Doc. 300.1.2

Date: 06/10/2023

Higher Education Institution's Response

- **Higher Education Institution:**
  Cyprus College

- **Town: Limassol**

- **Programme of study**
  Διοίκηση Γραφείου (2 έτη πλήρους φοίτησης ή 4 έτη μερικής φοίτησης) Δίπλωμα

  In Greek:

  Διοίκηση Γραφείου (2 έτη πλήρους φοίτησης ή 4 έτη μερικής φοίτησης) Δίπλωμα

  In English:

  Office Administration (2 years full time or 4 years part time) Diploma

- **Language(s) of instruction: Greek**

- **Programme's status:** Currently Operating

- **Concentrations (if any):**

  In Greek: Concentrations
  In English: Concentrations

The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the "Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2021 [L.136(I)/2015 – L.132(I)/2021].

A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1 or 300.1.1/1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area. The answers' documentation should be brief and accurate and supported by the relevant documentation. Referral to annexes should be made only when necessary.*

- *In particular, under each assessment area and by using the 2ⁿᵈ column of each table, the HEI must respond on the following:*

    - *the areas of improvement and recommendations of the EEC*
    - *the conclusions and final remarks noted by the EEC*

- *The institution should respond to the EEC comments, in the designated area next each comment. The comments of the EEC should be copied from the EEC report **without any interference** in the content.*

- *In case of annexes, those should be attached and sent on separate document(s). Each document should be in *.pdf format and named as annex1, annex2, etc.*

1. Study programme and study programme's design and development
(ESG 1.1, 1.2, 1.7, 1.8, 1.9)

First of all, we would like to extend our genuine gratitude to the External Evaluation Committee (EEC) for their detailed examination and invaluable recommendations concerning our Diploma in Office Administration program. We have meticulously reviewed and contemplated each point raised and are eager to share the actions we have initiated or are intending to implement to rectify the outlined concerns.

The program, despite experiencing an incline in enrolments, has undertaken substantial improvements and refinements, emphasizing the integration of modern technology and practices, reflecting our relentless pursuit to stay attuned to industry trends and demands. By reinforcing the emphasis on practical, real-world training and enriching student experiences through international exposure, we are aspiring to bridge the academic-industry gap effectively. We firmly believe that by absorbing and acting upon the insights and advisements provided by the EEC, we can significantly enhance the program's structure, relevance, and appeal, ensuring that we are effectively molding future professionals capable of navigating the modern administrative landscape with adeptness and proficiency.

This revised approach is not just a response, but a testament to our ongoing commitment to quality and excellence in education, promising a program that is more aligned with the needs and expectations of our students and the industry at large.

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
In light of the declining numbers, it is crucial to thoroughly evaluate the program's overall viability, identify the factors contributing to the decline in enrolments, and explore potential strategies to enhance its sustainability. By addressing these challenges proactively through market research, the College can ensure the long-term success and effectiveness of the Office Administration program. This is key to ensuring that quality assurance is effectively implemented and that any changes have a positive impact.	We recognize the necessity to revitalize the program's viability due to the previously noted decline in enrolments. In response, we have initiated detailed market research to identify contributing factors and develop strategies to enhance the program's sustainability. These actions are instrumental for the effective implementation of quality assurance and long-term success of the program. Notably, the new academic year has seen a slight increase in enrolments for this program, which, combined with the ongoing improvements, offers hope for its recovery and reaffirms its relevance and value.	Choose level of compliance:
A core objective of the program is to emphasise the importance of professional skills and knowledge acquisition. By offering systematic guidance and support, students are	We are placing enhanced emphasis on student-centered teaching and learning and have incorporated several Business Administration courses to reinforce professional skills and knowledge acquisition. This approach aligns more closely with the core objectives of the program, ensuring students	Choose level of compliance:

guided through the process of acquiring the practical skills required to thrive. This includes honing their abilities in areas such as communication, organisation, time management, problem-solving, and teamwork. These should suffice for such a programme. Developing future "leadership skills" and addressing "broader societal problems" is not necessary in this instance and can send a confusing message to students.	acquire the practical skills necessary to thrive in their future careers. To offer further clarity and to provide a detailed insight into the modifications, we have catalogued the final program structure in ANNEX 1 and new enhanced Syllabis in ANNEX 2. Those two annexes meticulously outline the enhanced syllabi that have been revamped to incorporate assignments and projects. These additions are not arbitrary; they have been strategically integrated to foster and promote the development of the aforementioned skills, ensuring our students are not just learners but skilled professionals ready to make their mark." See ANNEX 1 and ANNEX 2	
Similarly, the intendent learning outcomes could be streamlined.	The current ILOs are being revised to more succinctly reflect the demands and expectations of a 2023 Office Administration 2-year Diploma, emphasizing a broader understanding of business concepts and practical experience in micro-computer applications relevant to modern business settings. These revisions will align the ILOs more closely with the European qualifications framework. See ANNEX 3	Choose level of compliance:
A significant reduction of the time allocated to basic skills is advised. The need for this change was also confirmed by the interviews with the students. The students expect a much more intellectually challenging programme in line with what you can expect from a higher education programme. This adaptation requires a major revision of the programme.	To meet students' expectations for a more intellectually challenging program, we have incorporated new courses such as Business Administration, Marketing, Public Relations, Events Management, and HR, which reflect the contemporary needs and roles of an Office Administrator. Concurrently, we are reducing the emphasis on basic skills such as typewriting, which the committee also considers to be excessive in relation to the background of the new students as well as the realities of the new office administration era. See ANNEX 1	Choose level of compliance:
To this end the College could consider borrowing modules from the existing diploma in Business Administration in order to provide a wider perspective in the area of office administration and the	As emphasized in the previous point, the integration of modules from the Business Administration is pivotal for providing a wider perspective in office administration and underlying management principles. See ANNEX 1 and ANNEX 2	Choose level of compliance:

fundamental principles of management.		
A clear picture of the interrelationships between the modules was not evident. In the process of revision, the programme could therefore benefit from course mapping across the different modules, which could make the balance between academic and vocational skills explicit.	Our refined program structure ensures improved cohesiveness and interrelationship between different modules, clarifying the balance between academic and vocational skills. **See ANNEX 1 and ANNEX 2**	
While the inclusion of external certifications is valuable and enhances students' employability prospects, it is important to strike a balance in the program's focus. It is crucial to ensure that the diploma itself remains the primary objective of the program, with the external certifications serving as complementary components, rather than overshadowing the overall curriculum. By streamlining the program's emphasis on external certifications and placing equal importance on the broader knowledge and skills acquired through the diploma, students will receive a well-rounded education that prepares them for success in the field of office administration.	We acknowledge the value of external certifications but also understand the paramount importance of the diploma. To this end, we have recalibrated the program's focus, ensuring the diploma remains the primary objective and that external certifications serve as complementary, enhancing the overall curriculum without overshadowing it. **See ANNEX 1 & ANNEX 2**	
The programme benefits from a good quality evaluation process. However, it appears that changes in the programme are not always well communicated, as some of the teaching staff were not informed about the status/changes of their module.	A new Program Evaluation Review framework has been established and activated to enhance communication regarding changes in the program, ensuring all teaching staff are well-informed about the status and modifications of their module.	

More effectively promoting the Office Administration program is crucial to showcase its value and attract aspiring individuals seeking a rewarding career in the field. Such a program can offer numerous benefits to graduates, equipping them with essential knowledge and skills that are highly sought after in today's dynamic business environment.	To showcase the value of our program and attract potential students, marketing initiatives are being intensified, leveraging social media and highlighting the distinctive features and benefits of the program.
	
