

Doc. 300.1.2

Date: Date.

## Higher Education Institution's Response

- **Higher Education Institution:**  
City Unity College
- **Town:** Nicosia
- **Programme of study**  
**Name (Duration, ECTS, Cycle)**

**In Greek:**

Λιανική και Εμπορική Διαχείριση (2 Έτη, 120 ECTS, Δίπλωμα) 07.14.166.006.001

**In English:**

Retail and Merchandising Management (2 years, 120 ECTS, Diploma) 07.14.166.006.001

**Language(s) of instruction:**

Greek, English

- Language(s)
- **Programme's status:** Currently Operating
- **Concentrations (if any):**

**In Greek:** Concentrations

**In English:** Concentrations



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





**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 2<sup>nd</sup> 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)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For official use Only
<p><b>Section 1:</b> Further embed sustainability and ethics in the curriculum to reflect recent trends in the retail industry of a greater awareness among consumers of social and environments issues (e.g., child labour, diversity and inclusion in the workplace, preservation of endangered species, environmental concerns and so on). As long as ethics, sustainability, and corporate social responsibility (CSR) are covered, the programme learning outcomes could be amended accordingly.</p>	<p>Following the recommendations of the EEC and as discussed during their onsite visit, we have amended the syllabi of the courses Introduction to Management and Retail Management in which we have added material and additional learning outcomes that reflect the issues pointed out by the EEC. We have also added additional books and ebooks            The revised syllabi are attached</p>	<p>Choose an item.</p>

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

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For official use Only
<p><b>Section 2:</b> In order to ensure learning outcomes are achieved, the EEC makes suggestions to improve three main aspects of the Diploma curriculum: i) educational methodologies, ii) participation in the social network and iii) activities of graduates and their links with the College.</p>	<p>We positively and constructively accept the EEC’s recommendations.</p> <p>In terms of educational methodologies, we are adopting the flipped classroom method of teaching, as well as the puzzle method in addition to the case studies and project resolutions that are already used.</p> <p>In terms of participation in the social network, we are adopting a more active involvement of the students in interactive activities with other students, professors and administrative staff.</p> <p>In terms of activities of graduates and their links to the College, we point out that all graduates automatically upon graduation become members of the Alumni Association that offers them the possibility of being involved in a variety of functions, events and activities.</p>	<p>Choose an item.</p>

### 3. Teaching staff (ESG 1.5)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	For official use Only
<p><b>Section 3:</b> One area there is space for improvement in, is the limited use of the Erasmus opportunities. The college can benefit from Erasmus collaborations both in teacher and in student mobility, offering a chance for both groups to experience and be exposed to other university / college systems and practices and exchanging ideas with their colleagues and students respectively.</p>	<p>In this respect we would like to present the following actual Erasmus activities that have taken place in recent years, as well as the ones planned for the immediate future:</p> <p>Our College has already established bilateral agreements with the following institutions:</p> <ol style="list-style-type: none"> <li>1. Baltic International Academy in Latvia</li> <li>2. Cardiff Metropolitan University in the UK</li> <li>3. Università degli studi di Urbino Carlo Bo in Italy</li> <li>4. University of Economics Varna in Bulgaria</li> <li>5. University of Management Varna in Bulgaria</li> <li>6. University of Economics and Management in Czech Republic</li> <li>7. West Pomeranian University of Technology in Poland</li> <li>8. Vern' University of Applied Sciences in Croatia</li> <li>9. VIVES in Belgium</li> <li>10. ISMAI in Portugal</li> <li>11. Università degli Studi 'Guglielmo Marconi' in Italy</li> <li>12. Erasmus Hogeschool Brussel in Belgium</li> <li>13. SANOK in Poland</li> <li>14. TH Koln in Germany</li> <li>15. Transilvania University of Braşov in Romania</li> <li>16. Poltava in Ukraine</li> <li>17. University of Vigo in Spain</li> <li>18. ISMA in Latvia</li> <li>19. ISLA in Vila Nova de Gaia, Portugal</li> <li>20. ISLA in Santarém, Portugal</li> <li>21. University of Murcia in Spain</li> <li>22. Modern University for Business and Science in Lebanon</li> <li>23. Universal Business School in Mumbai, India</li> <li>24. Arab Academy for Science, Technology and Maritime Transport in Egypt</li> </ol> <p>Furthermore, we list below the mobility activities that have already taken place since 2018, as well as the ones planned to take place during the course of 2023:</p>	<p>Choose an item.</p>

