arrange to bring a visitor on campus, obtain their transcript, see an academic advisor, ask about OU validation, change a course, and obtain or replace their student ID. The SSC web page has been set up to reflect the one-stop concept of the Centre and includes information from different departments. It may be accessed from the “Quick Links” on the ACG homepage ([www.acg.edu](http://www.acg.edu)) and it allows students to print forms or view the academic calendar, academic policies, final exams schedule, course schedule, graduation instructions, major requirements, frequently asked questions (FAQs), the e-mail directory, and financial aid and international student information.

#### **4.6 Disability Status and Provisions**

Students are responsible for alerting the Educational Psychologist to a known or suspected disability and/or learning difference, and for providing relevant documentary evidence if available. The Educational Psychologist suggests actions to be taken to accommodate such cases, having ensured that there has been full consultation with faculty in the department(s) responsible for the assessment of that student. The accommodation is approved by the Committee on Disability and Learning Differences. This action must be endorsed by the Chair of the relevant Board of Examiners in the case of the validated award. Information, guidance and support are provided to all disabled students who declare their disabilities. Students with disabilities and learning differences may be eligible for special accommodations, such as extra time for examination completion, and receive support and educational counseling from the Educational Psychologist on campus.

#### **4.7 Career Services**

The Office of Career Services offers centralized, comprehensive and coordinated career development, through appointments, sessions and workshops, building relationships and longstanding collaborations between students/alumni and potential employers. In the past three years the Office has expanded the quality of the services offered by acquiring a Career Services Manager tool, Goinglobal, as well as the handling of the international internship positions and the work study positions, transforming it thus into a hub for career-related issues. The Office moved dynamically to the era of social media utilizing Facebook and LinkedIn. The variety of programs and services offered to students and alumni include: counselling sessions about career advising and graduate studies advising; an online test which identifies strengths and personality preferences aiming to assist the students in their selection of a major; Goinglobal, a tool offering job openings abroad; skills workshops about job search and job interview techniques; Career networking events; JobBank offering part-time and full-time positions; Career Days where the students have the opportunity to have a short interview with a company representative; International Internship program.

#### **4.8 Study Abroad**

The Study Abroad Programme not only brings US and international students to Athens, it also sends Deree students to several partner universities in the US and other

countries. The International Internship and Study Abroad Program combines and provides a first-of-its-kind career and academic program in Greece and is open to all undergraduate students. Students have the opportunity to intern with a leading multinational company abroad and follow this up with a semester of study with an international partner university. The College is proud to be partnering with a select number of institutions that span the globe such as Northern Arizona University, Mercy College, Texas A&M, Kingsville, University of Utah, the American University in Cairo, and Richmond – The American International University in London, to name a few.

## **5. What to do if you.....**

### **5.1 .....are absent for more than one day**

You must notify your instructor(s) if you are absent for more than one day. If you are going to apply for Mitigating Circumstances you will need to provide written evidence of the reason for your absence (see section 3.6).

### **5.2 .....are ill**

If you are absent through illness on the day of an examination or assignment deadline and you intend to apply for mitigation, you must also provide us with details and any available evidence as soon as possible. Contact the Student Success Centre to get a copy of the appropriate Mitigating Circumstances form.

### **5.3 .....have a comment, compliment or complaint**

We are committed to providing a quality, student-centered experience for all our students. We welcome comments and compliments from students, and find them valuable for on-going improvements. Comments and compliments about your course can be raised with your instructor(s) and/or Department Head. If you have a specific complaint about an act or omission of the College you may be able to make a formal complaint in writing under the Complaints Procedure (see section 3.8).

### **5.4 .....are considering withdrawing from the course**

You must consult with your advisor if you wish to defer your studies, withdraw from a course, or to transfer registration from one course or award (major) to another. Applications for deferral, withdrawal or transfer should then be lodged with the Registrar's Office. Applications are subsequently considered by the Committee of Academic Standards and Policies (CASP). CASP decisions are governed by the following regulations:

- Students are permitted to change a course within the first two days of teaching.
- Beyond this period, students may withdraw from a course within the first two weeks of teaching whilst retaining the right to re-enroll in the said course in the future.
- Changes after this deadline will only be considered in exceptional circumstances. Students shall not be permitted to withdraw and then subsequently re-enroll in a course after the submission or completion of the first summative assessment.

### **5.5 ....need a reference letter**

If you need a reference letter from one or more of your instructors, fill in the Reference Request Form from *myACG* (→ *Student Resources* → *Forms*), stating the reason why you need the reference, as well as the number of hard and/or electronic copies requested.

## **6. Other Relevant Policies**

### **6.1 Attendance Policy**

All students are required to attend 80% of instructional class time. Some programmes may impose a stricter attendance requirement.

Absence from a class does not exempt a student from completing the work for that class. Students who have exceeded the allowed threshold of absences will be referred by the instructor to the Registrar's Office. The Registrar will in turn inform the Committee on Academic Standards and Policies which, in the light of any evidence of extenuating circumstances supplied by the student, will decide whether the student must withdraw from the course (and receive an F grade).