	The Administrative Committee in consultation with the Marketing Department proposed the implementation of several measures that would assist with the students' engagement into the College's social networks. Analytically, they agreed to proceed with the following actions:
	
	    a. Schedule Seminars, Workshops and supporting lectures, regarding industry's needs, ways to increase students' probability to be a successful candidate, how to create and edit the context of a CV to meet the qualifications asked in a specific job, etc.
	    b. Create several events and competitions in campus where students will have the opportunity to interact, socialize and exchange opinions in a more exciting way.
	    c. Increase the use of the College's social media account, promote several events in which students would be interested in, like events that will take place in Campus and in Limassol in general. Increase the use of hashtags for International Days, events and competitions in order to increase College's exposure online.
	    d. Create several polls online where students will have the opportunity to vote for an upcoming event or guess an answer in a quiz regarding current topics.
	    e. Promote interviews with successful graduates of each program and invite special guests to speak with the students about industry's needs and job positions.	

2. Student – centred learning, teaching and assessment
(ESG 1.3)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
To enhance the effectiveness of practice-oriented assignments and ensure a comprehensive assessment strategy, it is essential to develop a clear assignment strategy that aligns with the program's objectives. Similar to the mapping exercise proposed for program objectives and skills, conducting a mapping exercise for assessment types would be beneficial in formulating a robust program-level assessment strategy. Mapping assessments to the intended learning outcomes ensures that each assessment method effectively measures students' knowledge and skills in alignment with the program's vocational nature. By conducting this mapping exercise, the program team can identify any gaps or redundancies in assessment methods and make necessary adjustments to create a well-rounded assessment approach.	A clear, precise assignment strategy has been developed and implemented as part of the program coordination, meticulously aligning with the program's objectives and ensuring each assessment method effectively measures students' knowledge and skills in alignment with the program's vocational nature. This was achieved through a systematic mapping exercise of assessments to intended learning outcomes, allowing the detection and amendment of any discrepancies in assessment methods and ensuring the comprehensiveness and alignment of the assessment strategy with the program's goals. **See ANNEX 4**	Choose level of compliance:
In addition, incorporating a variety of assessment methods can provide a more holistic evaluation of students' capabilities. Practice-oriented assignments, such as case studies, simulations, or real-world projects, offer students the opportunity to apply their knowledge and skills in practical contexts. These assignments can be complemented by other assessment methods, such as exams, quizzes, presentations,	A variety of assessment methods have been integrated, providing a holistic evaluation of student capabilities. Project-Based and Collaborative Learning have been emphasized, utilizing varied assessment tools such as case studies, simulations, presentations, and group work. This integration not only evaluates different aspects of students' learning but also enhances their ability to apply knowledge and skills in practical contexts and fosters the development of critical thinking and collaborative skills.	Choose level of compliance:

or group work, to assess different aspects of students' learning and foster collaboration and critical thinking skills.	**SEE ANNEX 2**	
Introducing more group work in final assessments can further enrich the assessment mix. Collaborative projects allow students to develop teamwork and communication skills, which are highly valued in the workplace. Group work assessments can simulate real-world scenarios, reflecting the collaborative nature of office administration roles and preparing students for future professional challenges.	More group work has been embedded in final assessments, reflecting the collaborative nature of office administration roles and simulating real-world scenarios. This ensures that students develop essential teamwork and communication skills and are well-prepared for professional environments. See ANNEX 2	Choose level of compliance:
The assessment of the programme when it comes to participation (which can account for up to 10% of one's total mark) appears to be unclear and inconsistent. It is unclear what "participation" exactly involves and how it is measured.	Clear and consistent criteria for assessing participation have been established and applied. Standardized guidelines and transparent grading rubrics have been developed and shared with students, ensuring clarity and understanding of participation expectations and evaluation methods and promoting fairness and objectivity in grading. See ANNEX 5	Choose level of compliance:

3. Teaching staff
(ESG 1.5)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
The program instructors are qualified personnel, holding appropriate degrees and having significant experience teaching and/or industry. Due to the short duration of the program and the diversity of the subjects taught, the teaching team almost in its entirety is employed part time. As such the EEC has identified an urgent need for the employment of additional full-time staff members, with a particular emphasis on the role of the program coordinator. The committee recognises that the program coordinator plays a critical role in ensuring the effective delivery and management of the program. Having a dedicated and full-time individual in this position is essential for maintaining the program's quality and meeting its objectives. The College acknowledges this need and has plans in place to address it. By hiring full-time staff, the College can provide greater stability and consistency.	We have acted swiftly and decisively to address concerns about the program's stability and effectiveness, acknowledging the crucial role of full-time staff members in sustaining program quality and realizing its objectives. We are pleased to announce the strategic acquisition of Mr. George Tofas as a Full-Time Instructor and Coordinator for the program. Mr. Tofas, with his wealth of knowledge and experience will synergize with the existing teaching team to ensure the program's robustness and continuity. Furthermore, in alignment with the program's evolved focus on technology-oriented courses, we have also welcomed a Full-Time Instructor specializing in Computing disciplines, Mr. Petros Papagiannis enhancing our capability to deliver an enriched, forward-thinking curriculum in our Programs, also for Office Administration. **(Annex 6 CVS George Tofas and Petros Papagiannis)**	Choose level of compliance:
In addition to the urgent need for the recruitment of full-time staff members, the evaluation has highlighted the importance of establishing a clear workload policy specifically tailored for these members. A comprehensive workload policy is essential for ensuring equitable distribution of responsibilities, maintaining a healthy work-life balance, and optimising the effectiveness of	We would like to reassure all concerned parties that the College currently has robust and well-defined policies in place, grounded in our "Contract of Appointment" and "Instructors Handbook." These existing policies meticulously outline the expectations, responsibilities, and allocation of duties for full-time staff members, considering the myriad aspects of their roles within the program, including teaching load, administrative tasks, research, professional development, and student support.	Choose level of compliance:

the full-time staff. By implementing a well-defined workload policy, the College can address potential issues related to workload allocation, task prioritisation, and time management. The policy should clearly outline the expectations, responsibilities, and allocation of duties for full-time staff members, taking into account the specific requirements of their roles within the program. It should consider factors such as teaching load, administrative tasks, research and scholarly activities, professional development, and student support.

Our existing policies have been developed with utmost diligence and are designed to address and manage workload allocation, task prioritization, and time management efficiently and effectively. These policies embody our commitment to creating a harmonious and balanced working environment, resonating with our institutional values and objectives, and ensuring alignment with the specific requirements and expectations of our full-time staff members.

However, we are committed to continual improvement and, as such, are always open to refining and enhancing our policies to ensure they remain relevant, clear, and equitable, addressing the evolving needs and challenges of our staff and the organization. We actively seek to optimize our workload policies to sustain alignment with our organizational goals and to address any emerging needs or challenges proactively.

In conclusion, we are devoted to maintaining a workplace that is supportive, fair, and conducive to the overall well-being and effectiveness of our full-time staff, thereby contributing to the collective success and advancement of our program. We value the recommendations of the EEC and are dedicated to upholding and reinforcing our commitment to equitable workload distribution and effective time management, underpinned by our existing, well-established policies.

We remain open and receptive to ongoing refinement to further align our policies with the evolving dynamics of our educational environment and to continue to meet the needs and expectations of our esteemed full-time staff members and all stakeholders involved.

