INTERNATIONAL HELLENIC UNIVERSITY

Student Handbook 2024-2025

MSc in e-Business and Digital Marketing

Department of Science and Technology

UCIPS, IHU

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THE INTERNATIONAL HELLENIC UNIVERSITY

Introduction

The International Hellenic University (IHU) is Greece's first public university where all programmes are taught in English, according to Law 4485/2017 and 4610/2019. IHU offers postgraduate degrees from two Schools: Humanities, Social Sciences & Economics, and Science & Technology.

Our Mission

Our strategic mission is threefold:

- Provide research and education that meets the needs of the international community
- Enhance understanding of the economic, socio-political and technological issues facing the societies we serve, through teaching and research of the highest academic standard
- Create a truly international and diverse student and faculty community to foster greater understanding between cultures and nations.

Academic Management

The General Assembly of the School of Science and Technology is responsible for all academic and administrative matters. It is responsible for drafting and submitting proposals for postgraduate study programmes, appointing advisory committees, examination committees, the award of postgraduate degrees, selection or examination of prospective postgraduate students and for any other matter foreseen in the respective legislation. In the case of interdepartmental Postgraduate Study Programmes, the Programme of Study Committee (P.S.C.) has the same powers as the General Assembly and is comprised of Faculty members of the corresponding Departments.

A Programme Coordinating Committee is responsible for monitoring and Steering the operation of each respective postgraduate programme. It reports to the General Assembly of the School.

The Programme Director is responsible for promoting the effective implementation of the postgraduate study programme. The Programme Director reports to the General Assembly of the School on all issues regarding the effective operation of the programme.

All students, as part of the School's Quality Control Mechanism, participate in the evaluation of their courses and programme by completing and submitting the respective Course Evaluation Forms and the IHU Exit Questionnaire.

PART I: The MSc in e-Business and Digital Marketing Programme

Aims and Objectives

The International Hellenic University (IHU) MSc in e-Business and Digital Marketing programme is designed to train leaders in e-Business and Digital Marketing in both the private and public sector. The programme allows executives with managerial responsibilities and global aspirations to continue their career while earning a reputable degree at IHU. Upon completion of the MSc in e-Business and Digital Marketing programme, students will gain:

- A thorough and comprehensive grasp of the technical principles and applications of e-Business and Digital Marketing, together with enduring managerial and conceptual skills
- A focus on technical knowledge across various industry sectors
- Excellent opportunities for networking
- A genuinely international, multicultural perspective with a global focus
- A highly flexible qualification suitable for a wide range of career opportunities in the e-Business and ICT sector
- An appreciation of contemporary industry issues and challenges in the modern society demands from e-Business experts.

The IHU MSc in e-Business and Digital Marketing programme promotes learning and teaching characterised by a diversity of resources and teaching styles and techniques, which recognise that the University operates in an ever-changing environment. Teaching and learning methods should assist the development of these skills, by encouraging not merely the capacity for abstract reasoning, but also the students' capacities for independent and self-motivated learning, problem-solving skills, and some of the knowledge and skills which are common to employment in many fields.

The traditional lecture supported by PowerPoint presentations and lecture notes continues to be the principal method of delivery. All classes will also be supported by comprehensive e-learning material.

Lecturing emphasises interactive activities, making use of the University facilities. The methods chosen to reflect the needs of the students, the aims and target learning outcomes of the programme or the individual course, and the resources available. Learning, teaching and assessment methods are regularly reviewed. Theory, understanding and information

are imparted through problem solving and class discussions. Students also learn through reading relevant literature. Coursework and assignments (individual and in small groups) develop the ability of students to solve problems. Projects allow the students to study a subject in some depth, working more independently where possible. Group projects are also used, which help develop team-working skills. Teaching and learning methods include the opportunity for students to apply their knowledge and expertise to problems beyond those generally encountered. Higher skills are fostered and encouraged. Students are expected to spend at least an equivalent amount of time working on their own, going through their notes and studying suggested textbooks and specialist readings as well as making use of the support provided through e-learning materials.

The programme is **also available in Distance Learning Mode**. The Distance Learning teaching methods involve:

(a) Face-to-face or classroom-based learning: Students might be required to be physically present at the University for a weekend at the beginning of each semester.

(b) Synchronous learning: Student will have to attend remotely the classes which will be held regularly during each semester, generally on weekday afternoons (about 2-4 times per week depending on the mode, always after 17:00), or Saturday mornings.

(c) Asynchronous learning: Students will use online learning resources and will be assessed through a variety of diagnostic tools and formative assessment techniques.

(d) Summative assessment: Students will be required to be physically present at the University for the final exams at the end of each semester.

Programme Structure

Full-time

The MSc in e-Business and Digital Marketing (full-time) is a programme comprised of three semesters. It is taught mainly on weekdays over three-hour or four-hour teaching periods. The first two semesters cover the core and elective courses of the programme. The third period is taken up with work on the Master's dissertation.

Description		Hours	Credits
8 Core Courses	(30 hours each)	240	**48**
2 Elective Courses *	(30 hours each)	60	**12**
Master Dissertation			**30**
Total Taught Hours and Credits		**300**	**90**

* *The elective courses chosen must total at least 12 credits to amass the required overall total of 90 credits for the award of this postgraduate degree.*

The Core Curriculum and Electives

The MSc in e-Business and Digital Marketing core courses offer a thorough grounding in key functional areas within the e-Business and Digital Marketing sector. The core courses in the first term provide the required technical and managerial education for all graduates. The core and elective courses establish the required technical, management and legal skills that will lead to the desired specialisation. The core courses enable students to acquire practical concepts and skills directly relevant to their careers. With regards to the elective courses, students can choose elective courses from those offered by the programme totalling at least 12 credits.

Core Courses

Term	*Core Courses*	*Hours*	*Credits*
1	ICT Management	30	6
1	Digital Marketing	30	6
1	Web Analytics	30	6
I	Data Science for Business: Theory and Practice	30	6
1	ICT Essentials	30	6
2	Digital Entrepreneurship: Developing and Financing an e-Business	30	6
2	Social Media and Online Community Management	30	6

2	Digital Organisations: eCommerce and eGovernment	30	6

*Elective Courses**

Term	*Elective Courses**	*Hours*	*Credits*
2	Big Data and Cloud Computing	30	6
2	Market Research and Analysis	30	6
2	Data Mining	30	6
2	Digital Business Strategy	30	6
2	Human Computer Interaction, Design and User Experience	30	6
2	Consulting Project	30	6

** Some of the elective courses may not be offered in a particular year, depending entirely on sufficient student demand. Students (full-timers) will be asked to submit their elective preferences from a pool of available courses during the 1st semester of their studies. The courses assignment will be based on students' preferences and the minimum number of students required for a course to be offered. For more information about the courses, students are strongly encouraged to contact their mentor and/or the academic associates/academic faculty members.*

Supporting/Laboratory Classes

Term	*Core/Elective Courses*	*Hours*	*Credits*
1	ICT Management (C)	9	-
1	Data Science for Business: Theory and Practice (C)	9	-
1	ICT Essentials (C)	7	-
2	Digital Organisations: eCommerce and eGovernment (C)	9	-
2	Digital Business Strategy (E)	9	-
2	Data Mining (E)	9	-

DISSERTATION

Semester	Credits
3	30

Programme Timetable for full-time students

Term	Calendar	MSc Activities
1	21/10/2024 – 31/01/2025	5 Core Courses
1	03/02/2025 – 07/02/2025	Reading
1	10/02/2025 – 21/02/2025	Assessment

2	24/02/2025 – 06/06/2025	3 Core + 2 Elective Courses
2	10/06/2025 – 13/06/2025	Reading
2	16/06/2025 – 27/06/2025	Assessment
3	30/06/2025 – 07/01/2026	Dissertation
3	01/02/2026	Dissertation Presentation

* Timetable is indicative and subject to changes.

** The Christmas Break will be from 24/12/2024 to 06/01/2025.

Resit exams for the first term are scheduled to take place from 07/07/2025-18/07/2025.

Resit exams for the second term are scheduled to take place from 08/09/2025-19/09/2025.

Part-time

The programme may also be followed in a part-time mode in 5 semesters. The **first year** includes two teaching periods during which five core courses are offered. In the **second year**, students are taught over two teaching periods the remaining three core courses and two elective courses. There is a fifth semester, at the end of which the master dissertation should be completed.

The Core Curriculum and Electives

YEAR 1

Core Courses

Term	*Core Courses*	*Hours*	*Credits*
1	ICT Management	30	6
1	ICT Essentials	30	6
2	Digital Entrepreneurship: Developing and Financing an e-Business	30	6
2	Social Media and Online Community Management	30	6
2	Digital Organisations: eCommerce and eGovernment	30	6

YEAR 2

Core Courses

Term	*Core Courses*	*Hours*	*Credits*
3	Digital Marketing	30	6

3	Web Analytics	30	6
3	Data Science for Business: Theory and Practice	30	6

*Elective Courses**

Students select courses totalling at least 12 credits from the electives list below:

Term	*Elective Courses**	*Hours*	*Credits*
4	Big Data and Cloud Computing	30	6
4	Market Research and Analysis	30	6
4	Data Mining	30	6
4	Digital Business Strategy	30	6
4	Human Computer Interaction, Design and User Experience	30	6
4	Consulting Project	30	6

** Some of the elective courses may not be offered in a particular year, depending entirely on student demand. Students (part-timers) will be asked to submit their elective preferences from a pool of available courses during the 4th semester of their studies. The courses assignment will be based on students' preferences and the minimum number of students required for a course to be offered. For more information about the courses, students are strongly encouraged to contact their mentor and/or the academic associates/academic faculty members.*

Supporting/Laboratory Classes

Term	*Core/Elective Courses*	*Hours*	*Credits*
1	ICT Management (C)	9	-
1	ICT Essentials (C)	7	-
2	Digital Organisations: eCommerce and eGovernment (C)	9	-
3	Data Science for Business: Theory and Practice (C)	9	-
4	Digital Business Strategy (E)	9	-
4	Data Mining (E)	9	-

DISSERTATION

Semester	Credits
5	30

Programme Timetable for part-time students

YEAR 1 *

Term	*Calendar*	*MSc Activities*
1	21/10/2024 – 31/01/2025	2 Core Courses
1	03/02/2025 – 07/02/2025	Reading
1	10/02/2025 – 21/02/2025	Assessment
2	24/02/2025 – 06/06/2025	3 Core Courses
2	10/06/2025 – 13/06/2025	Reading
2	16/06/2025 – 27/06/2025	Assessment

YEAR 2 *

Term	*Calendar*	*MSc Activities*
3	October 2025 – January 2026	3 Core Courses
3	January 2026	Reading
3	Beginning of February 2026	Assessment
4	February 2026– June 2026	2 Elective Courses
4	June 2026	Reading
4	June 2026	Assessment
5	June 2026 – January 2027	Dissertation
5	February 2027	Dissertation Presentation

* Timetable is indicative and subject to changes.