### **6.2 Student Punctuality Policy**

It is the responsibility of students to be in class on time, and the responsibility of instructors to begin their class on time and end it on time. Students are considered absent and will be recorded as such, if they arrive to class 10 minutes (or more) later than the scheduled class starting time.

Individual instructors reserve the right to have a more stringent policy, provided that this policy is listed in the Course Information Packet.

### **6.3 Turnitin Policy and Student Guidelines**

The College is using Turnitin software to assist in the detection of plagiarism. If a case of cheating is proven, disciplinary procedures will be followed, as described in sections 3.6 and 3.7. More information about the College's Turnitin Policy can be found in [Student Resources](#).

Guidelines for Student Use of Turnitin:

- Students are only permitted to submit their own work and only for assignments created by Deree faculty for Deree courses.
- Students are not allowed to submit the work of others.
- Students are not allowed to have their own work submitted by others.
- Students are responsible for submitting assignments to Turnitin on time.
- Work submitted to Turnitin remains in a large database of papers against which future papers are scanned.



#### **6.4 Transfer of credits**

Students who transfer must be in Good Academic Standing at their previous institution. Students who wish to transfer from US institutions must have a cumulative index (CI) or overall Grade Point Average (GPA) of 2.75 or above. Transfer students must contact the Academic Advising Office and the Validation Office after they are admitted to the College.

#### **6.5 Evaluation of Transfer Credits**

The transfer credit process begins immediately after the student's first registration and only after the student has submitted both the official transcript(s) and the course syllabi or descriptions of substantial length from official publications of the institution. Course syllabi may be required for a better evaluation of the student's completed prior academic work. All submitted documents not in English or Greek must be accompanied by certified English or Greek translations and must be submitted to the Validation Office before the end of the student's first semester. The assessment process of the student's prior academic work will be completed no later than two months (excluding vacation period) after the student has submitted a complete folder of the required documents as stated above.

Students cannot be granted credit (or be exempted from) courses at Level 6 and/or for more than 4 courses (i.e. 12 US credits or 60 UK credits) at Level 5. All transfer credit requests are handled by the Validation Office.

#### **6.6 Credit by Assessment for Professional Experience**

Credit by assessment may be earned for experiential learning (professional experience) by experienced professionals\* who wish to begin or complete their studies. Such credit may fulfill up to 36 US credits required for a degree.

No credit by assessment can be awarded for Level six (6) courses, except for validated internship courses.

No credit by assessment can be awarded for more than four (4) Level 5 courses.

The method of assessment, the number of credits to be earned as well as the course(s) for which experiential credit will be given will be decided by the relevant academic department(s) depending on the disciplines for which credit has been requested. The academic department of the student's declared major will report the results of the assessment to the relevant School Dean for approval. The Office of the Dean will send the final approved evaluation to the Registrar's Office.

\*Students must submit an application in order to take advantage of the Credit by Assessment program. The application includes an updated resume and a statement that describes knowledge and skills gained through experience-based learning and how they relate directly to course(s) for which credit requested. Students may also submit certificates of training, work samples, and other documents appropriate as evidence of equivalent to college learning.

Once the application is approved a fee of 90 Euros per credit hour to be assessed will be charged to the student.

## **6.7 Student matriculation**

For the US NEASC accredited degree students have the right to complete their studies in accordance with the educational programs and requirements in effect at the time they were first admitted to the College. The maximum period of matriculation for a US NEASC accredited degree is 10 years.

If the degree requirements should change during the student's period of studies at the College, the student may choose to complete those degree requirements in effect upon entry or any other set of requirements introduced subsequently and prior to graduation; all the specified requirements for the particular degree chosen must be met.

Students must observe all current prerequisites for courses. Students may stay informed about current prerequisites/co-requisites of courses by consulting annually the latest on line College Catalog.

Re-admitted students are required to follow the program requirements in effect of their re-admission.

## **6.8 Safety, Health and Wellbeing**

The College committed to providing a vibrant and sustainable working environment that values wellbeing and diversity. This commitment exists alongside our wider legal and moral obligations to provide a safe and healthy working environment for our staff, students and members of the public who may be affected by our activities.

### **Disabled Students**

You are expected to declare any disability that would affect your safety in the event of a fire or earthquake, e.g. hearing impairment or the use of a wheelchair. Disabled students must declare their disability, to the College, for it to be taken into consideration.

### **Accident and Incident and Reporting**

All accidents and incidents and dangerous occurrences, must be reported to, and recorded by College staff. In case of accident or medical emergency, you need to contact the College nurse. ACG First Aid Protocol and Medical Emergency Flow Charts are given in [Student Resources](#).

### **Smoking**

No smoking is permitted in any of ACG buildings; if you do smoke outside our buildings please make sure that you stand at least five meters from building entrances and boundaries.

## **Appendices**

**Appendix A:** Undergraduate Online Catalog (including Regulations for Validated Awards of the Open University) <http://www.acg.edu/academics>

**Appendix B:** Programme Specification