4. Student admission, progression, recognition and certification
(ESG 1.4)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
The EEC does not have any specific recommendations for this area (beyond what was mentioned elsewhere with regards to recruitment strategy and promotion, fees and the sustainability of the programme etc).	We are pleased to learn that our admission criteria and associated regulations align well with the expectations for programs of our nature and caliber. It is reassuring and affirming to have the committee recognize our commitment to maintaining transparency, impartiality, and fairness throughout our admissions process and student progression journey. The acknowledgment of the pivotal role played by our student handbook in effectively communicating crucial regulations and guidelines is particularly heartening. We are dedicated to ensuring that all our students are well-informed about the program's policies and procedures, and it is encouraging to see this commitment reflected in the EEC's evaluation. We acknowledge the importance of consistent and clear communication in promoting transparency and accountability, and we continually strive to uphold these values in every aspect of our program. While we note that there were no specific recommendations for improvement in this area, we assure the EEC and all stakeholders that we will maintain our ongoing commitment to excellence and continuous improvement in every aspect of our program. We are devoted to refining our operational practices and enhancing our program's sustainability to provide an enriching and rewarding experience for our students.	Choose level of compliance:

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5. Learning resources and student support
(ESG 1.6)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
The programme has currently 8 new students and these students receive significant discounts on the tuition fee of more than 50%. The business case for the programme is therefore unclear and can be a threat for future investments in the quality and continuity of the programme. The programme management team should create a convincing case that the market has a significant need for this programme so that long term viability and quality can be expected.	We are heartened by your positive remarks on the various administrative mechanisms, the dedication of our teaching and administrative staff, and our infrastructure and facilities. It is gratifying to learn that our efforts to maintain high standards in terms of physical resources and to foster a vibrant campus atmosphere are recognized and valued. Regarding your observations on the program's current business case and the significant discounts provided to our new students, we deeply value the committee's perspective. We understand the concerns raised regarding the long-term viability and quality of the program. We wish to assure the committee that we are actively engaged in thorough assessments and strategic planning to enhance the robustness and sustainability of the program. The actions already stated in response to the findings and recommendations in sections 1-4 underline our unwavering commitment to securing the future of the program and ensuring its continuing contribution to the learning journey of our students. We are rigorously working on reinforcing the program's market position, building a compelling case for its need and relevance, and assuring prospective students, stakeholders, and the academic community of its value and quality. Our focus remains steadfast on maintaining and enhancing the quality and continuity of the program, and we are optimistic about our path forward, balancing quality education with financial sustainability.	Choose level of compliance:

6. Additional for doctoral programmes
(ALL ESG)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
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7. Eligibility (Joint programme)
(ALL ESG)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
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B. Conclusions and final remarks

Conclusions and final remarks **by EEC**	Actions Taken by the Institution	For Official Use ONLY
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LIST OF ANNEXES

ANNEX 1: FINAL COURSE DISTRIBUTION PER SEMESTER

ANNEX 2: NEW AND ENHANCED SYLLABIS

ANNEX 3: REVISED INTENDED LEARNING OUTCOMES (ILOS):

ANNEX 4: COMPREHENSIVE ASSIGNMENT STRATEGY PLAN

ANNEX 5: STUDENT PARTICIPATION ASSESSMENT RUBRIC

ANNEX 6: CVS GEORGE TOFAS PETROS PAPAYIANNIS

ANNEX 1 : FINAL COURSE DISTRIBUTION PER SEMESTER

A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
				A' Semester				
1.	Major Requirement	Introduction to Computing and Internet	CSL105	3	50'	14	42	6
2.	Major Requirement	Upper Intermediate English	EGL100	3	50'	14	42	6
3.	Major Requirement	Greek Typing I	OAL100	3	50'	14	42	6
4.	Major Requirement	English Typing I	OAL105	3	50'	14	42	6
5.	Major Requirement	Modern Office Practice	OAL110	3	50'	14	42	6
								Total ECTS 30
				B' Semester				
6.	Major Requirement	Introduction to Financial Accounting	ACL100	3	50'	14	42	6
7.	Major Requirement	Word Processing and Spreadsheet Applications	CSL110	3	50'	14	42	6
8.	Major Requirement	Introduction to Business	BUS100	3	50'	14	42	6
9.	Major Requirement	Greek Typing II	OAL115	3	50'	14	42	6
10.	Major Requirement	English Typing II	OAL120	3	50'	14	42	6
								Total ECTS 30

		C' Semester						
11.	Major Requirement	Introduction to Marketing and Digital Strategies	MAR200	3	50'	14	42	6
12.	Major Requirement	Computerized Accounting	OAL200	3	50'	14	42	6
13.	Major Requirement	Technical Text Writing	EGL200	3	50'	14	42	6
14.	Major Requirement	Human Resources	HRD200	3	50'	14	42	6
15.	Major Requirement	Communication & Public Relations	CPR200	3	50'	14	42	6
							Total ECTS 30	
		D' Semester						
16.	Major Requirement	Database and Presentation Applications	CSL210	3	50'	14	42	6
17.	Major Requirement	Advance Office Management: Integrative & Ethical Approaches	OAL215	3	50'	14	42	6
18.	Major Requirement	Field Work	OAL220	3	50'	14	42	6
19.	Major Requirement	Introduction to Information Systems	CSL215	3	50'	14	42	6
20.	Major Requirement	Event Administration	EAD200	3	50'	14	42	6
							Total ECTS 30	

ANNEX 2 : NEW AND ENHANCED COURSE OUTLINES

ΔΙΠΑΕ CYQAA **ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ**
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Course Title	Modern Office Practice
Course Code	OAL110
Course Type (Compulsory/Optional)	Compulsory
Level	Diploma
Year /Semester	1 / 1
Teacher's name	

Number of credits / ECTS	6	Lectures/ week	3	Labs/ week	

Course Purpose and Objectives:	This course is intended for students aspiring to roles such as Secretary/Assistant, aiming to equip them with the understanding of basic and advanced activities and processes in organizational settings. It covers areas like effective communication, meeting and travel organization, information research and presentation, and financial procedures, thereby preparing students for the modern workplace's dynamic demands.
Learning Outcomes	Upon completion of this course, students should be able to understand: The structure, management, and control of business entities. The roles and functionalities of offices in diverse businesses. Procedures and tasks encompassing a secretary's role, including effective communication, meeting organization, travel planning, information research, and presentation. Basic financial procedures and workplace safety. He employment landscape and preparation for job applications.

Prerequisites	None	**Required**	None

Course Content	Week 1: Introduction to Businesses • Overview of business entities and sectors. • Organizational charts and roles of different business segments. Week 2: The Office Environment • Functions and services of a business office. • Office provisions and work environment importance. Week 3: The Role of the Secretary • Definition, work areas, qualifications, and required behaviors of a secretary. Week 4: Effective Communication

- Oral, written, and telephone communication in the workplace.
- The role of effective communication in successful collaborations.

Week 5: File and Information Management

- Rules and systems of archiving.
- Researching and presenting information from various sources.

Week 6: Time and Task Management

- Prioritization and scheduling for increased productivity.
- Professionalism and efficiency in task execution.

Week 7: Incoming and Outgoing Mail Procedures

- Managing mail processes and utilizing mailroom equipment and services.

Week 8: Financial Procedures

- Overview of business finances, purchases, sales, and banking systems.

Week 9: Organization of Meetings

- Different types of meetings and their requirements.
- Procedures, documents, and terminology related to organizing meetings.

Week 10: Organization of Business Trips and Accommodations

- Recognizing travel goals and making necessary arrangements and reservations.
- Preparation of the necessary forms and documents.

Week 11: Human Relations in the Office

- Building good relationships, cooperation, courtesy, and respect in the workplace.

Week 12: Employment Opportunities and Preparation

- Guidance on job searching, application submission, resume creation, and interview preparation

Project Title: Modern Office Simulation

Objective:

To simulate and execute modern office practices in a dynamic, practical setting, focusing on digital proficiency, organizational structure, communication, human relations, and task management.

Description:

Students are to form groups and simulate a modern office environment. Each group will be assigned a specific business type (e.g. a tech startup, a non-profit organization, a retail company). Groups will create a model office structure, perform assigned tasks, communicate efficiently, manage time and resources, and address challenges within their simulated office.

