

ΠΑΡΑΡΤΗΜΑ 1: ΕΠΙΠΡΟΣΘΕΤΑ ΒΙΒΛΙΑ

(Επισυνάπτονται τα προτιμολόγια)

ΤΙΣ / ΑΦΤ : 2011354Y VAT / ΦΠΑ : 10011354W SAN : 0166596

Customer Details / Αποστολέας Πελάτη :		
Name / Όνομα:	City Unity College Nicosia	
Address / Διεύθυνση :	19 Stasinou Str., Engomi, 2404 Nicosia - Cyprus	
Customer VAT No. Αρ. ΦΠΑ Πελάτη	STEFANI ANTONIOU	
Tel. / Τηλ.	+357 22332333	
Contact :		

BANK DETAILS	
Bank Name :	Eurobank EFG
Account No. :	008-3001-0000411-8
IBAN no. :	CY28 0180 0008 0000 3001 0000 4118
SWIFT BIC :	EFGBCY2N

Invoice No.	
Invoice No.	CITYU-2404d
Invoice Date / Ημερ. Τιμολ.	27/4/2017
Credit Terms / Ημερ. Πιστώσης	0 Days / Ημερ.
Due Date / Πληρωτέο μέχρι	VALID FOR 7 DAYS
Customer Account No. / Αρ. Λογαρ. Πελάτη	
Order No. / Αρ. Παραγγελίας	

a/a	Notes	ISBN	Title	Author	Publisher	Qty / Ποσότητα	VAT Code	Unit Price / Τιμή	Discount %	Net Amount / Ποσό Πριν το ΦΠΑ	VAT / ΦΠΑ
1		9781118531648	JavaScript and JQuery: Interactive Front-End Web Development	Duckett J.	Wiley	1	T2 -5%	€ 46,40	13%	€ 40,37	€ 2,02
2	New NYP MAR18	9781473749054	Management Accounting: An Introduction (7th ed.)	Dury, C.	Cengage Learning	1					
3	Rights Restr	9780324271973	Consumer Behavior (10 th ed.)	Engel, Blackwell and Miniard South-Western College Pub		1					
4	13th rev ed	9781292146508	Marketing	Gary Armstrong, Philip Kotler	Prentice Hall	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66
5	O/P	9780273753855	Understanding and Managing Organizational Behavior (Glo George, J. and Jones, G.	Pearson Higher Education		1					
6		9781118124086	Adobe Flash Professional CS6 Digital Classroom	Gerantabee F.	Wiley	1	T2 -5%	€ 58,00	13%	€ 50,46	€ 2,52
7		9780136082996	Marketing Public Relations	Giannini	Pearson Publishing	1	T2 -5%	€ 124,70	13%	€ 108,49	€ 5,42
8		9781292018201	Principles of Managerial Finance (14th ed.)	Gitman, L. & Zutter, C.	Pearson Higher Education	1	T2 -5%	€ 92,80	13%	€ 80,74	€ 4,04
9	10th Intern ed	9780071326280	Strategic Marketing	Gravens David & Piercy Nige McGraw Hill		1	T2 -5%	€ 52,00	10%	€ 46,80	€ 2,34
10	new ed	9781111342340	A Brief History of the Western World Volume I: To 1715	Thomas H. Greer	Gavin Lew Wadsworth Publishing	1	T2 -5%	€ 58,00	10%	€ 52,20	€ 2,61
11	cannot supply	9780063867318	Ιστορία της Κύπρου	Χατζηδημητρίου, Κωνσ		1					
12		9780273736950	Consumer Behaviour: A European Outlook (2nd ed.)	Hansen, H., Schiffman, L. & Financial Times Press		1	T2 -5%	€ 87,00	13%	€ 75,69	€ 3,78
13		9780132556408	Management of Organizational Behavior (10th ed.)	Hersey, Blanchard & Johnson	Pearson Higher Education	1	T2 -5%	€ 210,25	13%	€ 182,92	€ 9,15
14	US Ed	9780133427536	Accounting (10 th edition)	Hornigren C., Harrison W., Th	Pearson Education	1					
15	2nd Intern ed	9780071809184	Successful Business Intelligence: Unlock the Value of BI & BI	Howson, C.	Mcgraw-Hill Osborne Media	1	T2 -5%	€ 39,31	10%	€ 35,38	€ 1,77
16		9780198283133	The British Tax System (5th ed.)	J.A. Kay and M.A. King	Clarendon Press	1	T2 -5%	€ 24,65	0%	€ 24,65	€ 1,23
17		9780131134966	Sociology	J. H. Turner	Pearson	1	T2 -5%	€ 101,50	13%	€ 88,31	€ 4,42

