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EDITORIAL

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Good Results for your exams!

After all these sleepless nights and days, after all these weeks away from Facebook...the time has come for you to get some rest and enjoy your free time.

You have two full weeks to relax and prepare yourselves for the Spring Semester! The results will be announced on the 27th of February. All your efforts will be reflected on your final marks!



LATEST NEWS

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CITY Academics at the University of Sheffield 7th Annual Learning and Teaching Conference

Congratulations to CITY academics, who successfully participated in the University of Sheffield's 7th Annual Learning and Teaching Conference with focus on “Embracing Diversity” that was held on 9th January 2013 at the University of Sheffield, UK.

The event took place at the Richard Roberts Building and the Information Commons, and was well-attended by staff and students from all six University faculties.

LATEST NEWS

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MA in Digital Marketing & Social Media: Introducing our new postgraduate programme

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MA in Digital Marketing and Social Media
Introducing our new postgraduate programme in Thessaloniki and Sofia

Find out more!

Good Luck for your exam results!

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You have two full weeks to relax and prepare yourselves for the Spring Semester! The results will be announced on the 27th of February. All your efforts will be reflected on your final marks!

On behalf of your lecturers and the administration staff, we wish you ALL Good Luck!

Mrs. A. Papakonstantinou
Academic Director for the undergraduate Studies
Lecturer

One stage goes by and another one is coming up.

The exam period is officially over and the majority of you are already back home and to your home countries.

It was a tiring period for all of us; both you for sitting exams as well as us for examining your scripts.

The academic calendar is set in such a way to provide some breathing space to all of you. This is the time when you need to recharge your batteries and return back to school for the spring semester, more alive and more kicking.

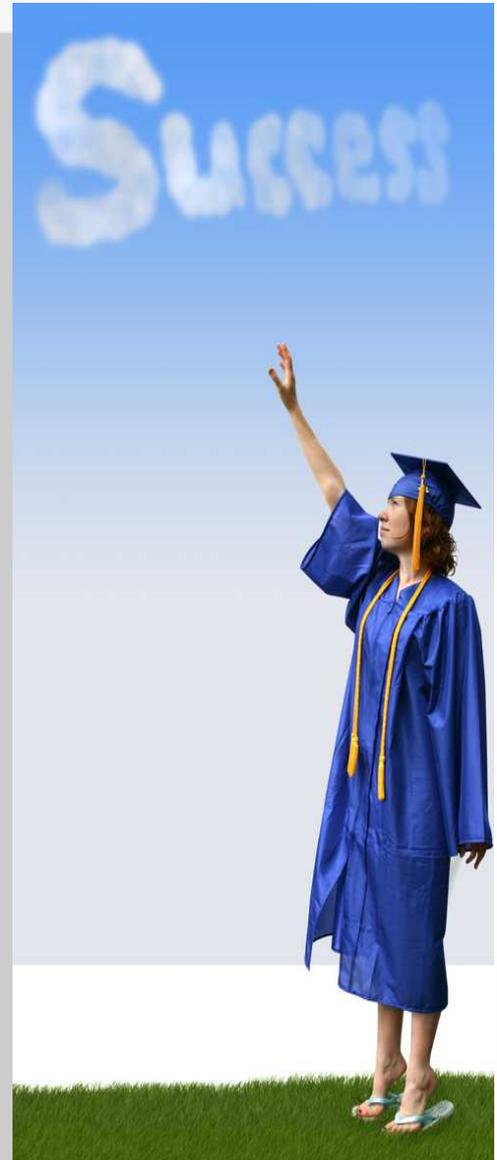
Nevertheless, this more relaxed period could be the right time for you to reconsider your research idea and start working on your research proposal and focus more on the topic you chose to research for the purpose of your dissertation.

A good combination of "work and play" is what you should all try to manage until you come back to school.

Looking forward to seeing you soon in class.

Enjoy yourselves!