Group Formation:

• Students will form groups of 4-5 members.

• Each group will be assigned a specific office administration scenario.

Project Components:
1. Digital Office Setup:
   • Create a digital workspace using online collaboration tools (e.g. Slack, Microsoft Teams).
   • Set up digital file management systems.

2. Task Allocation and Management:
   • Allocate roles and responsibilities to group members based on the office structure.
   • Utilize task management tools (e.g. Trello, Asana) to assign and track tasks.

3. Communication and Meetings:
   • Conduct meetings using video conferencing tools.
   • Establish effective communication channels and protocols within the group.

4. Problem Solving and Innovation:
   • Identify and solve problems encountered during the simulation.
   • Propose innovative solutions to enhance efficiency and productivity.

Deliverables:
1. Digital Workspace:
   • A fully functional digital workspace with organized file management and communication channels.
2. Task Management Log:
   • A log detailing task allocation, status, and completion, using task management tools.
3. Meeting Minutes:
   • Documented minutes of all meetings conducted during the simulation.
4. Reflection Report and Presentation:
   • A brief report reflecting on the learning experiences, challenges encountered, and solutions implemented.
   • A 10-15 minute presentation summarizing the simulation experience and learnings.

Assessment Criteria1. Practical Application and Execution (5%):
   • Efficiency in setting up and managing the digital workspace and tasks.
   • Effective execution of assigned roles and responsibilities.
1. Communication and Collaboration (5%):
   • Clarity, coherence, and effectiveness in communication.
   • Collaboration and teamwork within the group.

2. Innovation and Problem Solving (5%):
   • Creativity in proposing innovative solutions.
   • Ability to solve problems encountered during the simulation.

3.   Reflection and Presentation (5%):
• Depth and insight in reflection report.
• Clarity and organization in the presentation.

Deadline:
The simulation period will last for 8 Weeks, and the deliverables & presentations are due and scheduled for the last week of the classes.

Notes:
• Regular check-ins or progress reports should be scheduled to monitor the group's progress and provide guidance or feedback.
• Consider using peer evaluations to assess each member's contribution to the project.
• Office Administration scenario project assignment.

1. School Administration Office:
Scenario: Your group is part of a school's administrative team. You are responsible for managing student records, scheduling parent-teacher meetings, and coordinating with different departments for smooth school operations.
Tasks: Organizing meetings, maintaining student records, coordinating with teachers and other departments, drafting announcements.

2. Medical Office:
Scenario: Your group works in a busy medical office. You are tasked with managing patient appointments, maintaining medical records, and ensuring effective communication between patients and medical staff.
Tasks: Managing appointments, maintaining organized and confidential medical records, liaising between patients and medical professionals.

3. Real Estate Office:
Scenario: Your group works in a real estate office. Your duties include maintaining property listings, coordinating viewings, and managing communications between prospective buyers and sellers.
Tasks: Updating property listings, scheduling property viewings, drafting correspondence between buyers and sellers, managing contracts.

4. Legal Office Assistant:
Scenario: Your group is part of a legal firm's administrative team. You are responsible for organizing legal documents, scheduling client meetings, and maintaining an efficient and organized office environment.
Tasks: Organizing legal documents, scheduling and confirming client appointments, drafting legal correspondence, filing.
For each scenario, students will need to simulate office management activities, efficient communication, scheduling, and maintaining organized records relevant to their assigned office type. They can create schedules, draft documents, and discuss potential improvements or optimizations in the office practices based on their findings.

Assessment Rubric

Assessment Criteria	1	2	3	4	5
Organization and Clarity - Logical flow and coherence - Clear objectives and goals					
Content and Understanding - Accuracy of content - Depth of understanding - Relevance of content to scenario					
Communication and Presentation - Clarity of expression - Quality of visuals/aids - Engagement with the audience					
Teamwork and Collaboration - Effective division of tasks - Cohesiveness and synergy					
Time Management and Meeting Deadlines - Adherence to deadlines - Effective use of allotted time					
Innovation and Creativity - Originality of ideas - Creativity in approach					
Total					

Teaching Methodology	Teaching: 42 hours Guidance: 15 hours
Bibliography	Oliverio, M. E., Pasewark, W.R. & White, B.R., 2019. The Office: Procedures and Technology. Cengage Learning Jcob, A. M., 2014. Office Administration for CSEC, Revised ed. Oxford University Press

	France, S. 2015. The Definitive Personal Assistant & Secretarial Handbook. Kogan Page
	Harding, H., 2001. Πρακτική Και Οργάνωση Γραμματείας Θεωρία & Εφαρμογές
	Καλλιμάνη, Κ, Κ., Γιαννοπούλου, Μ. Χ., Σαββοπούλου, Λ. Α. 2009. Εργασίες Σύγχρονου Γραφείου. Οργανισμός Εκδόσεων Διδακτικών Βιβλίων
	Stroman, J., Wilson, K. & Wauson, J. 2014. Administrative assistant's and secretary's handbook. American Management Association, 5th. Ed. AMACOM.
	Burrows, J., 2020. The Leader Assistant: Four Pillars of a Confident, Game-Changing Assistant. Assistants Lead.
	France, S. 2021. The Definitive Executive Assistant & Managerial Handbook. Kogan Page Other aids
	Instructions and exercises will be prepared and given by the instructor.
Assessment	Mid Term Exam 25% Final Exam 35% Project/s 30% Participation 10%
Language	Greek

ΔΙΠΑΕ
CYQAA
ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course title	Introduction to Business			
Course code	BUS100			
Course type	Compulsory			
Level	Diploma (1st Cycle)			
Year / Semester	1 / 2			
Teacher's name				
ECTS	6	Lectures / week	1	Laboratories / week
Course purpose and objectives	Introduction to business explores the nature of the free enterprise system and the business organization in its new globalized setting. The main aim of the course is to give the student a broad overview of the fundamental principles of business which includes the forms of business ownership, issues of management and leadership, employee motivation, human relations and the marketing process. Designed mainly to support students select their field of business specialization.			
Learning outcomes	Upon successful completion of this course students should be able to: 1. Describe the fundamental principles of business organization, and the ethical principles that need to be applied in the business environment. 2. Describe what is entrepreneurship and small business through real cases 3. Explain the issues involved in conducting global trade thought financial cases and reports. 4. Illustrate through examples the forms of business and discuss the advantages and disadvantages of the different forms of business 5. Explain the principals involved in Management, Leadership, Marketing and Human Resource Management by getting students involved in discussions and assignments. Report and analyze the influence of the social and environmental factors in doing business thought discussions and field visits.			
Prerequisites	NONE		Required	NONE

Course content	**Fundamental Principles of Business:** Principles of business and economics; the private enterprise system; current problems in the business system; the business environment; business and social responsibility; economic forces affecting business and the role of the government.
	Forms of Business Enterprise: and Starting a Small Business: Business ownership forms; the sole proprietorship; the partnership; joint ventures; corporations; small business; franchising; merges and acquisitions.
	Global Business and Globalization: The business environment; economics of international trade and investment; the balance of international business; financing international business; regulations and barriers to world trade.
	Foundations of Management and Managing Financial Resources: General business Management; historical background of management; schools of management through the management process and role; the functions of Management; managerial decision making.
	Business Organization: Defining Organization; formal and informal organizations; organizational forms and organizational charts.
	Production of Goods and Services: The manufacturing process; productivity in industry; research and development; inventory control; quality and production control and design of production systems; Production and operations Management.
	Human Relations and Employee Motivation: Human resource management; duties and responsibilities of the personnel department; staffing; training and development; human relations and the employment status; employee Motivation
	Marketing; Pricing; Distribution and Promotion: The marketing process; the consumer and the market; the marketing functions; management's role in marketing; market research; the product; price and pricing objectives; types of promotion; channels of distribution and methods of pricing
	Using Technology to Manage Information and Business: Information management and computers; data processing; computer hardware and software and business applications for computers, Internet and Social Media.
	Recent developments and contemporary issues pertaining to the subject-matter of the course