** The Christmas Break will be from 24/12/2024 to 06/01/2025.

Resit exams for the first term are scheduled to take place from 07/07/2025-18/07/2025.

Resit exams for the second term are scheduled to take place from 08/09/2025-19/09/2025.

Core Course Details

Please note with respect to the reading lists given below, students may be referred to additional readings during lectures. As part of their studies and to broaden their knowledge, students should also consult relevant academic journals and websites. For more information or updates students are kindly requested to contact the instructor(s) and/or their mentor.

ICT Management

Course Code:	EBC12
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	9 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructor	Vassilios Peristeras

Aims

The purpose of this course is to provide a broad understanding of the importance of ICT systems in the modern business environment so that the management makes the right decisions on issues relating to information systems. The course focuses on issues of information systems integration within the organization, information systems utilization according to the organization's capabilities and its implications on processes and individuals, as well as information resources management. Topics covered include process analysis, project analysis, production planning and scheduling, ICT systems and new business models, quality management, supply chain management, capacity and facilities planning. The course also develops basic macroeconomic theory to enable managers to critically evaluate economic forecasts and policy recommendations and then applies these concepts in a series of case studies.

Learning outcomes

On completing the course, the student will be able to:

- Demonstrate skills in understanding, planning and assessing the introduction and value of Information Systems.
- Demonstrate analytical skills in planning, evaluating and supervising an ICT project using a well-established in the industry project management methodology and tools.

Content

The aim of this course is dual: a) to introduce the students in the area of Information Systems and b) to introduce the students in the field of project management and present PM methodologies for ICT projects.

- Introduction to Information Systems
- Business Processes and Information Systems
- Information System lifecycle: analysis, design, development, operations
- Systems for different groups
- ERP systems
- SCM, CRM, collaborative systems, data analytics systems
- The Information Systems Department
- Information Systems and Organisations
- Introduction to Project Management methodology: PM^2

Reading

Suggested Textbooks

- OpenPM^2 Guide, European Commission
- Harvey Maylor, Project Management, 4th Edition, Prentice Hall
- J. Laudon, K. Laudon, Management Information Systems: Managing the Digital Firm, Global Edition, 17/E, New York University

Additional Bibliography:

- Over 100 papers, reports and references available via the elearning platform (Moodle), updated every year.

Digital Marketing

Course Code:	EBC15
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructor:	Aikaterini Tzafilkou

Aims

The course contemplates the subject of Digital Marketing. After understanding the whole digital landscape, we see in detail the different tools available, to achieve our promotional goals. During the

course, various tools are demonstrated and practiced. The course introduces fundamental concepts and tools of Search Engine Optimization and PPC Marketing Campaigns, as well as website development, Email marketing and current trends in the Digital Marketing landscape.

Learning Outcomes

Upon completing the course, the student will be able to:

- Understand the principles of managing the relationship between consumers and products or services for the purpose of increasing sales and improving advertising techniques.
- Understand the main Web Technology Ecosystem
- Build from scratch a business-oriented website/e-shop
- Create an effective Digital Promotion Plan by enhancing web business tools such as, PPC (Pay Per Click) advertising, SEO (Search Engine Optimization).
- Engage customers and growing the contact list with EM (Email Marketing).
- Conduct competitor analysis and online market research

Content

- The foundations of Web, HTML Basics for SEO, and the WordPress CMS (Website Development/Content Optimization/Testing/Performance Optimization -tools and approaches)
- The Google Algorithms and Search Engines - Crawling & Indexing
- Organic & Paid Digital Marketing
    - Business SEO trends, Technical SEO (HTML), Content SEO (Readability), Mobile SEO - Tools and approaches.
    - Google Ads & PPC Marketing
- Email Marketing and A/B Testing
- Gamified Campaigns and Augmented Reality in Marketing

Reading

- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – by Damian Ryan.
- E-Business and E-Commerce Management: Strategy, Implementation and Practice, 5/E by Dave Chaffey.
- Digital Marketing Strategy: An integrated approach to online marketing 2nd edition (2019) Author: Simon Kingsnorth

- What Is SEO? Search Engine Optimization 101. (2017) Author: Dan Kerns (free eBook in Google Play)
- Games and Gamification in Market Research. Increasing consumer engagement in research for business success. (2018). Author: Betty Adamou, Publisher: Kogan Page Limited, UK https://g.co/kgs/GUutZQ

Web Analytics

Course Code:	EBC16
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructor	Aikaterini Tzafilkou

Aims

The purpose of this course is to provide a broad understanding of the importance of Web analytics in the modern business environment so that the management makes the right decisions on issues relating to information systems and web presence. The course focuses on issues of handling web and various data analytics within the organization, business and web analytics utilization according to the organization's capabilities and its implications on processes and individuals, as well as information resources management. Topics covered include web data analysis, business data analysis, business intelligence and reporting derived, visualizing web presence and impact of site usage, product sales and marketing efforts. The course also develops basic business analytics theory to enable managers to critically evaluate economic and digital marketing forecasts and policy recommendations and then applies these concepts in a series of case studies. Almost every course session is accompanied by relevant lab studies and exercises.

Learning Outcomes

Upon completing this course, students will be able to:

- Describe and discuss web analytics concepts, principles, and strategies
- Recognise the role of web analytics within the digital marketing landscape
- Utilize web analytics tools to gain competitive advantage in the market
- Identify, define, and interpret commonly used web metrics and KPIs
- Develop visual reports (dashboards) based on web analytics data and pre-defined KPIs
- Export large datasets and apply basic SQL commands on google analytics tables
- Conduct statistical analyses on web analytics data.

- Apply the resulting insights to support website design decisions, campaign optimisation, and keyword optimization tasks.

Content

- The Digital Analytics Landscape (Including User Experience -UX Analytics)
- Sources of data: clickstream data, online surveys, usability research.
- Web metrics and KPIs.
- Navigation analysis (funnel reports, heat maps, etc.).
- Search analytics & search engine marketing measurement – measuring and optimizing SEO and PPC efforts.
- Web Analytics Reporting and Visualization
- Web Analytics big datasets manipulation
- Identifying marketing issues and business opportunities in web analytics reports

Reading

- Kaushik, A. (2007). Web analytics: An hour a day (W/Cd). John Wiley & Sons.
- Avinash, K. (2011). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.
- Clifton, B. (2012). Advanced web metrics with Google Analytics. John Wiley & Sons.
- Kingsnorth, S. (2029). Digital Marketing Strategy: An integrated approach to online marketing 2nd edition

Data Science for Business: Theory and Practice

Course Code:	EBC13
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	9 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructor:	Vassilios Peristeras

Aims

The course examines the impact of data science in modern private and public organisations and presents challenges, opportunities and trends in the field. The students will gain the necessary conceptual understanding of the uprising "data economy" with its underlying technological and business characteristics. Business cases will be presented and discussed, while specific business problems will be

matched with new data technologies. Data/information management and interoperability topics will be also presented and discussed.

Learning Outcomes

On completing the course, students will be able to:

- Understand the scope of data science and the role/function of data scientists.
- Identify different types of data that are relevant in business environments.
- Know which data science solutions can address specific types of business problems.
- Contribute to the design of a data governance policy.
- Understand challenges and opportunity in the data-driven businesses, economy and public policy.

Content

- Intro to Data Science for Business
- Important types of Data and Interoperability
- Data Strategy, Governance and the Data Value Chain
- Data-driven Organisations and Data Economy
- Challenges
- Group assignments and presentations

Reading

- Data Science for Business, Foster Provost, Tom Fawcett, O'Reilly Media, 2013
- Over 100 papers, reports and references available via the elearning platform (Moodle), updated every year

ICT Essentials

Course Code:	EBC09
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	7 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructors:	Christos Tjortjis, Dimitrios Karapiperis, Paraskevas Koukaras

Aims

This course is intended for students with little or no background in computer technology. It offers a broad coverage of modern technology concepts, outlining the basic principles of computing. ICT Essentials is an introduction to a variety of technologies and their applications.

Learning Outcomes

The overall goal is not to turn managers into computer specialists but to provide them with the technological background that will allow them to:

- make informed business decisions based on the utilization of technology
- effectively interact with the technical staff

Content

This course is intended for students with little or no background in computer technology. It offers a broad coverage of modern technology concepts, outlining the basic principles of computing. ICT Essentials is an introduction to a variety of technologies and their applications, such as:

- Computer Systems Architecture
- Operating Systems
- Software Architecture and Information Systems
- Databases and Storage Systems
- Computer Networks, the Internet & the World Wide Web
- Mobile Computing
- Data Science and Business Analytics
- Big Data and Cloud Computing
- Information and Network Security

Reading

- Brian Williams and Stacey Sawyer, Using Information Technology, 11th Ed., 2015, McGraw Hill
- R. Kelly Rainer, Brad Prince, Casey G. Cegielski, Introduction to Information Systems, 5th Ed. Int'l Student Version, 2014, Wiley.
- Carol V. Brown, Daniel W. DeHayes, Jeffrey A. Hoffer, Wainright E. Martin, William C. Perkins, Managing Information Technology, 7/E, 2012, Pearson.
- Preston Gralla, "How the Internet works", 8th edition, Que Publishing.
- John Petersen, "Absolute beginner's guide to databases", Que Publishing.
- V. Anton Spraul, "How software works: the magic behind encryption, CGI, search engines and other everyday technologies", No Starch Press.