Mr. Chris Liassidis
Academic Director of Postgraduate Studies
Senior Lecturer



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CITY Academics at the University of Sheffield 7th Annual Learning and Teaching Conference

Congratulations to CITY academics, who successfully participated in the University of Sheffield's 7th Annual Learning and Teaching Conference with focus on "Embracing Diversity" that was held on 9th January 2013 at the University of Sheffield, UK. The event took place at the Richard Roberts Building and the Information Commons, and was well-attended by staff and students from all six University faculties.

Focusing on diversity, the aim of the conference this year was to share strategies and practices to ensure that all students have a quality learning experience that is enriched by diversity.

Ms. Anna Sotiriadou, *Head of our Computer Science Department* prepared an insightful workshop, themed "From diversity to convergence: Introducing students to Higher Education". Ms Sotiriadou discussed the role of incorporating inter-cultural perspectives and integrating diverse groups of students into the UK Higher education.

Our *Senior Lecturer and Academic Director of Postgraduate Studies at BAED*, **Mr. Christos Liassides** also participated in the conference and presented a very interesting paper entitled "Turning competition into sheer rivalry!". The presentation was about forming a platform to engage diverse groups of students who add with their individual background, culture, ethnicity, and experiences value to the concept of group project.

In the frame of the conference, **Dr. George Eleftherakis**, *Senior Lecturer at our Computer Science Dept.* gave another interesting presentation on 'Building Inclusive Learning Communities', addressing the challenge of increasing the number of women in the field computer science. Dr Eleftherakis, introduced 'W-Muses', the first Women Student Chapter not only in Greece, but in Europe that was founded by first level students (women) with the aim to increase the number of women in the Computer Science department.

Finally, **Dr. Suzie Savvidou**, *Postgraduate Academic Director and Lecturer at the Psychology Department* of the International Faculty, CITY College, participated in the conference with the presentation "Do we teach who we are? Personal beliefs & how they possible affect our teaching". Dr Savvidou's presentation focused on concepts affecting the ways of dealing with diversity such as individualism, collectivism, rationality-spirituality or gender differentia-



Participants from the International Faculty, CITY College, found the conference particularly insightful and came back to Thessaloniki with fresh ideas from Sheffield. Staff at Sheffield also commented the useful input they got from the presentations of the staff of the International Faculty.

MA in Digital Marketing & Social Media: Introducing our new postgraduate programme



MA in Digital Marketing and Social Media

Introducing our new postgraduate programme in Thessaloniki and Sofia

[Find out more!](#)

The advent of the internet has reshaped the business world. Understandably, the marketing practices have been affected radically. Those companies that are adopting digital and online tools are gaining a competitive advantage. This leads to an ever-increasing demand for marketing professionals with up-to-date knowledge in digital skills. The MA in Digital Marketing and Social Media, innovative in its conception and applicable in its context, aims at equipping students with such powerful skills. Students develop an analytical approach of any current practices and the critical ability to review, adapt, or even transform them.

The programme builds on the existing marketing practices by integrating the digital tools and social media applications so that graduates can excel in the booming digital era. Graduates of the MA in Digital Marketing and Social Media will be able to meet the demands of any conventional marketing position and utilize their cutting-edge digital knowledge both to their company's and their personal advantage. They will be able to use the various electronic media in order to design innovative marketing practices and implement competitive projects. They will establish themselves as innovators thus enhancing their career prospects.

The main aims of the programme are to:

Provide a broad understanding of internet marketing environment together with more detailed and critical knowledge in the area of social media

Enable students to develop a range of skills appropriate for a successful career in digital marketing

Successful graduates are awarded the postgraduate degree of the University of Sheffield: Master of Arts in Digital Marketing and Social Media. The title is awarded directly by the University of Sheffield.

The master's programme is offered in full – time and part—time study mode in Thessaloniki, Greece and in weekend mode in Sofia, Bulgaria.