Teaching methodology	Class Instruction:	42 Hours	
	Consultation:	28 Hours	
	Student Workload	84 Hours	
	Total:	154 Hours	
Bibliography	Boone, L.E., Kurtz, D.L., & Canzer, B., 2021. Contemporary Business, 19th ed. United States: John Wiley & Sons, Inc.		
	Nickels, W. & McHugh, J. 2022. Understanding Business, 13th Ed. McGraw: New York		
	Hill, C., 2022. Global Business Today, 12th ed. McGraw-Hill: New York.		
	Μπουραντά, Δ.Κ, & Παπαλεξανδρή. Ν.Α., 2015. Εισαγωγή στη Διοίκηση Επιχειρήσεων, 3η εκδ. Ευγενια Μπενου: Αθήνα		
	Παιδαγωγικό Ινστιτούτο Κύπρου., 2018. Οργάνωση και Διοίκηση Επιχειρήσεων, 2η εκδ. Printco Cassoulides Ltd: Λευκωσία		
Assessment	Mid Term	40%	
	Final Exam	40%	
	Assignments	10%	
	Class Participation	10%	
	Total	100%	
Language	Greek		

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ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course Title	Introduction to Marketing and Digital Strategies
Course Code	MAR200
Course Type	Compulsory
Level	Diploma
Year / Semester	2 / 3
Teacher's Name	

ECTS	6	Lectures / week	3	Laboratories / week	-

Course Purpose and Objectives	This course aims to introduce office administration students to the practical and essential aspects of marketing and digital strategies, focusing on their application in an office environment. It seeks to equip students with foundational knowledge in marketing principles and digital tools to effectively support organizational marketing efforts.
Learning Outcomes	Upon completion of the course, students should be able to: 1. Understand and apply basic marketing principles within an administrative context. 2. Utilize essential digital marketing tools and platforms to support organizational marketing activities. 3. Assist in the implementation and monitoring of marketing campaigns. 4. Evaluate the effectiveness of different marketing strategies and contribute to marketing planning.
Prerequisites	BUS100	Required	

Course Content	**Week 1-2: Introduction to Marketing**
	
	- Understanding the Basics of Marketing
	  - Definition and Core Concepts of Marketing.
	  - The Marketing Process and Marketing Mix (4Ps: Product, Price, Place, Promotion).
	- Role of Office Administration in Marketing
	  - Overview of how office administrators support marketing activities.
	  - Understanding the importance of office administration in maintaining and managing marketing-related tasks.
	
	Week 3-4: Market Research Basics
	
	- Importance and Methods of Market Research
	  - Overview of the purpose and significance of market research.
	  - Exploration of different market research methods, including surveys, interviews, and focus groups.
	- Supporting Market Analysis in Administrative Roles

- How to assist in collecting and analyzing market research data.
- The role of administrative support in preparing market analysis reports.

Week 5-6: Traditional Marketing Overview

- Exploration of Traditional Marketing Strategies
    - Understanding traditional marketing channels such as TV, radio, print, and outdoor advertising.
    - Discussing the pros and cons of traditional marketing strategies.
- Practical Application in Office Administration
    - Identifying the tasks related to traditional marketing that may be handled by office administrators.
    - The significance of administrative roles in executing traditional marketing strategies efficiently.

Week 7-8: Digital Marketing Essentials

- Introduction to Digital Marketing Concepts
    - Overview of digital marketing components including content marketing, social media marketing, and email marketing.
    - Exploration of digital marketing tools and platforms.
- Social Media and Email Marketing Basics
    - Examination of the basics of creating and managing social media and email campaigns.
    - Discussions on the administrative responsibilities in supporting digital marketing activities.

Week 9-10: Customer Relationship Management (CRM)

- Understanding CRM and its Importance
    - Introduction to CRM software and its significance in managing customer interactions.
    - Exploration of how CRM systems support marketing strategies.
- Basics of Managing Customer Relationships
    - Understanding the administrative tasks associated with maintaining customer relationships, such as managing contacts and communication histories.
    - Discussions on improving customer satisfaction and loyalty through efficient administrative support.

Week 11-12: Integrated Marketing and Practical Application

- Developing and Supporting Integrated Marketing Strategies
    - Overview of integrating traditional and digital marketing strategies to create cohesive marketing campaigns.

- Discussion on the role of office administrators in supporting the development and implementation of integrated marketing strategies.
- Real-world Applications and Case Studies in Office Administration
  - Analysis of real-world examples and case studies focusing on the administrative support in marketing.
  - Discussions on practical applications and best practices in providing administrative support in marketing-related activities.

Project Title:

Implementing a Marketing Strategy: A Secretary's Role

Objective:

To enable students to apply practical skills and knowledge acquired during the course in real-life scenarios, focusing on executing and supporting marketing strategies from a Secretary's or Office Administrator's perspective.

Project Description:

Students will be divided into groups and each group will be assigned a different real-life business scenario, where they will act as Secretaries or Office Administrators responsible for implementing specific marketing tasks, both traditional and digital.

Business Scenarios:

1. Scenario 1: You work as a Secretary in a local bakery. Develop and execute a plan to promote a new range of products both online and offline.
2. Scenario 2: You are an Office Administrator in a small legal firm. Create and implement a strategy to enhance the firm's presence on social media platforms.
3. Scenario 3: You are a Secretary for a local non-profit organization. Coordinate a community event to raise awareness and donations, and promote it using various marketing channels.
4. Scenario 4: You are an Office Administrator in a fitness center. Develop a plan to promote new membership offers through email marketing and local advertising.
5. Scenario 5: You are a Secretary in a travel agency. Organize a promotional campaign to attract more customers through partnerships and online promotions.

Tasks:

1. Week 1-2: Planning and Organization
   - Develop a practical and feasible marketing plan based on the assigned scenario.
   - Create a timeline and schedule for the implementation of the plan.

2. Week 3-4: Execution of Traditional Marketing Tasks
   - Execute tasks related to traditional marketing, such as coordinating meetings, managing promotional materials, organizing events, etc.
3. Week 5-6: Execution of Digital Marketing Tasks
   - Implement digital marketing tasks, such as scheduling social media posts, sending out promotional emails, updating website content, etc.
4. Week 7-8: Evaluation and Presentation
   - Evaluate the success of the marketing plan based on feedback and results.
   - Prepare a presentation showcasing the process, the implemented tasks, and the outcomes.

Deliverables:

1. A detailed and practical marketing plan with a timeline and schedule for the assigned business scenario.
2. A presentation illustrating the execution and outcomes of the plan, with a reflection on the learning experience.

Assessment Criteria:

- Quality and feasibility of the marketing plan and timeline.
- Effective and accurate execution of assigned marketing tasks.
- Ability to evaluate the success of the plan and learn from the experience.
- Clarity and coherence of the final presentation.