Digital Entrepreneurship: Developing and Financing an e-Business

Course Code:	EBC07
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructors:	Paris Kokorotsikos, Despoina-Elisa Filippidou

Aims

The course aims at introducing the student to the reality of the entrepreneur and the central issues related to the preparation of an e-business entrepreneurial project. The focus is on the entrepreneurial process, from recognizing opportunities and generating ideas, through the enterprise formation and financing, to the international expansion of a new venture. Methods for assessing a business and for developing financial statements are discussed. Students will also be equipped with the required skill set for developing a business plan.

Learning Outcomes

Having successfully completed the course, students will be able to:

- Understand and apply the basic principles of entrepreneurship and innovation
- Recognize business ideas and evaluate business opportunities
- Build a team around the opportunity
- Assess and gain control of the required resources (e.g. financial)
- Define the major strategic and operational issues that typically confront young growing businesses
- Completely design a business plan
- Apply and discuss exit strategies.

Content

- The company lifecycle.
- Financing a venture.
- Interacting with investors.
- Barriers to growth and strategies for overcoming them.
- Growth models, adaptation and evolution and managing transitions.
- Finance for high-growth enterprises: Cash management and funding growth.
- Stakeholder perspectives in a growing business.
- Acquiring controlling interests.
- Venture and development capital investments.

- Start-up entrepreneurship
- Franchising.
- Hybrid securities.
- Managing the exit.

Reading

- Barringer, B. R., & Ireland, D. Entrepreneurship: Successfully Launching New Ventures, 4th Ed., Pearson Education, 2012.
- Mariotti, S., & Glackin, C. Entrepreneurship: Starting and Operating a Small Business, 2nd Ed., Prentice Hall, 2010.
- Spinelli, S., & Adams, R. New Venture Creation: Entrepreneurship for the 21st Century, 9th Ed., McGraw-Hill, 2012.

Digital Organisations: eCommerce and eGovernment

Course Code	EBC14
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	9 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructor:	Vasileios Peristeras

Aims

The aim of this course is to broaden and expand knowledge of the concepts and techniques required for the design, operation and control of the modern upcoming e-commerce applications and e-government systems that are massively introduced by western governments to fight bureaucracy. The essential computing background to support such systems is presented, along with the individual requirements for a wide variety of modern life activities that can be performed online.

Learning Outcomes

On completing the course students will:

- Develop competencies for the design and support of eCommerce and eGovernment systems
- Broaden their knowledge in the area of eCommerce, covering topics of business models, relevant technologies and the ongoing transformation.
- Broaden their knowledge in the area of eGovernment and specifically about challenges and opportunities linked to the design and use of eGovernment systems and applications.

- Understand the concept and the process of digital transformation which takes place in modern organisations both in the private and public sector.

Content

- Introduction to E-Commerce
- E-Commerce types
- E-Commerce History
- Business Models in Electronic Commerce
- Business Transformation and eCommerce
- Basic Technologies in Electronic Commerce
- Understanding eGovernment
- eAdministration
- Electronic Democracy/Electronic Participation
- Co-design and co-creation
- eServices: One and no-stop government, once-only principle
- Interoperability and integrated public services
- Presentation of group assignments

Reading

- Laudon K., Guercio-Traver C. (2008) E-Commerce 2009: Business, Technology, Society, Prentice Hall, 5th edition.
- Turban E., Lee J. K., King D., McKay J., Marshall P., (2008) Electronic Commerce 2008, Prentice Hall. Abramson M., Morin T. (2003) E-Government 2003, Rowman & Littlefield, Lanham, MD.
- Heeks R. B. (2006) Implementing and Managing eGovernment: An International Text, Sage Publications, London.

Elective Course Details

Please note with respect to the reading lists given below, students may be referred to additional readings during lectures. As part of their studies and in order to broaden their knowledge, students should also consult relevant academic journals and websites. For more information or updates students are kindly requested to contact the instructor(s) and/or their mentor.

Big Data and Cloud Computing

Course Codes:	EBE04
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructors:	Panagiotis Bozanis, Leonidas Akritidis

Aims

The big data explosion has led to new computing paradigms, the most prevalent among them being cloud computing. Cloud computing is about vast computing resources on demand, that allow for centralized data storage and online access. Big data is a broad term that includes several concepts and tasks, such as data capture, storage, sharing, management and analysis. This course focuses mostly on the big data storage and management part, rather than the analysis as well as cloud service models, architectures and tools. Students will familiarize with modern big data and cloud tech

nologies, understand the privacy and security concerns and learn about popular big data and cloud computing platforms.

Learning Outcomes

On completing the course students will be able to:

- Develop the knowledge, understanding and skills to work with Big Data.
- Acquire the necessary algorithmic background to deal with Big Data.
- Apply appropriate analytic techniques and tools to analyzing Big Data.
- Understand Cloud Computing Concepts and Mechanisms.
- Know the concepts, principles, techniques, and methodologies they need to manage cloud services and resources.

Content

- Big data and cloud computing platforms.
- Big Data Storage and Processing Concepts.
- Hadoop, HDFS, Yarn.
- MapReduce Algorithms.
- Spark.
- NoSQL Databases.
- Cloud Computing Model and Services, Virtualization, Scaling, Capacity and Load Balancing.
- AWS EC2, S3, EMR.

Reading

- Lin, J., Dyer, Ch., Data-Intensive Text Processing with MapReduce, Morgan & Claypool Publishers, 2010.
- Erl, Th., Khattak, W., Buhler, P., Big Data Fundamentals: Concepts, Drivers & Techniques., Prentice Hall, 2016.
- Bhowmik, S., Cloud Computing, Cambridge University Press, 2017.
- Weise,L. Advanced Data Management – For SQL, NoSQL, Cloud and Distributed Databases, De Gruyter Oldenbourg, 2015.
- White, T. Hadoop: The Definitive Guide, 4th Edition, O'Reilly, 2015. 6. Chambers, B., Zaharia, M., Spark: The Definitive Guide: Big Data Processing Made Simple, O'Reilley, 2018

Digital Business Strategy

Course Code:	EBE08
Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	9 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructor:	Vasileios Peristeras

Aims

The course provides students with the ability to analyze the drivers of competitive strategy and apply strategic management principles across a range of organization types. Additionally, the course presents frameworks for identifying the challenges of various competitive environments and discusses useful analytical approaches applied in widely different strategic problems. Students understand how to build a strategically responsive e-Business organization by tuning systems, structures and people to strategy, and how to effectively manage the process of strategizing.

Learning Outcomes

On completing the course students will:

- Demonstrate a thorough understanding of business strategies
- Understand the concept of digital transformation, its implications, and the overarching concept of Digital Business Strategy.
- Analyze the global business environment and critically discuss its impact on contemporary strategic thinking

- Prepare and deliver senior management reports and presentations
- Justify and promote strategic initiatives and contribute to strategic technical discussions
- Understand the key issues and frameworks that practitioners need to understand to develop a Digital Business Strategy

Content

- Introduction to business strategy
- Strategy statements
- Strategic position, choice and action
- Analysing the external environment: PESTEL, 5 Forces, Blue Horizon, Strategy Canvas
- Analysing the intreral environment: culture, VRIO, SWOT, Balanced Scorecards, resources and dynamic capabilities
- Generic Strategies, Interactive strategies
- Strategy Clock, 7 Ss, BCG Matrix, Business Model Canvas, Game Theory
- Creating a strategy with a tool: group assignment and presentations

Reading

- Campbell, D., Edgar, D., & Stonehouse, G. Business Strategy: An Introduction, 3rd Edition. Palgrave Macmillan, 2011.
- Combe, C. Introduction to e-Business: Management and Strategy, Butterworth-Heinemann, 2006.
- Jelassi, T., & Enders, A. Strategies for e-Business: Concepts and Cases, 2nd Edition. FT/Prentice Hall/Pearson Education, 2008.
- Johnson, G., Scholes, K., & Whittingtoon, R. Exploring Corporate Strategy, 8th Edition. FT/Prentice Hall, 2008.

Data Mining

Course Code:	EBE03
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Supporting/Laboratory Classes:	9 Hours, 0 Credits
Course Assessment:	Exam & Coursework
Instructors:	Christos Tjortjis, Christos Berberidis

Aims

The course covers KDD as a set of computational tools and technologies, which provide valuable assistance for business analysis and strategic business decision making. Students will learn how to apply various data mining technologies for solving practical problems and how to use simple decision-support systems.

Learning Outcomes

On completing the course, students will be able to:

- Organize and process efficiently knowledge (either given a priori or extracted).
- Organise and efficiently process any knowledge, either given a priori or extracted
- Explain the basic concepts of data mining
- Apply various data mining approaches, including Classification, Clustering and Association Rules.
- Describe, evaluate and utilise knowledge extracted from large volumes of data.
- Develop skills on a broad range of business intelligence problems.

Content

- Introduction to Knowledge Discovery in Databases (KDD) and Data Mining (DM).
- Classification.
- Clustering.
- Association Rules.
- DM Systems, Data pre-processing and Evaluation.

Reading

- I. Witten, E. Frank, M. Hall, and C.J. Pal, “Data Mining: Practical Machine Learning Tools and Techniques”, 4th Ed., Morgan Kaufmann, 2016.
- J. Ledolter, Data Mining and Business Analytics with R, Wiley, 2013.
- P.N. Tan, M. Steinbach, A. Karpatne and V. Kumar, “Introduction to Data Mining”, 2nd Ed., Pearson HE, 2018.
- R. Sharda, D. Delen, E. Turban, “Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support”, 11th Ed. Pearson HE, 2019.
- M.H. Dunham, “Data Mining: Introductory and Advanced Topics”, Prentice Hall, 2003
- M.M. Gaber (ed.), Journeys to data mining: experiences from 15 renowned researchers, Springer, 2012.

Human Computer Interaction, Design and User Experience

Course Code:	EBE06
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructor:	Aikaterini Tzafilkou

Aims

Computers have been a part of every aspect of human life for quite a while. A vast number of computing technologies, paradigms, architectures, solutions, applications etc. were born, evolved, matured and died, to give their place in new ones that can harness the ever-growing potential of a continuously evolving landscape. Human creativity and ingenuity have played a crucial role in these developments. However, the software market has gone beyond discovering new technologies or improving the existing ones. Except from being operational, software must be not just easy to use but also intuitive, engaging and pleasant. Human-Computer Interaction (HCI) is a field that addresses the need to create user interfaces that can improve user experience, increase productivity while at the same time providing an environment that is safe and comfortable. HCI involves a confluence of many different disciplines, such as graphic design, cognitive science and psychology, education etc. Therefore, a familiarization of basic concepts of non-computing fields is necessary.