Employment Opportunities

Graduates can pursue careers in the fields of digital marketing, social media, internet marketing management, marketing management, brand management, media relations, public relations management

Note: The programme is subject to final approval

4th IIAB Meeting: Bridging the Gap between Business and Academia

The fourth (4th) International Industrial Advisory Board of the Business Administration and Economics Department (BAED) and the Executive Education Centre (EXED) of the University of Sheffield International Faculty, CITY College took place on January 24th 2013 at the main campus of the Faculty in Thessaloniki, Greece. The Board which consists of 10 members, all well respected experts in the business world, meets in a plenary session once every year. This year the meeting's agenda focused on steps that need to be taken for productive industry-academia interactions in order to keep our students on the cusp of the rapidly changing business trends.

Mr Nikos Pentzos, President of IIAB as well as of the Federation of Industries of Northern Greece, welcomed warmly all board members and attendees, followed by Dr. Megaklis Petmezas, Vice — Principal of the International Faculty, CITY College. Many interesting and challenging topics were on the agenda and discussed thoroughly at the Board meeting. Dr. Dimitrios Nikolaidis, Head of the Business Administration & Economics Department (BAED) and Mr. George Efstathiadis, Director of Executive MBA, presented a briefing on major developments and actions of their departments. All members discussed extensively new ideas for the improvisation of the Executive MBA programme as well as for the effective promotion of the International Faculty in the business community of the region, bringing to the table prospective *industry*-contributed 'real world' *projects* aiming at extending the learning experience far beyond the classroom.

The Industrial Advisory Board of the Business Administration and Economics Department at the International Faculty, CITY College aims to facilitate communication and collaboration with the industry in the Balkan area, in order to meet the objective of developing high caliber graduates, well-equipped to pursue successful careers. Each member of the Advisory Board contributes a valuable professional perspective from years of hands-on market experience. Thus, the Industrial Advisory Board enables the International Faculty, CITY College to keep abreast of regional and global trends and incorporate them in its mission and practices. The feedback that the Faculty receives from scientific societies, quality assurance agencies and students on educational, professional and research issues, is well-complemented by the valuable insight and guidance provided by the Industrial Advisory Board.



Business Seminar Series 2013

One more seminar was successfully delivered on **30 January 2013** in the framework of the Business Seminar Series. The seminar, entitled “**Developing a Competitive Advantage Through Service Optimization II**”, was delivered in English by Dr. Dimitris Nikolaidis, Head of Business Administration & Economics Department.

The seminar was dedicated to Service Optimization issues, going deeper this time, such as GAPS Model of Service Quality, Customer Perception of Service Quality, Service Recovery Strategies, Employees’ Role in Service Delivery.

All attendants were provided with up- to-date useful insights in the respective topics.



Follow Us on Facebook!

Via the official page of BAED on Facebook, current students, alumni, staff and many others have the opportunity to get informed about seminars and events, keep pace with all the latest developments taking place at the department, network with academics and business people, stay in touch with lecturers and former classmates.

Join our new page today and become part of our growing family!

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The University of Sheffield. CITY College An International Faculty of The University. Business Administration & Economics Department.



Join the Business Administration & Economics Department on **facebook!**





CITY Marketing Club Company Visit at “3 Venizelou”

CMC organized a very interesting company visit at 3 Venizelou in order for students to get acquainted with a new business concept that arrived in town. 3 Venizelou is a company that aims to provide comfortable office space, full secretary services as well as conference rooms for the purposes of meetings for entrepreneurs that are at a startup phase and lack financial resources. Additionally, 3 Venizelou may assist entrepreneurs that had been well established in the past but do to financial reasons cannot afford to pay a wholly owned apartment. The manager of 3 Venizelou Mr. Apostolidis Miltos, gave a very stimulating, 45 minute presentation covering the business concept in detail, answered to specific queries that students had and provided a tour at the facilities of the company. A very interesting company visit came to its end and students are looking forward to the next company visit that CMC will organize.