Teaching Methodology	Class Instruction	42 Hours
	Consultation	15 Hours

Bibliography	Kotler, P. & Armstrong, G., 2021. Principles Of Marketing, 18th ed. Pearson: United Kingdom. *Σιώμκος, Γ., 2019. Στρατηγικό Ηλεκτρονικό Μάρκετινγκ. Broken Hill Publishers: Λευκωσία* Customer Relationship Management: Concepts and Technologies" by Francis Buttle and Stan Makla

Assessment	Mid Term Exam 25% Final Exam 35% Assignments/Projects 30% Participation10%

Language	Greek

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ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course Title	Human Resources
Course Code	HRD200
Course Type (Compulsory/Optional)	Compulsory
Level	Diploma
Year /Semester	2 / 3
Teacher's name	

Number of credits / ECTS	6	Lectures/ week	3	Labs/ week	-

Course Purpose and Objectives:	This course provides an introduction to Human Resources (HR) from the perspective of office administration and focuses primarily on the roles and tasks of a Secretary within the HR domain. It aims to equip students with foundational knowledge and skills necessary to support HR functions effectively. The objectives are to: 1. Introduce students to the basic principles and functions of Human Resources. 2. Develop an understanding of the Secretary's role in supporting HR activities such as recruitment, employee relations, and record keeping. 3. Enhance administrative skills like communication, organization, and time management within an HR context.
Learning Outcomes	The objectives are to: 1. Introduce students to the basic principles and functions of Human Resources. 2. Develop an understanding of the Secretary's role in supporting HR activities such as recruitment, employee relations, and record keeping. 3. Enhance administrative skills like communication, organization, and time management within an HR context.

Prerequisites	BUS100	Required	None

Course Content	Week 1: Introduction to Human Resources • Overview of Human Resources • Role and Importance of HR in an Organization

- Introduction to the Secretary's Role in HR

Week 2: HR Planning and Strategy

- Basics of HR Planning and Strategy
- The Secretary's Role in HR Planning
- Organizing and Managing HR Documents

Week 3: Recruitment and Selection

- Understanding the Recruitment Process
- Supporting Recruitment Activities as a Secretary
- Managing Applications and Interview Scheduling

Week 4: Employee Onboarding

- Importance of Employee Onboarding
- Secretary's Tasks in the Onboarding Process
- Preparation of Employee Onboarding Kits

Week 5: Employee Relations

- Basics of Employee Relations
- The Role of Secretary in Maintaining Positive Employee Relations
- Handling Employee Queries and Concerns

Week 6: Record Keeping and Confidentiality

- Importance of Accurate Record Keeping in HR
- Maintaining Employee Files and Databases
- Upholding Confidentiality and Data Protection Standards

Week 7: Performance Management Support

- Introduction to Performance Management
- Assisting in the Preparation of Performance Appraisals
- Organizing Performance Review Meetings

Week 8: Learning and Development

- Overview of Employee Training and Development
- Secretary's Role in Coordinating Training Sessions
- Managing Training Materials and Logistics

Week 9: Compensation and Benefits

- Basics of Employee Compensation and Benefits
- Supporting the Administration of Employee Benefits

- Assisting in Payroll Processing

Week 10: Employment Law and Compliance

- Understanding Basic Employment Laws
- The Secretary's Role in Ensuring Compliance
- Managing Legal Documents and Contracts

Week 11: Health, Safety, and Well-being

- Introduction to Workplace Health and Safety
- Supporting the Implementation of Safety Protocols
- Assisting in Health and Safety Training

Week 12: Review and Reflection

- Review of Key HR Concepts and Secretary's Role
- Reflection on Learning and Skill Development
- Discussion on Real-life Applications and Scenarios

Assignment Title:

"Human Resources Administration Simulation: Office Scenario."**Assignment Description:**

Students will be divided into groups, each representing the HR department of a simulated company. Each group will receive a packet containing the company's profile, employee profiles, and a set of HR-related scenarios tailored to the role of a secretary or office administrator. The scenarios will involve tasks such as managing schedules, handling inquiries, and maintaining employee records.

Task:

1. **Scenario Analysis:** Analyze the provided scenarios and develop appropriate administrative responses or solutions for each, based on the knowledge acquired in the course.
2. **Documentation:** Prepare all necessary documents, schedules, or records as would be required in a real office setting, ensuring accuracy and professionalism.
3. **Presentation:** Present your solutions and any created documents to the class, explaining the rationale behind your decisions and demonstrating effective communication and administrative skills.

Scenarios Example:

1. **Employee Scheduling:** A few employees request sudden leave due to personal emergencies. Coordinate and adjust the office schedule to ensure smooth operation.

2. **Inquiry Handling:** The office receives several inquiries regarding job openings, company policies, and employee benefits. Respond to these inquiries accurately and professionally.
3. **Record Maintenance:** An audit reveals discrepancies in employee records. Review and update these records to ensure compliance with company policies and legal requirements.

Evaluation Criteria:

1. **Scenario Solution Accuracy:** The appropriateness and accuracy of the proposed solutions and prepared documents (40%).
2. **Professionalism and Presentation:** The professionalism in presentation and communication of solutions to the class (30%).
3. **Time Management and Organization:** Efficiency in managing time and organizing tasks during the simulation (20%).
4. **Collaboration and Teamwork:** Effectiveness in collaborating and contributing within the group (10%).

Deliverables:

1. All documents, schedules, and records created during the simulation.
2. A brief report summarizing the actions taken in each scenario and the rationale behind them.

Grading:

The assignment will be graded out of 100 points and will constitute 30% of the final course grade.**Notes:**

Ensure that all group members participate equally, and specify the contribution of each member in the submitted report.**Learning Outcomes Addressed:**

- Application of HR administrative knowledge in real-life scenarios.
- Development of professional documentation and records.
- Enhancement of teamwork, communication, and problem-solving skills.

Teaching Methodology	Teaching: 42 hours
	Guidance: 15 hours

Bibliography	Τερζενίδης Κώστας (2004) Διοίκηση Ανθρώπινων πόρων Stewart, Greg L (2011) *Human Resource Management* DeCenzo, David A. (2010) *Human resource management*
Assessment	Mid Term Exam 25% Final Exam 35% Assignments/Projects 30% Participation 10%
Language	Greek

Course Title	Communication & Public Relations
Course Code	CPR200
Course Type (Compulsory/Optional)	Compulsory
Level	Diploma
Year /Semester	2 / 3
Teacher's name	

Number of credits / ECTS	6	Lectures/ week	-	Labs/ week	3

Course Purpose and Objectives:	This course aims to equip students in office administration roles, especially secretaries, with the essential communication and public relations skills needed to maintain a positive and professional image of the organization. It covers both interpersonal communication strategies and external communication tactics, focusing on the nuanced role that office administrators play in shaping public perception and organizational relationships.
Learning Outcomes	Upon completion of this course, students will be able to: 1. **Effectively communicate** within an organization and with external stakeholders. 2. **Manage and optimize** internal and external communication channels. 3. **Understand and apply** the principles of public relations to maintain and enhance the organization's image. 4. **Develop and implement** communication strategies aimed at different audiences. 5. **Respond appropriately** to communication challenges and public relations crises within the scope of office administration. 6. **Leverage various media and platforms** for effective communication and public relations. 7. **Apply ethical considerations** in all communication and public relations activities.

Prerequisites	BUS100	**Required**	None

Course Content	**Week 1-2: Importance of Communication & PR in Office Administration.** • **Week 1:** 　　• Introduction to Communication & PR in the professional setting. 　　• Role of office administrators in shaping organizational communication.

- **Week 2:**
    - Differentiating between informal and formal communication.
    - The impact of effective communication on organizational success.

Week 3-4: Fundamentals of Effective Communication and Public Relations Strategies.

- **Week 3:**
    - Elements of effective communication: Sender, Message, Channel, Receiver, Feedback.
    - Introduction to basic PR concepts: PR's role, objectives, and tools.
- **Week 4:**
    - Crafting clear, concise, and compelling messages.
    - The importance of audience analysis in PR.

Week 5-6: Practical Approaches to Internal & External Communication.

- **Week 5:**
    - Internal communication tools: Memos, newsletters, intranet, staff meetings.
    - Enhancing interpersonal communication: Listening skills, non-verbal cues.
- **Week 6:**
    - External communication tools: Press releases, official emails, social media.
    - Building relationships with stakeholders: Customers, suppliers, media.

Week 7-8: Professionalism and Etiquette in Communication.