The course includes 9 additional hours of supporting classes. The aim of the course is to familiarize the students with the emerging trends in human computer interaction, like the newly introduced commercial sensors (Kinect, Oculus Rift, Emotiv, Leap Motion, Google Glasses, etc..). Unconventional means of human computer communication, exploring human behavior analysis (facial expressions, emotions and body actions recognition, gaze detection etc..) will be investigated and the way its use improves user experience will be thoroughly analyzed.

Learning Outcomes

On completion of this session, the successful student will be able to:

- Explain the principles of human cognition, perception, and emotional states
- Conduct Usability/UX Testing and Reporting
- Conduct User Research through popular UX methodologies
- Design static and interactive Prototypes of website and mobile interfaces
- Apply Face Tracking and other emotional intelligent tools
- Conduct User Research through popular UX research methodologies
- Analyze qualitative data of user feedback, through thematic analysis techniques.

Content

- User Experience, Usability and Technology acceptance.
- Web Accessibility and human impairments
- Prototyping and UX Design (demonstration of Figma).
- HCI using biometrics (EEG, fingerprints/ eye/ body pose and actions/ gait).
- Face Tracking for emotion recognition (demonstration of Face Reader Online)
- User Experience Research Methods
- Thematic Analysis
- Mixed research design for UX

Reading

- Interaction Design: Beyond Human-Computer Interaction – 2019 by Helen Sharp (Author), Jennifer Preece (Author), Yvonne Rogers (Author)
- Human Computer Interaction – 2007 by Prof Alan Dix (Author), Janet E. Finlay (Author), Gregory D. Abowd (Author), Russell Beale (Author)
- UX Methods: A Quick Guide to User Experience Research Methods – 2017 by James Pannafino (Author), Patrick McNeil (Author)

Market Research and Analysis

Course Code:	EBE09
Teaching Hours and Credit Allocation:	30 Hours, 6 Credits
Course Assessment:	Exam & Coursework
Instructor:	Konstantinos Asimakopoulos

Aims

With the growth of information technology, business and marketing analysts rely more on data to make informed strategic decisions upon entering a new market or launching a new product. This requires the uptake of a systematic research framework that combines both quantitative and qualitative indicators supporting the overall decision-making process. The aim of this course is to provide a graduate exposition of modern market research concepts and techniques. Students will become acquainted with all stages of marketing/management research: from the formulation of the strategic goals and research questions to the collection and processing of key indicators for the

analysis. A series of computer lab sessions and case studies will help student get hands-on experience with practical issues.

Learning Outcomes

On successful completion of the course, students will be able to:

- Discuss the foundations of marketing/management research
- Conduct a literature review
- Collect quantitative and qualitative data through questionnaires and other means
- Apply quantitative and qualitative data analysis
- formulate research questions
- design a self-reported Questionnaire instrument
- know the basics of business writing.

Content

- Foundations of marketing/management research.
- Review of current market research trends.
- Research design formulation.
- Data collection and preparation.
- Qualitative analysis.
- Quantitative analysis: statistical and advanced (machine learning) methods.
- Reporting of market analysis results.
- Presentation of case studies encouraging learning of both course content and key skills.

Reading

- Malhotra, N. (2009). Marketing Research: an applied orientation. 6th edition. Pearson.
- Malhotra, N. and Birks, D.F. (2006). Marketing Research: an applied approach. 2nd European edition, Pentice Hall, Financial Times.
- Saunders, M., Lewis, P. and Thornhill, A. (2009). Research Methods for Business Students. 5th edition. Prentice Hall.
- Sekaran, U. and Bougie R. (2016). Research Methods for Business. 7th edition. Wiley.
- Corbin, J. and Strauss, A. (2014). Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory. 4th edition. SAGE Publications, Inc.
- Zikmund, W. G. (2003). Exploring Marketing Research. 8th edition. Thomson/South-Western.

Consulting Project

Course Code:	EBE11
Credit Allocation:	6 Credits
Course Assessment:	Final deliverable

Aims

The Consulting Project will require students to apply knowledge gained in classroom into practice. Students will tackle real-life problems and challenges facing companies or organisations to provide actual business solutions. Following a procedure of specifications/requirements, design and implementation, students will prepare and present their concrete and practical solutions in a final deliverable report.

Learning Outcomes

On completing the course, students will be able to:

- Describe real-world problems faced by companies/firms and propose functional solutions.
- Develop critical thinking and ability to integrate data and information towards the optimal solution.
- Explain the structure, operational mode and challenges of real-world companies.

Content

- Real world market needs and challenges.
- Project requirements.
- Data analysis, implementation and company feedback.
- Producing a deliverable.

The Master's Dissertation

Credit Allocation:	30 Credits
Course Assessment:	Written report

As a part of the MSc programme, students work on a project on a subject relating to their academic interests. The Master's dissertation provides a good opportunity to apply theory and concepts learned in different courses to a real-world problem or challenge.

The Master's dissertation tests their ability to apply a certain methodology and approach, to analyse a given problem and to demonstrate reasonably original research work. Students are supervised throughout their projects by a member of the academic faculty. The supervision is delivered through face-to-face meetings at the University, via teleconferencing and through the e-learning platform of the University. Students are encouraged to have regular meetings with their supervisor. Supervisors assist students in their research work by acting as consultants and counselors in matters of research process and practice: students are expected to become the experts in the topic they selected for research and take responsibility for their work.

A student may undertake a dissertation once he/she has been examined in all the courses of the first and second semester of the Programme.

The student applies to the Steering Committee providing a title and the name of the supervisor, a member of the academic staff, following the academic's consent. A preliminary outline of the research is also provided.

The postgraduate student is obliged, depending on the progress of the dissertation, to inform the supervisor of any issue related to it.

The study and writing of the thesis must be completed within the time provided for it, i.e. before the beginning of the examination period of the semester. Otherwise, a new evaluation date is set, at least three (3) months later.

Submission of the thesis should take place at least one (1) month before the postgraduate thesis examination period, in order for the members of the committee to have sufficient time to study and submit observations. The thesis is judged by public presentation and examination, at the request of the student and the consent of the supervisor, or is returned, noting the reasons for referral and the possibility of resubmission within a specified period of at least three month.

After the presentation, the thesis is evaluated by the committee in terms of research, scientific methodology for obtaining the results and conclusions, presentation of a literature review and usefulness of the findings, taking into account the written and oral presentation and the answers of the student to the questions during the examination. Then, the supervisor submits to the Secretariat the examination report, which includes the grade of each examiner, with a rating scale from zero (0) to ten (10), and any remarks.

The grade of the thesis is equal to the average of the three grades. To qualify for a Master's degree, a student must achieve a minimum grade of 5.00 in the Dissertation.

For students who fail the dissertation, the committee sets a new evaluation date, at least three (3) months after the first submission. Students are allowed to resubmit their dissertation only once.

PART II: REGULATIONS & POLICIES

1. Admissions Policy - Entry requirements

The Department of Science and Technology in March, every year, publishes an invitation for postgraduate students for the winter semester of the following academic year. The invitation is published at the website of the Department and is communicated in every possible way. The above invitation shall stipulate:

i. The entrance qualifications required of candidates for the PPS
ii. The documentation required for registration on the PPS
iii. The final date for submission of documentation
iv. The address and the Directions for the submission of documentation.

Candidate selection is carried out by decision of the GA of the School, in accordance with the evaluation and selection criteria. The final list of successful applicants and any runners up shall be approved by the GA

Applicants, must submit to the Secretariat of the Department, according to the relevant call of interest, the following documents:

- Application
- Copy of degrees (University degree, other postgraduate degree, etc.)
- Copy of the transcript of grades all years of undergraduate as well as any postgraduate studies.
- English language knowledge documented with a relevant certificate, corresponding at least to the State Certificate of Language Learning Level B2 or other certificate proving good knowledge of English. Holders of an undergraduate or postgraduate degree at a Foreign University in English are exempt from this obligation.
- At least two (2) recommendation letters. Letters must be signed by faculty members of the candidate's university or by academics from other educational institutions that are familiar with the candidate's academic background. In case of candidates with significant professional experience, they can also submit letters from people in their professional field.
- A detailed curriculum vitae.
- Any other information that, in the opinion of the candidates, would contribute to their more complete evaluation, such as certificates of participation in summer schools, conferences,

student exchange programs, IKY scholarships. or other recognized institutions, prizes in competitions, presentations of papers in scientific conferences, proof of participation in research projects, scientific publications, certificates of professional experience, etc.

- A copy of ID or passport.
- Two (2) recent passport size photographs.

Students who need a small number of courses to receive their degree can also apply, and if accepted, they have the right to enroll in the programme only if they present a certificate of completion of studies by the final date of registration.

If successful, the candidate is notified by the University by registered post that he/she must confirm or otherwise his/her acceptance of the offer of the place on the PPS. In order to secure his/her place on the programme, the successful candidate must make the respective deposit payment within the prescribed deadline in order to register on the programme. The candidate, in order to secure his/her position, must within the above deadlines submit to the Secretariat of the Department all legal documents, to pay the advance of the students' financial participation if provided, in any case before the start of the program, and enroll in the program. In addition, registration is validated by submitting a copy of the undergraduate degree (if not already submitted) or by a certificate from the secretariat of the educational institution of the candidate, in order to fulfill all required obligations. The same applies to the proof of English language proficiency, which the candidate must submit until the date of registration in the PPS.

If offered a place on the course, candidates must normally state whether they accept or reject it within 30 days. Candidate registration takes place on the Induction Day at the start of the 1st semester.

2. Tuition Fees

2.1 IHU full-time and part-time postgraduate students pay for their participation on the MSc in e-Business and Digital Marketing programme, total fees amounting to 3.700 €.

2.2 Deposits: Upon acceptance on a postgraduate programme of study at the IHU, you will be asked to pay a non-refundable deposit of 500€ to secure your place. This amount will count towards the first instalment of your tuition fees. The deposit can be paid by bank transfer or bank draft.

