

8 December 2023

**Mr. George Aletraris
Ms. Emily Mouskou
CY.Q.A.A.
5, Limassol Avenue,
2112 Nicosia**

**Subject: European University Cyprus' Response to the Report of the
External Evaluation Committee of the On-Site Follow-Up
Review for the program of study:**

«Marketing and Digital Communications (4 Years/240 ECTS, B.B.A.)»

**Offered at Minjiang University- European University Cyprus
“International Digital Economy College”**

Dear Mr. Aletraris and Ms. Mouskou,

Regarding your email dated 1 November 2023 (File No: 07.14.324.003) on the above matter, we hereby submit our responses and provide additional information and documented improvement actions that have been deemed necessary for the certification of the offering of this programme at Minjiang University. Our responses are presented numbered based on the numbering in your letter.

Recommendation 1: EEC recommends that continued English language support for students is necessary. This is especially important in the first year in order to provide students with the language skills needed to make the most of the rest of their programme. As needed, continuation of support of enhancing the English language in the next years of study is recommended.

We are committed to continuously improve the quality of teaching and provide the best educational resources and experience to students enrolled in the program at Minjiang University. In line with this strong commitment in constantly enhancing the students' competencies and learning experience, and based on insights gained from the additional English courses and activities offered during the 2022-2023 academic year, we have further re-designed the English curriculum for our students.

To this end:

1. During the first three semesters of their studies, all admitted students are required to take three (3) EUC levels of English language courses (ENL100, ENL101 and ENL102). These English language courses are mandatory for all students over and above their total workload of 240 ECTS for the full completion of their program requirements. The courses' goal is to further enhance the students' knowledge of English and facilitate their learning experience.

In addition, as of the current academic year 2023-24, both the books and the teaching methodology of the three ENL courses have been modified in order to use the same textbooks, course outlines, assessment methods and structure of the courses as they are offered by the EUC Language Centre.

2. In September 2023, an EUC English Language instructor offered on-site training to Minjiang Foreign Languages Department instructors. This involved the use of the ENL textbook, assessment methods, course structure, teaching methodology, as well as detailed information on various aspects of the EUC English Language exams.

3. As of the current academic year, an additional compulsory yearly Oral/Spoken English Course has been introduced for all 1st year students. The course is taught by a native English speaker of the Minjiang University Language Centre.

4. As of the current academic year, all third-year students are offered on an optional basis intensive courses for preparing for the IELTS exams. The course is offered by the Minjiang University Language Centre.

These changes and improvements are clearly reflected on the students' course schedules and professional development plans.

Recommendation 2: EEC recommends the English support for some teachers is provided in order to enhance the English speaking confidence when dealing with the teaching duties.

We fully concur with the EEC's recommendation and in order to further strengthen the support towards instructors and enhance their confidence in using English, the following activities have been planned:

1. Offering English training courses: We have planned to provide English training courses for instructors, from December 2023 onwards. These courses are comprehensive and they cover listening, speaking, reading, writing, and other aspects of the English Language, aiming to facilitate the instructors' competencies and confidence in English proficiency.

2. Organizing English communication activities: Since November 2023, we have started to organize English communication activities among instructors, such as:

(a) the English Corner with native English instructors;

- (b) inviting lecturers to deliver multi-culture workshops in the English language; and,
- (c) connecting with local industry experts in events delivered in the English language.

These activities extend beyond the classroom environment and provide the opportunity for instructors to engage with professionals in social settings as well. These activities are organized on a monthly basis.

3. Providing personalized support: as of November 2023, we have implemented personalized English support for each instructor. These plans are designed to cater for individual instructor needs. More specifically, for instructors who need to enhance their vocabulary and grammar skills, we have provided vocabulary-building sessions, grammar drills, and contextualized examples for them. These activities aim to expand their vocabulary and improve their accuracy in using grammatical structures. Similarly, for instructors who struggle with fluency and coherence in their spoken English they receive support in the form of fluency exercises, guided conversations, and opportunities for extensive speaking practice. We additionally encourage them to engage in discussions, debates, and lectures in English so as to develop their ability to express ideas and opinions fluently and coherently.

Finally, we also focus on other aspects of English language proficiency, such as reading comprehension, listening skills, writing, etc. We provide instructors with relevant reading material, audio resources, and writing prompts to practice these skills, helping them to acquire a comprehensive command of English.

Recommendation 3: Develop a clear and concise research strategy within the Marketing and Digital Communication subject area that addresses the period 2023 to 2028.

An important parameter of our collaboration is the creation of a strong research collaboration between the two Universities. In fact, we have started to pave the way, with a number of publications in academic conferences and journals. Therefore, we concur with the EEC's recommendation regarding the need to develop a clear, long-term research strategy to this end. Hence, based on the program's profile and the research interests of the faculty from the two universities, the said strategy will focus on four areas: Digital Economy, E-commerce, Social media marketing and Digital marketing.

The initial research projects and the respective timeframe are outlined below.