- **Week 7:**
    - Importance of tone, clarity, and conciseness in professional communications.
    - Email etiquette, phone etiquette, and virtual meeting protocols.
- **Week 8:**
    - Handling difficult conversations with diplomacy and tact.
    - Maintaining confidentiality in professional communication.

Week 9-10: Crisis Management and Conflict Resolution Strategies.

- **Week 9:**
    - Identifying and anticipating potential communication crises.
    - Immediate steps to take during a communication crisis.
- **Week 10:**
    - Conflict resolution techniques in the workplace.
    - Role of the secretary in mediating and facilitating difficult conversations.

Week 11-12: Ethics, Legal Considerations, and Emerging Trends in Communication and PR.

- **Week 11:**
  - Ethical considerations in communication and PR: Transparency, honesty, and integrity.
  - Understanding the legal implications of organizational communication.
- **Week 12:**
  - Exploring the latest trends in communication: Digital tools, remote communication.
  - The future of PR and communication for office administrators: Skills and tools for the digital age.

Assignment 1: Professional Communication Scenario – 15%

Objective:

To analyze a professional communication scenario and create effective communication strategies to handle the situation, reflecting an understanding of effective communication principles.

Task:

- Students will be presented with a scenario involving a communication challenge within an organization.
- Develop a communication plan to address the situation, ensuring professionalism and effectiveness.
- Identify potential barriers to communication in the given scenario and suggest solutions to overcome them.

Deliverable:

- A written report outlining the communication plan, including justifications for chosen communication methods and strategies to overcome identified barriers.
- A presentation of the communication plan to the class, showcasing the strategies and reasoning.
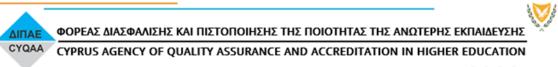
Assignment 2: Public Relations Campaign Proposal – 15%

Objective:

To develop a proposal for a public relations campaign aimed at enhancing the organization's image, considering the role of an office administrator in shaping public perceptions.

Task:

- Students will create a proposal for a PR campaign for a hypothetical or real organization.
- The proposal should include objectives, target audience, strategies, tools, and expected outcomes.
- The role of an office administrator in implementing the proposed PR campaign should be highlighted.

	Deliverable: • A comprehensive PR campaign proposal document detailing all the required elements. • A visual presentation of the proposal to the class, explaining the rationale behind the chosen strategies and tools. Evaluation Criteria for both Assignments: 1. Relevance and Creativity (30%): Originality of ideas, relevance to the assigned task, and creative approach to solving the problem. 2. Understanding of Concepts (30%): Demonstration of a sound understanding of the course concepts and their application. 3. Clarity and Organization (20%): Logical flow of ideas, clear expression of thoughts, and well-organized content. 4. Presentation Skills (10%): Effectiveness in conveying ideas through oral presentation, engagement with the audience. 5. Document Quality (10%): Quality of the written document, formatting, grammar, and punctuation. Submission: • Assignment 1 (Due Date End of Week 7) • Assignment 2 (Due Date End of Week 13)
Teaching Methodology	Teaching: 42 hours Guidance: 15 hours
Bibliography	Wilcox and Cameron: Public Relations Strategies and Tactics Ninth, Edition, Pearsons(2009) Lattimore, Baskin, Heiman, Toth, Van Lauren : Public Relations: The profession and the practice, McGraw Hill Grunig, L – Toth, E.L,Hon, L.C:WOMEN IN PUBLIC RELATIONS Haywood, R. : PUBLIC RELATIONS FOR MARKETING PROFESSIONALS, MacMillan
Assessment	Mid Term Exam 25% Final Exam 35% Assignments 30% Participation 10%
Language	Greek

Course Title	Event Administration
Course Code	EAD200
Course Type	Compulsory
Level	Diploma
Year / Semester	2 / 4
Teacher's Name	

ECTS	6	Lectures / week		Laboratories / week	3

Course Purpose and Objectives	This course aims to equip students with the necessary skills and knowledge to efficiently administer various events within an organizational setting. It is designed to provide a comprehensive overview of the processes involved in event planning, coordination, and execution, with a special emphasis on the role of office administrators and secretaries in facilitating successful events. Students will explore different types of events, understand the logistics and operational aspects of event management, and learn how to address common challenges encountered during event administration.
Learning Outcomes	Upon successful completion of this course, students should be able to: 1. Understand the scope and significance of events in an organizational context. 2. Plan and coordinate various types of events efficiently. 3. Manage logistical and operational aspects of event administration. 4. Address and resolve common challenges encountered during event coordination. 5. Exhibit professionalism and effective communication skills in administering events.

Prerequisites	BUS100, CPR200	Required	None

Course Content	**Course Content:** **Week 1-2: Introduction to Events Administration** • Definition and importance of events within an organizational context. • Categorization of events: Corporate, private, public. • The foundational role of office administrators in ensuring smooth event administration, coordination, and execution. • Discussions on case studies showcasing varied events and the role of administrators.

Week 3-4: Event Planning Essentials

- Establishing clear objectives and goals for an event.
- Drafting comprehensive event plans: Understanding timelines, schedules, and checklists.
- Developing budgets, allocating resources, and managing financial aspects effectively.
- Practical exercises on creating event proposals and plans.

Week 5-6: Coordination and Logistics

- Operational logistics: Venue selection, catering management, transportation, and accommodation arrangements.
- Coordination with external vendors, contractors, and internal stakeholders.
- Legal considerations, permits, and compliance with municipal and organizational policies.
- Hands-on activities and scenario-based learning on managing logistics for a hypothetical event.

Week 7-8: Communication and Relationship Management

- Importance of clear and effective communication in event administration.
- Strategies for maintaining positive relationships with internal teams, external partners, and event attendees.
- Managing expectations, receiving, and implementing feedback constructively.
- Role-play exercises simulating interaction with different stakeholders.

Week 9-10: Crisis Management and Problem Solving

- Identification of potential risks and development of mitigation strategies.
- Strategies and best practices for resolving conflicts and issues during events.
- Formulation of contingency plans and adaptive strategies for unforeseen challenges.
- Case studies discussion focusing on crisis management during events.

Week 11-12: Professionalism and Ethics in Events Administration

- Upholding the highest standards of professionalism and ethical conduct in event administration.
- Continuous learning and development: Reflecting on performance and identifying areas for improvement.
- Assessment of event success and post-event evaluation techniques.
- Discussions and reflections on ethical dilemmas in event administration and the role of administrators in addressing them.

Assignments x 2 (15% Each)

Assignment 1: Event Planning and Coordination – 15%

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Objective: Students are to develop a comprehensive event plan and coordination strategy for a hypothetical corporate event, addressing various components including logistics, budget, communication, and crisis management.

Scenario: Your team has been assigned the responsibility to plan a corporate product launch event. The event has around 100 attendees, including internal staff, media, and external partners. The budget is constrained, and the event's success is crucial for the company's market presence.

Task:

1. Develop a detailed event plan, addressing objectives, timelines, schedules, and checklists.
2. Draft a budget and allocate resources effectively, keeping within constraints.
3. Plan operational logistics including venue selection, catering, transportation, and accommodation.
4. Identify potential risks and develop mitigation strategies.
5. Formulate contingency plans for unforeseen challenges.

Submission: A written report including all the above components along with visual aids where necessary, and a presentation summarizing your event plan and coordination strategy.

Assessment Criteria:

- Clarity and feasibility of the event plan – 3%
- Effectiveness of the budget and resource allocation – 2%
- Appropriateness of logistics and coordination strategy – 2%
- Identification of risks and formulation of contingency plans – 2%
- Presentation skills – 1%

Assignment 2: Crisis Management and Resolution – 15%

Objective: Students are to analyze a given scenario where an event faces multiple crises and are required to develop effective strategies and solutions to manage and resolve the crises efficiently, maintaining professionalism and ethical standards.