2.3 Tuition fees are paid in two instalments for full-time students and in four instalments for part-time students. The first day of each academic semester is set as the final date for payment.

Proof of payment of the first fee instalment must be submitted by or upon registration of the student on Induction Day.

2.4 No extension is provided for tuition fee payment and no different arrangement is permitted for payment of the first fee instalment. Exceptionally, a special arrangement for subsequent fee payments may be foreseen by decision of the General Assembly of the School following the respective request by the student provided there are exceptional reasons.

2.5 Examination and coursework marks for students in arrears regarding the payment of fees will not be disclosed by the School. These students will not be permitted to proceed to the next semester of studies if payment has not been made according to the payment schedule, unless there are exceptional circumstances that have been communicated to and approved by the General Assembly of the School.

2.6 In the final instance, students who have not paid the full tuition fees by the end of the programme will not be allowed to receive their degree until they have fulfilled this obligation within a deadline to be set by the General Assembly of the School.

3. Student identity

3.1 Registration on an IHU postgraduate programme confers the identity of student on the candidate. This identity expires upon receiving one's degree or upon expulsion from the university.

3.2 Students may use IHU facilities and services in the pursuit of their educational work, according to the stipulations of respective School decisions.

3.3 After the first enrollment, students must renew their enrollment in each academic semester within the prescribed deadlines, as announced by the Department Secretariat, until the end of their studies at the Programme.

3.4 Students who do not renew their registration are automatically deprived of the student status and are deleted from the student registration system.

3.5 For the renewal of registration in the Programme, students must, during the previous academic semester of study, have met all the requirements and conditions of this regulation.

3.6 The Secretariat of the Department communicates with students mainly through e-mail and secondarily with electronic announcements on the relevant website of the Programme

4. Mentor scheme

Academic mentoring has been established by the University in order to provide students with advice on a range of academic matters, such as assessing the current level of knowledge provided and identifying any impediments to the learning process that may be present, with the overall objective of enhancing open, continuous and direct communication between students and the faculty.

5. Programme Duration

5.1. The programme commences in October of the current year and ends in January of the year after next.

5.2. The duration of studies in order to acquire a postgraduate degree is 3 semesters (comprising taught courses during the 1st and 2nd semesters, while the 3rd semester is dedicated to the Dissertation).

5.3. Examinations and assessed work will take place throughout the course.

5.4. The maximum period for completion of the study programme is four (4) semesters for full-time students and six (6) semesters for part-time students. Extension of studies, beyond the maximum duration, by one semester is provided only in exceptional and properly justified cases (e.g., illness, serious family reasons), following a relevant suggestion of the coordinating Committee and a decision of the Provisional Assembly of the Department.

6. Assessment

6.1 The programme is taught and assessed in English. Student assessment on each course is supervised by the course leader.

6.2 Performance is assessed on a 1-10 scale.

6.3 To complete the programme successfully, students must pass all courses, achieving an average grade on each course and its assessment components (coursework and examination) of at least 5.00.

6.4 Teachers are obliged to issue the results of the exams and the final grades, by submitting the final grades to the Secretariat of the Department within twenty (20) days from the day of the exam.

7. Assessment Regulations

The rules governing the calculation of course and overall degree marks are as follows:

7.1 To qualify for the MSc Programme degree, a student must acquire a total of 90 credits.

7.2 All courses must be passed individually.

7.3 Credits and marks are awarded for all courses successfully completed and passed.

7.4 It is compulsory to complete all coursework and exam components and no course mark can be awarded until these are completed.

7.5 Final evaluation in the courses is done with written or oral final exams, intermediate written or oral exams ("progress"), written assignments, exercises or a combination of the above at the discretion of the teacher, who determines the manner of calculating the final grade which is announced during the first week of courses. Students with disabilities, dyslexia, etc. receive special treatment, in order to ensure compliance with the principle of equal treatment.

7.6 Evaluation of students' performance is done by the teachers for each course with the scale from zero (0) to ten (10) as follows: "Excellent" from eight and fifty (8.50) to ten (10), "Very Good" from six and fifty (6.50) to eight and forty nine (8.49), "Pass" from five (5) to six and forty nine (6.49).

7.7 In order for the student to succeed in both the course exams and the written assignment, he/she must have obtained a grade of at least five (5). The student who fails in one of the courses is re-examined during the respective re-examination period. If a student also fails the re-examination, he she has the right to repeat it or, in the case of an elective course, to replace it with another.

7.8 If the postgraduate student fails in the examination of a course, in accordance to the Regulations of Postgraduate Studies, he/she can request to be examined by a three-member academic committee of the School with the same or related subject matter with the examined course. The three-member committee is appointed by the Provisional Department Assembly, based on the current legislation. The teacher of the course is excluded from the committee.

7.9 In exceptional cases, such as inability of the student to take part in the examinations or to deliver work for serious reasons due to force majeure, at the discretion of the Department, a special examination date or a new deadline may be set for the delivery of the student's work without a penalty, following decision of the Director of the Programme

7.10 To calculate the overall degree mark, course marks are combined using weightings in line with the relative credit values of courses. The table below displays an indicative example.

Assessment matrix of courses, hours, credits and weightings

Course title Core Courses	Taught Hours	Credits	Assessment weightings* used to calculate course mark		Course weights
			C/W	Exam	
ICT Management	30	6	30%	70%	6.66%
Digital Marketing	30	6	30%	70%	6.66%
Web Analytics	30	6	30%	70%	6.66%
Data Science for Business: Theory and Practice	30	6	30%	70%	6.66%
ICT Essentials	30	6	30%	70%	6.66%
Digital Entrepreneurship: Developing and Financing an e-Business	30	6	30%	70%	6.66%
Social Media and Online Community Management	30	6	30%	70%	6.66%
Digital Organisations: eCommerce and eGovernment	30	6	30%	70%	6.66%
Core Total		**48**			
Elective Courses					
Elective 1	30	6	30%	70%	6.66%
Elective 2	30	6	30%	70%	6.66%
Electives Total		**12**			
Master's Dissertation		**30**			33.3%
Degree Total		**90**			**100%**

* Coursework may consist of a short exam, an invigilated test, a group or individual assignment. Weights might change, subject to the appropriate decision taken by the course instructor, based on academic criteria.

To qualify for the Master's Degree, a student must acquire a total of 90 credits.
Credits and marks are awarded for all successfully completed and passed courses.

8. Re-examination of Failed Courses

8.1 In order for the student to succeed in both the course exams and the written assignment, he/she must have obtained a grade of at least five (5). The student who fails in one of the courses is re-examined during the respective re-examination period. If a student also fails the re-examination, he she has the right to repeat it or, in the case of an elective course, to replace it with another.

8.2 If the postgraduate student fails in the examination of a course, in accordance to the Regulations of Postgraduate Studies, he/she can request to be examined by a three-member academic committee of the School with the same or related subject matter with the examined course. The three-member committee is appointed by the Provisional Department Assembly, based on the current legislation. The teacher of the course is excluded from the committee.

8.3 In exceptional cases, such as inability of the student to take part in the examinations or to deliver work for serious reasons due to force majeure, at the discretion of the Department, a special examination date or a new deadline may be set for the delivery of the student's work without a penalty, following decision of the Director of the Programme

8.4 Re-sit provisions will apply to all failed courses under the following provisions:

- The re-sit method and date shall be prescribed by the Course Office in accordance with the course regulations. The content of the re-assessed component will be decided by the Course Leader;

9. Coursework Submission

9.1 Coursework must be submitted via online submission to the E-learning platform at http://elearn.ihu.edu.gr (this constitutes your receipt of submission).

9.2 **The deadline for all coursework is at 17:00 (5pm) on the submission date, unless otherwise indicated by the lecturer.** Students are required to retain a copy of all coursework submitted.

10. Class Attendance and Timely Arrivals

10.1 Students are expected to attend (be physically present or attend remotely in distance learning mode) all lectures and all other scheduled activities.

10.2 In the case of unavoidable absences, written proof of the medical or other serious personal or professional reason justifying that absence must be submitted.

10.3 Attendance of lessons is obligatory. Postgraduate students are required to attend the lectures, workshops and any activities provided by the instructor for each course. Any absence

from class should be adequately justified. Unjustified absences may not exceed 20% of the total teaching hours. In case of exceeding this limit, it is considered that the student has not attended the course and, consequently, cannot be evaluated in it, and therefore is considered to have failed.

10.4 Late arrival/remote connection to a lecture or class is unacceptable and the lecturer has the right to refuse admission. In any case, every effort should be made to ensure that entrance does not interrupt the lecturer or distract the class.

10.5 Lectures normally include breaks. Lectures are carefully prepared and timed and any delay in restarting may cause it to over-run. The lecturer has the right to refuse readmission to anyone returning late.

10.6 Distance learning students:

10.6.1 Are expected to have their cameras on during lectures, for purposes connected with the normal educational procedure during the class.

10.6.2 Should inform the instructor preferably via chat in case of any necessary short disconnection during the lecture in order not to interrupt the lecturer or distract the class.

10.6.3 Should collect their questions during the lecture and submit them to the instructor via the zoom software (“raise hand” tool) or ask him/her directly during Q&A sessions arranged by the instructor.

11. Good Conduct

11.1 Students must use university facilities and equipment properly and with due care, to avoid damage or malfunction, and otherwise shall bear the responsibility for replacing damaged items.

11.2 Students shall behave with respect towards the teaching staff and administrative personnel of the University, as well as towards their fellow students, and shall not cause problems with disorderly behaviour.

11.3 Mobile phones should be turned off during lectures. Phones ringing during a lecture are not only intrusive but also extremely offensive.

11.4 Students wishing to make audio-recordings during course tuition must obtain the lecturer's written permission.

12 The general presence and behavior of the student is a prerequisite for the continuation of studies.

13 Expulsion of a student may be carried out upon the recommendation of the Coordinating Committee, following a hearing, with a decision of the Provisional Department Assembly, for the following reasons:

a) Following application from a student.

b) Due to a disciplinary offence, as described by the current legislation.

c) Failure to successfully complete a total of ten (10) courses within the maximum time allowed

d) Failure to submit or successfully complete the Master's Dissertation within the maximum time frame or rejection for a second time.

e) Unjustified exceeding of the approved suspension time.

f) Failure to renew registration.

g) Exceeding the limit of absences in two (2) or more courses.

h) Neglect duties and obligations arising from the Curriculum and this Regulation.