CITY Marketing Club Company Visit at “Domaine Costa Lazaridi”, Drama

Students asked for it and CMC organized it. The second company visit that CMC organized was a daily trip in Drama. Students visited domain Costa Lazaridi where the marketing manager of the company providing a tour to the students regarding the production of wine. Students also had the opportunity to have a wine tasting seminar held by the marketing manager as well, where students learned the various steps of recognizing a good wine by tasting a variety of wines in a very nice and cozy environment. Furthermore, students had the opportunity of strolling around the center of Drama and admiring the Christmas spirit by visiting the Santa Claus village in Oneiroupoli and taking pictures with Santa Claus. Some of the students desired to improve their ice skating skills by joining the arena that was in the village and after the most tiring yet enjoyable day students went to celebrate as well as regain their power in a traditional tavern located in the center of Drama.





Charity Christmas Party at Via Sofou

For the third year CMC again stuck to the tradition of organizing the charity party at Via Sofou which involved numerous interesting and exciting activities. Specifically, CMC organized a lottery that had as a main target to collect money that would be provided for charity purposes by offering special prizes to the guests. The golden winner of this lottery received a 2 night accommodation offered by Possidona Beach Hotel. Additionally, CMC members organized to sell Christmas bags that included various Christmas presents to get the guests into the mood of the party. For the first time CMC achieved to take the party a step further by cooperating with Hamodrakas Restaurant that provided delicious delicacies and finger food that mesmerized the guests and kept the enthusiasm running. The whole event targeted to collect money that would be provided to the Down Syndrome Organization of Thessaloniki, aiming to put a smile on childrens' faces and assuring that they will feel like Christmas. CSU also provided a percentage of its budget in order to contribute to this effort. Last but not least, CMC would like to thank all the members that participated and contributed to the successful organization of this event and more specifically:

Christos Matziounis, Eleuthera Kurkoy, Sonja Buljadic, Christy Gofa, Bojana Andjelic, Iulia Nana, Nina Konstantinidou and Menelaos Moustakas.

We hope that this effort will continue as a tradition and CMC besides business oriented projects will also participate in the organization of activities with charity purposes.

Editor

Christy Gofa - Communication Officer of CMC



BAED's "Vassilopitta Cutting" for 2013

Business Administration & Economics Department had its annual "Vassilopitta Cutting" on... in the frame of the first Academic Board for 2013. The Lucky one for the new year was Dr. Pavlos Gkasis, part-time lecturer, who won the coin (flouri) and got his gift by the Head of the Department, Dr, Nikolaidis.

All lecturers and Administration staff exchanged their warmest wishes for a productive New Year, full of health, happiness & success!



3rd Hotel & Hospitality Conference, 21 March 2013

We are glad to announce you that the "Hotel & Hospitality Management Conference" will take place for the third consecutive year on Thursday, 21st March 2013 and it is expected to attract hundreds of participants.

A wide range of topics is to be covered, putting special emphasis on the current situation of the industry and the new direction that it has to follow in the middle of an economic crisis. Among the key invited speakers will be a number of practitioners and academics, namely Mr. Giovani Serafini, HR Manager at HYATT Hotel; Ms. Maria Arapoglou, Sales Director at Premier Mountain Resort in Bansko, Bulgaria; Mr. Konstantin Antonov, Food & Beverage Manager - Member of the Executive Committee at Kempinski Hotel, Sofia, Bulgaria; Mr. Gregory Helmis, Executive Chef at Domotel, Thessaloniki; Dr. Dimitrios Nikolaidis, Head of BAED; Mr. Liassidis, Academic Director of Postgraduate Studies, Senior Lecturer; Dr. Alexandris, Lecturer in the Aristotle and Dr. Ana Cruz, Lecturer in Business Administration & Economics Department..

The 3rd Hotel & Hospitality Conference is organized by the University of Sheffield International Faculty, CITY College, in cooperation with Young Entrepreneurs of Thessaloniki, the Interbalkan Institute for Education and Economic Development, the Marketing Club of ATEI and the CMC.