Scenario: During the execution of a large-scale conference, multiple crises arise, including a major technical failure, vendor cancellations, and a medical emergency. The reputation of the organization and the success of the event are at stake.

Task:

1. Identify and prioritize the crises in terms of severity and impact on the event.
2. Develop immediate and long-term solutions to address each crisis.
3. Maintain communication with all stakeholders, keeping them informed and managing their expectations.

4. Reflect on the ethical considerations and professionalism required while managing these crises.
5. Evaluate the outcomes of the crisis management strategies and propose improvements for future events.

Submission: A written report detailing the identified crises, proposed solutions, communication strategies, reflections on ethics and professionalism, and evaluations of outcomes, along with a presentation summarizing your crisis management approach.

Assessment Criteria:

- Identification and prioritization of crises – 2%
- Development of solutions and strategies – 3%
- Communication with stakeholders – 2%
- Reflection on ethics and professionalism – 2%
- Presentation skills – 1%

Each assignment aims to emphasize different aspects of events administration while promoting critical thinking, problem-solving, teamwork, and effective communication, which are crucial for a role in office administration or secretarial positions.

Teaching Methodology	Teaching	42 Hours	
	Guidance	15 Hours	

Bibliography	Conway, D.G., The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary of Public Event. Oxford: How To Books LTD. Getz, D, Event Studies, Theory, Research and Policy for Planned Events (Events Management), Oxford: Butterworth-Heinemann.

Assessment	Mid Term Exam 25%
	Final Exam 35%
	Assignments/Projects 30%
	Participation 10%

Language	Greek

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ANNEX 3: Revised Intended Learning Outcomes (ILOs):

2. Intended learning outcomes in accordance with the European qualifications framework

1. **Enhanced Business Comprehension:**
   - Equip students with a comprehensive understanding of fundamental business concepts, administrative processes, and organizational structures, preparing them for diverse roles within a business environment.
2. **Advanced Information Technology Proficiency:**
   - Provide hands-on experience and proficiency in prevalent micro-computer applications and software, emphasizing their applicability to modern business operations.
3. **Practical Administrative Proficiency:**
   - Develop advanced administrative and secretarial skills, focusing on efficiency, initiative, and professionalism to ensure smooth office operations.
4. **In-depth Knowledge of Office Management and Accounting:**
   - Offer insights and practical knowledge in office management and accounting principles to foster versatility and adaptability in various business settings.
5. **Effective Communication and Organization:**
   - Cultivate advanced communication, organization, and time management skills, enabling students to handle administrative tasks effectively and liaise between different organizational levels.
6. **Problem-solving and Decision-making:**
   - Instill robust problem-solving and decision-making skills to navigate and resolve office-related challenges and contribute to organizational success.
7. **Comprehensive Marketing and Public Relations Understanding:**
   - Provide knowledge in marketing and public relations principles, preparing students to manage and support organizational branding, image, and stakeholder relationships.
8. **Human Resource Management Acumen:**
   - Introduce fundamental principles of human resource management to equip students with the ability to handle HR-related tasks and support HR functions.
9. **External Certification Preparation:**
   - Prepare students for external certifications like ECDL, enhancing their competitive edge and employability in the job market.
10. **Events Management Proficiency:**
    - Impart the skills and knowledge required for planning, coordinating, and managing events, enabling students to handle event-related responsibilities effectively.

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ANNEX 4 : Comprehensive Assignment Strategy Plan

Step 1: Define Clear Learning Outcomes

- Clearly state the Intended Learning Outcomes (ILOs) for each module or unit in the course, which are coherent with the program's overall objectives.
- Identify the skills and knowledge that students should acquire upon completion of each module or unit.

Step 2: Develop Assignments Aligned with ILOs

- Design assignments that accurately assess whether students have achieved the intended learning outcomes.
- Ensure that the assignments are varied and appropriate to the ILOs they are intended to assess, utilizing different assessment methods such as projects, exams, presentations, etc.

Step 3: Create Assignment Rubrics

- Develop clear, precise rubrics for each assignment, detailing the criteria and standards that will be used to evaluate student performance.
- Ensure that the rubrics are transparent and shared with students when assignments are given.

Step 4: Map Assignments to ILOs

- Conduct a systematic mapping exercise to align each assignment with the relevant ILOs, ensuring that all learning outcomes are adequately assessed.
- Identify any gaps or redundancies in the assessments and make necessary adjustments to achieve a well-rounded evaluation of student learning.

Step 5: Implement and Communicate the Strategy

- Implement the developed assignment strategy across all modules or units.
- Clearly communicate the assignment expectations, grading criteria, and learning outcomes to students at the beginning of the course.
- Ensure that all faculty members understand and adhere to the assignment strategy, maintaining consistency across different sections of the course.

Step 6: Gather Feedback and Refine

- Collect feedback from students and faculty on the effectiveness of the assignments in assessing the intended learning outcomes.
- Regularly review and refine the assignment strategy based on the feedback received and any changes in the program's objectives or industry requirements.

Step 7: Documentation and Review

- Document the developed assignment strategy, mapping exercises, and any refinements made, maintaining a record for continuous improvement and external review.
- Periodically review the assignment strategy to ensure its continued alignment with the program's objectives and make necessary adjustments in response to evolving program goals and industry demands.

ANNEX 5 Student Participation Assessment Rubric

Criteria

- **Engagement:** Frequency and quality of contributions in class discussions and activities.
- **Preparation:** Demonstrated understanding and completion of readings and assignments before class.
- **Relevance:** Contributions are relevant to the topic at hand and help advance the class discussion.
- **Respectfulness:** Demonstrates a respectful attitude toward peers and instructors, allowing for diverse opinions and viewpoints.
- **Attendance:** Regular presence in class and active involvement in group work.

Performance Levels

- **Exemplary (9-10 Points):**
    - **Engagement:** Regularly contributes thoughtful and well-articulated ideas.
    - **Preparation:** Always prepared with a strong understanding of the material.
    - **Relevance:** Contributions are always highly relevant and provide significant insight.
    - **Respectfulness:** Always respectful of others' opinions and fosters a positive learning environment.
    - **Attendance:** Always present and actively involved.
- **Proficient (7-8 Points):**
    - **Engagement:** Frequently contributes valuable ideas.
    - **Preparation:** Usually prepared and understands the material.
    - **Relevance:** Contributions are usually relevant and insightful.
    - **Respectfulness:** Usually respectful of others' opinions.
    - **Attendance:** Usually present and involved.
- **Basic (5-6 Points):**
    - **Engagement:** Occasionally contributes to discussions.
    - **Preparation:** Somewhat prepared but may lack a clear understanding of the material.
    - **Relevance:** Contributions are somewhat relevant but may lack depth.
    - **Respectfulness:** May occasionally display disrespect for others' opinions.
    - **Attendance:** Inconsistent attendance and involvement.
- **Below Basic (1-4 Points):**
    - **Engagement:** Rarely or never participates in discussions.
    - **Preparation:** Rarely or never prepared for class; lacks understanding of the material.
    - **Relevance:** Contributions are rarely or never relevant; may be off-topic or disruptive.
    - **Respectfulness:** Frequently disrespectful of others' opinions.
    - **Attendance:** Frequently absent or disengaged.
- **No Participation (0 Points):**
    - Fails to meet the minimum requirements in all criteria.

D. Higher Education Institution academic representatives

Name	Position	Signature
George Pallaris	Campus Director	
Kyriakos Pallaris	Administrative Staff Representative	
Panikos Kanakis	Member of Quality Assurance Committee	
Maria Menelaou	Member of Quality Assurance Committee	

Date: 06/10/2023