Students are granted the right to apply for an informal appeal in accordance with the Code of Administrative Procedure, as applicable. Cases of plagiarism are detected by a special software that investigates and detects plagiarism and the relevant sanctions are dealt with according to the current legislation. In case of expulsion of a postgraduate student, the paid tuition fees are not refunded, while the student is provided with a certificate of successful attendance for completed and passed courses upon request.

12. Students' Complaints Procedure

12.1 Students who wish to make a complaint concerning the quality of an academic programme, any related service or member of the academic or administrative staff should first do so at the local level, by raising the issue with the individual, department or service provider directly involved. Issues of concern may often be resolved more quickly and effectively at this stage.

12.2 If a student decides to make a complaint, this will be taken seriously, and confidentiality will be respected. Investigations will be carried out thoroughly and the issue determined fairly by someone who is not directly involved in the complaint. It should be noted, however, that complaint resolution may not be possible without revealing the identity of the complainant to the subject of the complaint and anonymous complaints will not be investigated. Allegations which are found to be unsubstantiated or malicious will be dismissed.

13. Appeal Committee

13.1 Students are entitled to submit an appeal to an Appeal Committee, appointed by the Governing Board, with respect to any decision concerning their status at the University. A

student submitting an appeal is invited to exercise his/her right to be heard, according to Article 6 of the Greek Administrative Procedure Code.

13.2 The Appeal Committee examines any appeals against decisions of the General Assembly of the School according to Article 24 of the Greek Administrative Code of Procedure.

14. Postponement of studies

14.1 Students may temporarily suspend their studies for a period not exceeding two consecutive academic semesters, following an application and approval by the Provisional Department Assembly and a relevant suggestion by the Coordinating Committee S.E. relating to family and personal reasons which will be duly proved. Suspension applications submitted three (3) weeks after the start of the course are not considered. The Provisional Department Assembly may approve the suspension of studies of a student, starting from the beginning of the academic semester for which the application is submitted. The semesters of suspension from studies are not counted in the maximum duration of study for obtaining the Postgraduate Degree. Upon expiration of the suspension, the student immediately continues their studies without application and the student's name appears in the attendance form. If during the period of suspension of a student, the program and/or the duration of studies is modified, then the student will follow a study program with the duration that was valid at the time of enrollment and will attend courses according to the correspondences between new and old courses for which the Provisional Department Assembly is responsible. Unjustified exceeding of the approved suspension time implies the immediate expulsion of the candidate from the Programme. In case of re-attendance or final withdrawal, the already paid financial participation of the students is not refunded.

15. Bibliographies and References Format

Bibliographies and references are to be arranged in a single list at the end of the area of work and presented in alphabetical order according to the surname of the first author. In the case of identical family names, alphabetise next by the forename or first initial of the author. In the case of two or more references by the same author, the name is given for the first entry, and an eight-space line (the underscore key struck eight times) takes its place in subsequent entries. The entries are then arranged chronologically with most recent submissions first. Please note that you are solely responsible for ensuring accuracy and format consistency in the bibliography and references section of any papers you write.

Some examples:

Book Citation:

Dunning, J. H. (1993) *Multinational Enterprises and the Global Economy*. Addison-Wesley, Reading, United Kingdom.

Caves, R. E. (1982) *Multinational Enterprise and Economic Analysis*. Cambridge University Press, New York, NY, USA.

Tip: *Don't forget to give the name of the publisher in full, along with their location (city, state [for USA you show the abbreviation of the state], and country).*

Edited Book Citation:

Kindleberger, C. P. (ed.) (1970) *The International Corporation*. MIT Press, Cambridge, MA, USA.

Szegedi, Z., Marer, P., and Waisvisz, P. (eds.) (1999) *Vállalati Esettanulmányok, 2. Kötet*. AULA Publishing Co., Budapest, Hungary

Chapter in a Book Citation:

Aliber, R. Z. (1970) A Theory of Foreign Direct Investment. In *The International Corporation*, Kindleberger, C. P. (editor), MIT Press, Cambridge, MA, USA.

Journal Article Citation:

Anderson, E. and Gatignon, H. (1986) Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. *Journal of International Business Studies*, Fall, pp. 1-26.

Tip: *Don't forget to include the page numbers on which the article appears. Also, remember that you italicize the title of the journal but not the title of the article.*

Working Paper Citation:

Bellas, C. J., Bochniarz, Z., Jermakowicz, W. W., Meller, M., and Toft, D. (1994) *Foreign Privatization in Poland*. Center for Social & Economic Research (CASE), Warsaw, Poland, Working Paper, October.

Rojec, M., Jermakowicz, W. W., Illes, M., and Zemplinerova, A. (1995) *Foreign Acquisition Strategies in the Central European Privatization Process*. Center for International Cooperation and Development (CICD), Ljubljana, Slovenia, Working Paper.

Tip: *Don't forget to include the name of the institution / organization and list the city and country where it is based (located) as noted in the publication.*

Two or More Authors Citation:

Anderson, E., and Gatignon, H. (1986) Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. *Journal of International Business Studies*, Fall, pp. 1-26.

Rojec, M., Jermakowicz, W. W., Illes, M., and Zemplinerova, A. (1995) *Foreign Acquisition Strategies in the Central European Privatization Process*. Center for International Cooperation and Development (CICD), Ljubljana, Slovenia, Working Paper.

Works by the Same Author Citation (that appear after one another):

Vernon, R. (1983) Organizing and Institutional Responses to International Risk. In Herring, R. (ed.), *Managing International Risk*, Cambridge University Press, New York, NY, USA, pp. 191-216.

_____ (1966) International Investment and International Trade in the Product Cycle. *Quarterly Journal of Economics*, No 80, pp. 190-207.

Works by the Same Author & Same Year Citation (that appear after one another):

Guyon, J. (1996a) *Lindahl to Succeed Barnevik as Chief Executive of ABB*. The Wall Street Journal Europe (WSJE), 11-12 October.

Guyon, J. (1996b) *At ABB, Globalization Isn't Just a Buzzword: It's a Corporate Culture*. The Wall Street Journal Europe (WSJE), 1 October.

Tip: *Remember that you place the letter after the year in respect of the order in which these appear in your text. Hence, 'a' comes before 'b' and so forth.*

Newspaper / Magazine Article Citation:

Rapoport, C. (1992) *How Barnevik Makes ABB Work*. Fortune, 29 June, pp. 24-27.

Roth, T. (1995) *Europe's Labors: Integrating the East, Reinventing the West Are One and the Same*. The Wall Street Journal Europe (WSJE), 30 June/1 July.

EIU (1999) *Business Eastern Europe*, Economist Intelligence Unit (EIU), 22 February.

Tip: *Almost all newspaper/magazine articles have an author, so make sure that you properly site him/her. Also, the title of the article is not italicised while the source publication is italicised.*

Internet Citation:

Czech Invest (1998) http://www.czechinvest.org/.

Renault (2001) http://www.renault.com.

Tip: *You only need to show the primary source (main site) of any Internet site and the year in which you accessed the web site.*

Company Annual Report Citation:

Renault (1999) *1998 Renault Financial Report*. Boulogne-Billancourt Cedex, France.

Generali Budapest Biztosító Rt. (1993-97) *Company Annual Reports 1992-96* (Hungarian/German language editions). Budapest, Hungary.

Tip: *For Annual Reports the year of publication is almost always the year after the reported year. For example, a 1998 Financial Report is published in 1999.*

Example of a Bibliography (listed in alphabetical and chronological order):

Bibliography:

Aliber, R. Z. (1970) A Theory of Foreign Direct Investment. In *The International Corporation*, Kindleberger, C. P. (editor), MIT Press, Cambridge, MA, USA.

Anderson, E. and Gatignon, H. (1986) Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. *Journal of International Business Studies*, Fall, pp. 1-26.

Bellas, C. J., Bochniarz, Z., Jermakowicz, W. W., Meller, M., and Toft, D. (1994) *Foreign Privatization in Poland*. Center for Social & Economic Research (CASE), Warsaw, Poland, Working Paper, October.

Caves, R. E. (1982) *Multinational Enterprise and Economic Analysis*. Cambridge University Press, New York, NY, USA.

Czech Invest (1998) http://www.czechinvest.org/.

Dunning, J. H. (1993) *Multinational Enterprises and the Global Economy*. Addison-Wesley, Reading, United Kingdom.

EIU (1999) *Business Eastern Europe*, Economist Intelligence Unit (EIU), 22 February.

Kindleberger, C. P. (ed.)(1970) *The International Corporation*. MIT Press, Cambridge, MA, USA.

Rapoport, C. (1992) *How Barnevik Makes ABB Work*. Fortune, 29 June, pp. 24-27.

Renault (1999) *1998 Renault Financial Report*. Boulogne-Billancourt Cedex, France.

Roth, T. (1995) *Europe's Labors: Integrating the East, Reinventing the West Are One and the Same*. The Wall Street Journal Europe (WSJE), 30 June/1 July.

Vernon, R. (1983) Organizing and Institutional Responses to International Risk. In Herring, R. (ed.), *Managing International Risk*, Cambridge University Press, New York, NY, USA, pp. 191-216.

(1966) International Investment and International Trade in the Product Cycle. *Quarterly Journal of Economics*, No 80, pp. 190-207.

Tip: *Pay attention to detail and get your sources (facts) right!!!*

16. Plagiarism – Fraudulent Coursework - Malpractice

16.1 Plagiarism is the passing off of the ideas or words of someone else as though they were your own. It applies equally to the work of other students as to published sources. In addition, auto-plagiarism takes place when a student presents any prior writing of his or her own work, from another course or school, as entirely fresh work for course credit. This is also considered plagiarism.

16.2 Fraudulent or fabricated coursework is defined as work such as reports of laboratory or practical work that are untrue and/or fabricated, submitted to satisfy the requirements of a University Assessment in whole or in part.

16.3 Malpractice in University Assessments occurs when a candidate attempts to mislead or deceive the examiners concerning the work submitted for assessment. This includes colluding with others (including other students) in the preparation, editing or submission of work.