1. E-commerce: In this area, Prof. George Papageorgiou and Lijuan Weng have been working on "Applying Digital and E-commerce solutions for social entrepreneurship and for supporting communities in the Fujian Region" (period 2022-2024). In addition, Dr. Wang Ying and Prof. George Papageorgiou are working on a paper entitled "Investigating best practice in E-commerce and Social Media; the case of the Domi Interactive Entertainment System".
2. Digital Economy: Two joint research projects are in the pipeline in this area:

- (i) a research project entitled “The Application of AR Technology and New Media Short Video Technology in Cultural and Tourism Scenarios” by Zhiwu Jiang and Professor George Papageorgiou, and
 - (ii) a research proposal led by Prof. George N. Papageorgiou with a research team comprised of WANG Ying, ZHU Xiumei, LI xuan, LIANG Zhenjie, WENG Lijuan, ZHANG Herong, REN Jinfang, LIN Jin, CHEN Yangchun, HE he, RUAN Rongrong, submitted for the "100 Foreign Talents Plan" in the Fujian Province.
3. Social media marketing: Shuying You, Dr. Kyriakos Christofi and Prof. George Papageorgiou are currently working on a paper “Developing a Framework for City Brand-Image Promotion via Social Media Communication”. Furthermore, Prof. George Papageorgiou, Dr. Myria Ioannou and Dr. Ying Wang’s research will focus on the effect of social media on customer relationships (period 2023-2025)
4. Digital marketing: Prof. George Papageorgiou, Dr. Myria Ioannou and Dr. Ying Wang’s research will focus on digital marketing competencies (period 2024 onwards).

Recommendation 4: The EEC heard of the developing agenda in the connection with industry – enterprise is a key function of the economy. In parallel with the research agenda, consider what the enterprise agenda looks like for the institution (in particular how to maximise the links into the Digital Economy). Maximise the opportunities of the region and thus for the students.

In 2023 we established close partnerships with companies such as Fujian Times Cloud Technology Co., Ltd., Fujian Hant Cloud Intelligent Technology Co., Ltd., Fujian Changwan Network Co., Ltd., Fuzhou Dayu Electronic Technology Co., Ltd., and Fujian Midodo Network Technology Co., Ltd. Our collaborations focus on e-commerce, artificial intelligence services, data analysis, smart manufacturing, and other related fields, aiming to provide students with internship and employment opportunities. These opportunities enable students to better assimilate the business world, in terms of both the actual needs, the operational models of companies and the challenges faced and as such, enhance both their knowledge and their digital skills.

In 2024 plans have been made to further expand the programs’ close cooperation with the industry in terms of industry-academia collaboration, especially focusing on enterprises in the digital economy field. Many of these enterprises are currently in a critical period of digital transformation, possessing a large amount of data resources and cutting-edge technological means. Hence, they can not only provide valuable practical teaching platforms for instructors and students, but also create high-quality employment opportunities for students.

Through close collaboration with enterprises, we can jointly explore the development trends and future directions of the digital economy, co-develop innovative solutions and technological applications, and make positive contributions to driving the development of the digital economy. We can thus

also provide students with more diverse and practical curriculum offerings and practical projects, offer enterprises more efficient and precise talent development and services, and cultivate more outstanding talents with digital skills and knowledge for society.

Recommendation 5: Student progression rates are exemplary, such high percentages are unusual in a HE setting. Academic and administrative teams to review rates regularly and assess the interventions made to ensure the rates remain high.

We are committed to continuous improvement and place particular emphasis on maintaining a high success rate. Consequently, the measures to adhere to this, are as follows:

1. Provide personalized student support: in response to students' learning difficulties, personalized teaching support is offered. Currently, we have assigned a form teacher in each class, who provides one-on-one tutoring and develops personalized learning plans for students with low GPA and learning difficulties.
2. Additional learning resources: for students with low GPA and learning difficulties, the teaching office, student advisors, and specific course instructors provide additional learning resources. This support is provided after the assessment of each student and the resources include, but are not limited to, extra online tutorials, learning tools, and textbooks.
3. Provide necessary support: Students with low GPA and learning difficulties may lack confidence in their learning capabilities. Therefore, providing necessary support and intervention is crucial. This support takes the form of counseling services and growth mindset training to help them build confidence and overcome learning difficulties.

Recommendation 6: for the IDEC partnership to constantly review the infrastructure and resources provided to ensure the standard (currency of resource) and scale of facilities (physical number of kit/ resources available to students) are appropriate as the student numbers increase and/or technology develops.


EUC with Minjiang University monitor environmental changes and adheres to all relevant regulations and cooperation agreements, so as to ensure state-of-the-art facilities. In particular, we will continue to deepen the program's cooperation with partners, jointly exploring new educational models and technological applications. At the same time, we pay attention to the comprehensive development of students, provide extracurricular activities and practical opportunities to them, and cultivate students' comprehensive quality and innovation ability. The two universities will also continue to actively pursue the employment of excellent academics and the development of a well-coordinated faculty team. Thus, it will constantly improve teaching quality, effectiveness and further enhance student experience, as well as academic research and contribution to the professions.

Recommendation 7: Review and reflect on fluctuating intake numbers to the program

EUC with Minjiang University fully recognize that in-depth research and reflection on fluctuations in enrollment numbers are of great significance for the continuous development of the program. By thoroughly surveying the underlying reasons, we can improve and enhance enrollment strategies in a targeted manner. To this end, the EUC and Minjiang administration and admissions offices focus on historical data, influencing factors, surveys, interviews, enrollment strategies, curriculum design, admission criteria, student support, and peer comparisons, among other aspects, to comprehensively evaluate and improve the current enrollment policy and at the same time decide about the expected number of students per academic year. We are committed to adapting to the ever-changing environment, meeting the evolving needs of students and the industry, and promoting the sustainable development of the program.

We are very grateful to the E.E.A. for the constructive comments and suggestions in the context of the certification of the offering of this programme at Minjiang University and we remain at your disposal for any further clarifications and/or actions.

Sincerely,


Loizos Symeou (Dec 11, 2023 15:36 GMT+2)

Prof. Loizos Symeou
Vice Rector of Academic Affairs