	<p style="text-align: center;"><b><u>Student Mobility</u></b></p> <p><u>Outgoing Student Mobility</u></p> <ul style="list-style-type: none"><li>• Belgium – 3</li><li>• Croatia – 2</li><li>• Bulgaria – 4</li><li>• Poland – 1</li></ul> <p>Expected Mobilities: 2</p> <p><u>Incoming Student Mobility</u></p> <ul style="list-style-type: none"><li>• Belgium – 2</li><li>• Croatia – 1</li><li>• Spain – 4</li><li>• Italy – 2</li><li>• Germany - 2</li></ul> <p>Expected Mobilities: 8</p>	
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#### 4. Student admission, progression, recognition and certification (ESG 1.4)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For official use Only
<p><b>Section 4:</b> The college could try to increase its international activities by sending and receiving students and instructors abroad. The information and experiences as well as the different practices used by other institutions of higher learning can provide the college opportunities to stay abreast of its competition and to keep improving itself</p>	<p>In this respect the College has already been involved in a number of international activities through which students from other universities have been received and a number of our students have been given the opportunity to spend up to two semesters in foreign institutions. Specifically, the following actions have taken place since 2018 those planned to take place during 2023:</p> <p><b>Staff Mobility</b></p> <p><u>Outgoing Staff Members</u></p> <ul style="list-style-type: none"> <li>• Academic staff – 7</li> <li>• Administrative staff - 11 <ul style="list-style-type: none"> <li>○ Greece – 4</li> <li>○ Latvia – 1</li> <li>○ Portugal – 1</li> <li>○ Bulgaria – 1</li> <li>○ Sweden – 3</li> <li>○ Planned Mobilities: 8 (Lebanon, Budapest, Germany, Egypt, Denmark)</li> </ul> </li> </ul> <p><u>Incoming Staff Members</u></p> <ul style="list-style-type: none"> <li>• Academic staff – 15</li> <li>• Administrative staff - 9 <ul style="list-style-type: none"> <li>○ Italy – 1</li> <li>○ Poland – 4</li> <li>○ Latvia – 5</li> <li>○ Lebanon – 1</li> <li>○ Planned Mobilities: 13 (Lebanon, Egypt, India, Portugal, Latvia)</li> </ul> </li> </ul>	<p>Choose an item.</p>

## 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
<p><b>Section 5:</b> Although there are no specific areas of obvious weakness in terms of resources, there is a need for a continuous and sustainable investment in human and capital resources to maintain a market competitive advantage. This is particularly important, given the intense competition among colleges and universities in Cyprus for such resources.</p>	<p>The College's main priority is the need for continuous and sustainable investment in human and capital resources. Adequate and appropriate learning resources are provided that are consistent with European and International Standards and/or international practices. City Unity College Nicosia is dedicated to fostering an educational environment through both formal and informal learnings.</p> <p>The College is staffed by academics from the scientific fields of mostly Economics, Business Administration, Management, Law, Hospitality, Marketing and Gastronomy accordingly. They are all acclaimed to the department where they teach considering their distinctions, research records and links to the industry. Emphasis on personal development and achievement is essential and the College actively supports it.</p> <p>Additionally, several types of recognition and awards are in place:</p> <ul style="list-style-type: none"> <li>• Award for Excellence in Teaching</li> <li>• Award for Research Excellence</li> <li>• Distinguished Service Award</li> <li>• Administrative Excellence Award</li> </ul>	<p>Choose an item.</p>



**6. Additional for doctoral programmes – NOT APPLICABLE**  
(ALL ESG)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	For official use Only
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Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.
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Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.



**7. Eligibility (Joint programme) – NOT APPLICABLE**  
(ALL ESG)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For official use Only
Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.
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Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.

## B. Conclusions and final remarks

Conclusions and final remarks by EEC	Actions Taken by the Institution	For official use Only
Consider covering ethics and sustainability more widely in the programme and amend programme learning outcomes accordingly	Please see our reply under Section 1 above	Choose an item.
Consider adopting innovative educational methodologies to enhance the student learning experience.	Please see our reply under Section 2 above	Choose an item.
Encourage student participation in the College Social networks and promote graduate and alumni activities.	Please see our reply under Section 2 above	Choose an item.
Strengthen Erasmus collaborations for both faculty and students.	Please see our reply under Section 3 above	Choose an item.
Commit to a continuous and sustainable investment in human and capital resources.	Please see our reply under Section 5 above	Choose an item.

C.



#### D. Higher Education Institution academic representatives

<i>Name</i>	<i>Position</i>	<i>Signature</i>
Prof. Charalambous Constantinos	Provost	
Prof. Violaris Ioannis	Academic Programmes' Director	
Mrs. Sophia Morphaki	Programme Coordinator	
Dr. Kyrillou Maria Chrysostomi	Head of the Business Department	
Dr. Zanete Garanti	Head of Research	
Click to enter Name	Click to enter Position	

**Date:** 18/01/2023