16.4 PENALTIES

The University takes a serious view of plagiarism, fraudulent, fabrication and malpractice and will act to ensure that students found in breach of its guidelines are dealt with severely. This action may lead to penalties according to current legislation. All work is marked on the assumption that it is the work of the student: the words, diagrams, computer programmes, ideas and arguments should be their own. However, much coursework will be based on what students have read and heard and it is important that you show where, and how, your work is indebted to those other sources.

Range of Penalties:

When determining the penalty for a plagiarized, fraudulent, fabricated piece of work or other malpractice the following points should be taken into consideration that affects the severity of the penalty imposed:

- Severity of the offence (percentage of plagiarised work)
- The student's explanation and response to the allegation
- Maintenance of the principles of equal treatment and proportionality

17. Academic Misconduct

17.1 The University takes very seriously any form of cheating in examinations or other forms of assessment, including plagiarism (see above), impersonation, collusion and disruption.

17.2 Cases of suspected academic misconduct will be reported to the course office and academic staff and, where misconduct is established, a range of penalties may be recommended to the

General Assembly, which body will decide on the penalty to impose. Its decision will reflect the severity of the offence and intent and may also result, in extreme circumstances, in expulsion from the University.

18. Examination Regulations

18.1 Students must bring an ID Card (e.g., passport, police ID, student pass, etc.) with them to all examinations. Admission to an examination without the ID card is prohibited.

18.2 Students must ensure that they arrive early enough to find the room in which they are sitting the examination. If they arrive up to half an hour late for their examination, they will normally be permitted to sit their exam. No extra time will be given, and students must finish together with all others taking the same paper. Only in the case of exceptional circumstances delaying their attendance and beyond their control will the full allotted time be allowed for the paper.

18.3 Students will normally be permitted to enter the examination room approximately 10-15 minutes before the start of the examination and only after permission has been given by the invigilator.

18.4 Students are not permitted to take any coat or bag or personal belongings (other than those needed for an examination) to the examination desk. Before entering the room, an invigilator will announce where belongings should be placed. Possession of a mobile phone, walkman, pager, personal organiser or any electronic device (other than those specifically allowed for an examination) is strictly prohibited whilst sitting an examination. Mobile phones must be switched off and placed in the student's coat/bag. Failure to do so may result in disciplinary action. Belongings should be kept to a minimum. Possessions are left at students' own risk.

18.5 Upon entering the examination room, talking is strictly prohibited. During the examination, students must fully comply with the invigilator's instructions and requests. Failure to comply may result in expulsion from the exams and corresponding penalties imposed by the School General Assembly.

18.6 Once students have found their desk, they must await the invigilator's instruction. They will be asked to fill in their details on the front of the answer booklets. At this time, they must place their ID card, face up, on their desk in order for an invigilator to confirm their identity. The invigilator will give permission to start reading the question paper. It is in students' own interest to read the instructions on the question paper carefully.

18.7 Students are required to supply their own pens, pencils, etc., at each examination. Where permission is given, students must supply their own hard-copy dictionary and calculator.

Electronic dictionaries are not permitted. Students must comply with all instructions given by an invigilator before, during and after the examination.

18.8 If a student has a query, he/she should raise a hand, and an invigilator will approach them. Students must not vacate the desk for the duration of the examination without the express permission of an invigilator. Failure to comply is an examination offence and may result in the examination script not being marked.

18.9 Students are not permitted to leave the examination room during the first half hour or the last 15 minutes of the examination. If they wish to leave the room at any other time during the exam, they should raise their hand, and an invigilator will respond to their request. When allowed to leave, students should leave the room as quickly and quietly as possible with due consideration to their fellow students who may still be working. If students are given permission to temporarily leave the room, they will be accompanied by an invigilator. During this time, they will not attempt to contact any other person or consult any material relating to the examination.

18.10 When the invigilator announces the end of the examination, all students must stop writing. The front of each answer booklet must be fully completed, and the flap must be sealed securely. Students must not leave their desk until the script has been collected by an invigilator. A copy of the exam paper may only be taken if permission has been given to do so.

19. Extenuating circumstances

19.1 Students unable to attend an examination at a set time due to illness, bereavement, business travel abroad or any other personal circumstance must produce documentary evidence testifying the reason for their absence (**medical documents must be stamped by the Medical Association before submitted or issued by public hospitals**). Students need to fill in a special Extenuating Circumstances and submit it to the Course Office within 10 days of the examination. This will be considered by a competent committee appointed by the General Assembly of the School, which will decide whether to accept the reason and allow the student to take the examination as a first attempt (or allowable re-sit) or reject it and count the absence as a failure. In exceptional circumstances and following approval by the General Assembly of the School, a special examination date may be set for the student or a new deadline given for submission of the paper.

19.2 **Special Examination Arrangements** Students with a physical or learning disability are given extra examination time or sit their examinations at an alternative venue along with any special provisions available. In order for students to apply for such special arrangements, they

must provide the Course Office with current certification (from a responsible official state institution) detailing their condition well ahead of the exam period. The Course Office will decide on the special examination provisions to be made.

20. Dissertation Supervision and Submission

20.1 A student may undertake a dissertation once he/she has been examined in all the courses of the first and second semester of the Programme.

20.2 The student applies to the Coordinating Committee providing a title and the name of the supervisor, a member of the academic staff, following the academic's consent. A preliminary outline of the research is also provided.

20.3 Students may search for a supervisor and identify the dissertation subject during the second semester (full-time) or the expected last semester (part-time) and before the end of the semester. The research outline must specify the topic to be analyzed, the methodology of the scientific approach, as well as the literature to be used. The research proposal is accepted by the supervisor based on the relevance of the topic with the subject of the Programme, the expected scientific contribution and elements of originality in terms of the approach of the subject under investigation. The relevant proposal is signed by the supervisor.

20.4 After the evaluation of the application, the Coordinating Committee, makes a suggestion to the Provisional Department Assembly for the final decision. By decision of the Provisional Department Assembly, the supervisor is appointed and a Three Member Examination Committee is formed for the final examination and approval of the thesis, following a relevant proposal of the supervisor. The three-member committee consists of the Supervising Professor and two (2) additional members whose subject matter is similar or relevant to the scientific area of the Postgraduate Thesis and are academic staff.

20.5 The subject of the dissertation is registered in a special list for theses that is kept in the Secretariat of the Programme. In this list the name of the candidate, the supervisor's name and the names of the members of the committee are included as well as the date of submission either successful or not.

20.6 The postgraduate student is obliged, depending on the progress of the dissertation, to inform the supervisor of any issue related to it.

20.7 The study and writing of the thesis must be completed within the time provided for it, i.e. before the beginning of the examination period of the semester. Otherwise, a new evaluation date is set, at least three (3) months later.

20.8 When the thesis is completed, with the sufficient number of words and content, it is submitted in electronic copy (doc or docx or pdf) to the Secretariat of the Programme, with the consent of the supervisor that it meets the requirements, after checking the suitability of the content and the case of plagiarism. Plagiarism is detected with the use of a software provided by the Department. In case of plagiarism, the supervisor informs the President of the Department and the current legislation is implemented. Then, the Secretariat forwards the thesis to the members of three-member committee.

20.9 Submission of the thesis should take place at least one (1) month before the postgraduate thesis examination period, in order for the members of the committee to have sufficient time to study and submit observations. The thesis is judged by public presentation and examination, at the request of the student and the consent of the supervisor, or is returned, noting the reasons for referral and the possibility of resubmission within a specified period of at least three months.

20.10 The presentations of the theses are made on dates set by the Provisional Department Assembly following a proposal of the director of the Programme, in collaboration with the Secretariat of the Department. The invitation and announcement for the public presentation of the thesis is addressed by the Director of the Programme and includes information about the place and time.

20.11 During the presentation, the student presents to the Committee the main points of the dissertation, with its conclusions. The presentation may not exceed twenty (20) minutes. The members of the Committee then ask the student questions, whose total duration may not exceed thirty (30) minutes, so that the members of the committee, as well as the other attendees, form a clear opinion of the student's object of work and ability to support it.

20.12 After the presentation, the thesis is evaluated by the committee in terms of research, scientific methodology for obtaining the results and conclusions, presentation of a literature review and usefulness of the findings, taking into account the written and oral presentation and the answers of the student to the questions during the examination. Then, the supervisor submits to the Secretariat the examination report, which includes the grade of each examiner, with a rating scale from zero (0) to ten (10), and any remarks. The grade of the thesis is equal to the average of the three grades, taking into account any violation of submission deadlines based on the Secretariat's archives. To qualify for a Master's degree, a student must achieve a minimum grade of 5.00 in the Dissertation.

20.13 It is not possible to change the subject of a student's thesis, except by decision of the Provisional Department Assembly, following proposal from the supervisor. Changing the subject of a thesis is in no way a reason for extending the relevant deadlines.

20.14 In exceptional cases, for an important reason, it is possible to replace the supervisor or a member of the Three-Member Committee, upon the recommendation of the Coordinating Committee and decision of the Provisional Department Assembly. Such reasons may be educational leave, retirement, resignation or other serious personal reasons. The replacement of a member or members of the Three-Member Committee is in no way a reason for extending the relevant deadlines.

20.15 After the successful evaluation of the dissertations and their correction based on any comments of the Three-Member Examination Committee, with the consent of the supervisor, the students upload the final version of their dissertation on the digital repository of the International Hellenic University, which is managed by the University Library. Upon submission of the dissertation, the Library issues a Certificate of Master's Dissertation Submission for the student, which he/she submits to the Secretariat as part of their obligations for the completion of studies, according to the relevant article. Exceptionally, and for reasons that are specifically documented, following a decision of the Provisional Department Assembly, a part of the thesis containing unpublished data, may not be posted in the repository of the International Hellenic University.

20.16 The submission requirements for dissertations are:

I. Dissertations must be submitted via online submission to the E-learning platform at https://elearn-ucips.ihu.gr/ (this constitutes receipt of submission). The deadline is 17:00 (5pm) on the submission date.

20.17 The International Hellenic University has adopted an **Open Access Policy** from 10/02/2015 (*https://repository.ihu.edu.gr/xmlui/page/openaccess-policy-en*). In brief, Open Access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions.

Along with this policy, the IHU Library proceeded with the creation of an Institutional Repository (*https://repository.ihu.edu.gr/xmlui/* the online archive), where all scholarly material can be submitted, kept and managed.

Part of the collection consists of the Master's dissertations and PhD theses. **Students are required to submit their dissertations and theses to the repository making them accessible to the wider academic community.**
The dissertations are submitted to the repository in pdf form and therefore content alterations are not possible.
This process is part of the dissertation/thesis submission workflow and is intended to ensure the content accuracy and quality of the dissertation/thesis submitted.
Students are strongly advised to carefully read the terms of submission before submitting their work *https://repository.ihu.edu.gr/xmlui/page/terms-en.*

20.18 Students are kindly requested to follow the procedure described below, after the submission of their dissertation:

1. Correct their dissertation according to the relevant comments of the Committee (if any, sent by the Course Office) in collaboration with their supervisor.
2. Upload the **final version** of their dissertation on the IHU Repository (https://repository.ihu.edu.gr/xmlui/?locale-attribute=en).
   - Students are requested to submit the **final version** of their dissertations making them accessible to the wider academic community. As the pdf file is the **final version**, content alterations are not possible. Students are strongly advised to carefully read the terms of submission before submitting their work https://repository.ihu.edu.gr/xmlui/page/terms-en. For a quick guide please follow the link: https://repository.ihu.edu.gr/xmlui/page/submission-quick-guide-en.
   - If further assistance is needed with the submission process to the Institutional Repository students must contact the Library at +30 2310 807560, library@ihu.edu.gr.

2. Students have to submit to the Course Office:
   - The "Electronic Master's Dissertation Release" form, filled and signed by them. The form will be provided by the Course Office.
   - The "Certificate of Master's Dissertation Submission" form, confirming that they have submitted their dissertation on the IHU Repository and have returned any borrowed material, signed by the Library. The form will be provided by the Course Office.

21. Re-examination of Failed Dissertation

For students who fail the dissertation, the committee sets a new evaluation date, at least three (3) months after the first submission. Students are allowed to re submit their dissertation only once.

22. Degree Awarding

22.1 The Assembly of the Department ascertains the successful completion of studies, in order a student to receive the MSc degree.

23. Degree Classification

23.1 The award of the degree shall be calculated on the basis of the overall aggregate of the course marks weighted according to their credit value. The classification shall be determined as follows:

Distinction will be awarded if:

The weighted average mark across all courses and the dissertation is 8.50 or above

Merit will be awarded if:

The weighted average mark across all courses and the dissertation is between 6.50 – 8.49 inclusive.

Pass will be awarded if:

The weighted average mark across all courses and the dissertation is between 5.00 – 6.49 inclusive

Fail. A student fails to meet the requirements for the award of a degree if:

The average mark of any course or the dissertation is below 5.00 after one re-sit examination or assessment.

PART III: UNIVERSITY FACILITIES

IHU UCIPS Library & Information Centre

All information about the library's collection, services and operation is online https://lib.ihu.edu.gr/

Available electronic resources are listed below:

1. **Book Catalog**: The book catalog is an informative tool for you to see the availability of printed books (no VPN is needed). Those marked as "on shelf" are available for loan. You can come to the library and borrow them or consult them in the reading room. Note though that you can borrow up to five books. Browse the catalog https://opac.seab.gr/search~S5 .

2. **E-resources**: You can use all our subscriptions remotely. This includes e-books, e-journals, and databases. To be able to have access to the electronic resources you will need to install VPN successfully. All resources needed VPN are marked accordingly. Instructions on how to install VPN you have been given by the IT Dept. Should you have any trouble with your log in credentials or any other technical issue please contact the IT Dept.

    a. **E-books:** To find e-books (IHU subscriptions only) browse https://www.ihu.gr/ucipslib/ebooks/ . Note that e-books are categorized in tabs by academic discipline. You can find a few more ebooks https://ebookcentral.proquest.com/lib/ihugr-ebooks/home.action . Instructions for the right use of *EbookCentral* platform can be found https://www.ihu.gr/posts/post-13142 . You can also find e-books through the *Heal-link* database (see below information on Heal-link).

    b. **Databases**: All databases are available https://www.ihu.gr/ucipslib/databases/ . To remotely access databases it is necessary that you have activated the VPN previously. All databases have a brief description, so you can select the ones that most fit you. Note that there are some databases that are addressed to specific user groups.

    c. **Heal-link**: **Heal-link** stands for *Hellenic Academic Libraries link*. It's the consortium of all academic libraries in Greece providing access to more than 32.500 e-journals, 185.000 e-books and 13 databases. Entering Heal-link you can use **Heal-links's unified search engine** to search for journals, articles and e-books. Also, you can find all available databases with a brief description https://www.heal-link.gr/en/bibliographic-full-text-databases/ . Should you want to browse Heal-link's website follow this path: Heal-link home **page** > electronic resources > a) unified search engine, b) e-journals (by title, discipline, and publisher/provider), c) e-books, d) bibliographic and full text databases/reference material.

    d. **Institutional repository: IHU Repository** is the institutional repository that holds all master's theses so far. Use it to browse all past dissertations and to upload yours

when it's time. The repository is accessed openly, meaning that you don't need to use the VPN.

ICT Services

Computer laboratories are available for student use and for teaching purposes on the University campus. The facilities provided are primarily PC-based computing and internet working, reflecting the mix of Information & Communication Technologies (ICT) available in the business community. The main PC labs have PCs with Windows 10, connected to the University campus area network and to the Internet, which gives users access to electronic mail, conferencing facilities, and library, academic and business information worldwide. There is also wireless (WiFi) access to the University network covering the entire campus, as well as universal access to/from other Universities through the global EduRoam network. An extensive range of software includes a variety of generic PC software such as word processing, spreadsheet and business graphics, as well as more specialized software such as statistical packages, software development frameworks, simulation packages, CAD software and business management software. Furthermore, fully equipped distance learning rooms are available to cover online courses and seminars. The facilities, together with the IT Department, are designed to provide full IT support for students, backed up with all the help and advice they may require.

Student Portal

The Student Portal has been designed to allow students find everything they need in one place. Students can reach the portal at: https://students.ihu.edu.gr/

Alumni Network

As an alumnus of IHU, you are invited to be a part of an active network that helps you to stay in touch with each other and feel part of the School after your graduation. The network is designed to facilitate your connections and to enhance global communication for both social and business opportunities.

Staying in contact with the IHU has a number of benefits, including:

- Individual career advising
- Lifelong support on career issues
- National and International networking opportunities
- Continued learning and career advising
- Access to online services
- Access to library resources

- Participation in various events including career fairs, reunions, social gatherings, symposiums and conferences

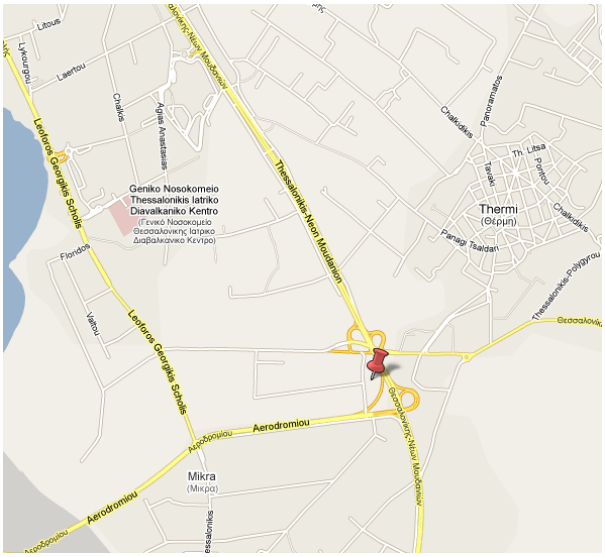
You become a member of the Alumni Network automatically upon graduation and membership is free of charge**. Upon your graduation, you are eligible to become a member of "International Hellenic University Alumni" group at LinkedIn.**

We envisage that many alumni will maintain close links with the School and will be welcomed back to act as advisors or mentors, to work with us on recruitment both in Greece and abroad, providing invaluable help at University Fairs, and offering current students job briefings, mock interviews and advice on business research projects.

Contact Information

Address

School of Science and Technology
14th km Thessaloniki – N. Moudania
57001 Thermi
Greece



Contact

Homepage	st.ihu.gr
e-mail	infotech@ihu.edu.gr
Telephone	+30 2310 807529/521
Fax	+30 2310 474520

School Staff Directory

Name	Position	Tel	e-mail
Academic Staff			
Dr M. Drakaki	Dean, Professor	+302310807524	mdrakaki@ihu.gr
Dr P. Bozanis	Deputy Dean, Professor	+302310807501	pbozanis@ihu.gr
Dr C. Tjortjis	Professor	+302310807576	c.tjortjis@ihu.edu.gr
Dr E. Heracleous	Professor	+302310807578	e.heracleous@ihu.edu.gr
Dr V. Peristeras	Associate Professor	+302310807539	v.peristeras@ihu.edu.gr
Dr D. Tzetzis	Associate Professor	+302310807548	d.tzetzis@ihu.edu.gr
Dr S. Papakostas	Assistant Professor	+302310807501	pchatzimisios@ihu.gr
Dr C. Berberidis	Laboratory Teaching Staff	+302310807534	c.berberidis@ihu.edu.gr
Dr D. Baltatzis	Laboratory Teaching Staff	+302310807522	d.baltatzis@ihu.edu.gr

Dr L. Akritidis	Academic Associate		lakritidis@ihu.edu.gr
Dr D. Karapiperis	Academic Associate		dkarapiperis@ihu.edu.gr
Dr P. Koukaras	Academic Associate		p.koukaras@ihu.edu.gr
Dr N. Serketzis	Academic Associate		nserketzis@ihu.edu.gr

Administrative Staff			
Mr I. Psomiadis	Head of Secretariat	+302310807532	ipsomiadis @ihu.edu.gr
Ms A. Karavasili	Programme Manager	+302310807529	a.karavasili@ihu.edu.gr
Ms A, Papadopoulou	Programme Manager	+302310807551	a.papadopoulou@ihu.edu.gr
Ms E. Karatasiou	Course Officer	+302310807531	e.karatasiou@ihu.edu.gr
Ms Christina Mandelou	Course Officer	+302310807521	cmadelou@ihu.edu.gr

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