18	2015	9780134309989	Adobe Premiere Pro CC Classroom in a Book	Jago M.	Adobe Press	1	T2 -5%	€	68,25	10%	€	61,43	€	3,07
19		9780273726852	Knowledge Management: An Integrated Approach (2nd ed.)	Jashapara, A.	Pearson Education	1	T2 -5%	€	79,75	13%	€	69,38	€	3,47
20	NEW NYP May17	9781118578757	Paperback, Volume 1 of Accounting Principles Chapters 1-11	Jerry J. Weygandt	John Wiley & Sons	1								
21		9780393934335	A Modern Europe. From the Renaissance to the Present	John Meriman	W.W Norton	1	T2 -5%	€	55,10	10%	€	49,59	€	2,48
22		9780273740483	Service Operations Management : Improving Service Delivery	Johnson, R. & Clark, G.	Pearson Higher Education	1	T2 -5%	€	79,75	13%	€	69,38	€	3,47
23		9781444794489	The art of Creative Thinking	Judkins, R.	Sceptre	1	T2 -5%	€	14,50	13%	€	12,62	€	0,63
24	12th rev ed	9781292150895	Principles of Macroeconomics	Karl E. Case, Ray C. Fair, Sh	Prentice Hall	1	T2 -5%	€	84,10	13%	€	73,17	€	3,66
25	12th rev ed	9781292152691	Principles of Microeconomics	Karl E. Case, Ray C. Fair, Sh	Prentice Hall	1	T2 -5%	€	87,00	13%	€	75,69	€	3,78
26		9780273768944	Strategic Marketing Problems (13th Intl. ed.)	Kerin, R. & Peterson, R.	Pearson Higher Education	1	T2 -5%	€	84,10	13%	€	73,17	€	3,66
27		9780273755029	Marketing Management (Global Edition, 14th ed.)	Kotler P., and Keller K.	Pearson Higher Education	1	T2 -5%	€	89,50	13%	€	77,87	€	3,89
28		9780194594639	New English file: Advanced: Work Book	Latham-Koenig, C., Oxenden	Oxford University Press	1	T2 -5%	€	29,00	5%	€	27,55	€	1,38
29	12th rev ed	9781292109961	E-Commerce	Laudon K.C., and Travel C.	Prentice Hall	1	T2 -5%	€	73,95	13%	€	64,34	€	3,22
30	Rights Restr	9780324226126	Small Business Management: An Entrepreneurial Emphasis	Longenecker J.	South-Western College Pub.	1								
31		9780132176408	Management	Luis R. Gomez-Mejia, David	Pearson	1	T2 -5%	€	152,25	13%	€	132,46	€	6,62
32		9780500287330	Creative Advertising (2nd ed.)	M.Pricken	Thames & Hudson	1	T2 -5%	€	40,60	13%	€	35,32	€	1,77
33	global ed	9781292060163	Essentials of Marketing Research: A Hands-On Orientation	Malhotra	Prentice Hall	1	T2 -5%	€	87,00	13%	€	75,69	€	3,78
34	int 2nd ed	9781292020488	Basic Marketing Research	Malhotra, N.	Prentice Hall	1	T2 -5%	€	89,90	13%	€	78,21	€	3,91
35		9781118517680	Teach Yourself VISUALLY Office 2013.	Marmel E.	Visual	1	T2 -5%	€	31,90	13%	€	27,75	€	1,39
Totals / σύνολα									2.125,36	262,59		1.862,77		93,14

Cheque payments should be drawn in favour of "PASCAL GCE CENTER LTD"

Επιταγές να εκδίδονται στο όνομα της PASCAL GCE CENTER LTD"

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Total Payable / Σύνολο Πληρωτέο		€	1.955,91
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59

TIC / ΑΦΤ : 2011354Y VAT / ΦΠΑ : 10011354W SAN : 0166596

Customer Details / Λειτουργίες Πελάτη :		
Name / Όνομα:	City Unity College Nicosia	
Address / Διεύθυνση :	19 Stasinou Str., Engomi, 2404 Nicosia - Cyprus	
Customer VAT No. Αρ. ΦΠΑ Πελάτη	Contact :	STEFANI ANTONIOU
Tel. / Τηλ.	+357 22332333	

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TIC / ΑΦΤ : 2011354Y VAT / ΦΠΑ : 10011354W SAN : 0166596

Customer Details / Αερομεταφορές Πελάτη :		
City Unity College Nicosia		
Name / Όνομα:	19 Stasinou Str., Engomi, 2404 Nicosia - Cyprus	
Address / Διεύθυνση :		
Customer VAT No. Αρ. ΦΠΑ Πελάτη	Contact :	STEFANI ANTONIOU
Tel. / Τηλ.	+357 22332333	

Proforma Invoice / Προτιμολόγιο

BANK DETAILS		
Bank Name :	Eurobank EFG	
Account No. :	008-3001-0000411-8	
IBAN no. :	CY28 0180 0008 0000 3001 0000 4118	
SWIFT BIC :	EFGBCY2N	

Invoice No.		CITYU-2404b
Invoice Date / Ημερ. Τιμολ.	27/4/2017	
Credit Terms / Ημερ. Πληρωμής	0 Days / Ημερ.	
Due Date / Πληρωτέο μέχρι	VALID FOR 7 DAYS	
Customer Account No. / Αρ. Λογαρ. Πελάτη		
Order No. / Αρ. Παραγγελίας		

a/a	Notes	ISBN	Title	Author	Publisher	Qty / Ποσότητα	VAT Code	Unit Price / Τιμή	Discount %	Net Amount / Ποσό Πριν το ΦΠΑ	VAT / ΦΠΑ
1		9780134106229	Macroeconomics		Prentice Hall	1	T2 -5%	€ 261,00	13%	€ 227,07	€ 11,35
2		9780134106243	Microeconomics		Prentice Hall	1	T2 -5%	€ 261,00	13%	€ 227,07	€ 11,35
3	US Ed	9780133148688	Money, Banking, and the financial System		Prentice Hall	1					
4	16th rev ed	9781292161471	Sociology		Prentice Hall	1	T2 -5%	€ 76,85	13%	€ 66,86	€ 3,34
5		9781292078007	Selling and Sales Management		Prentice Hall	1	T2 -5%	€ 79,75	13%	€ 69,38	€ 3,47
6	Rights Restriction	9781133956600	Introduction to Psychology		Cengage	1					
7	9th rev ed	9781292150765	Global Marketing		Prentice Hall	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66
8	global ed	9781292092621	Marketing Management		Prentice Hall	1	T2 -5%	€ 87,00	13%	€ 75,69	€ 3,78
9	global ed	9781292092485	Principles of Marketing		Pearson	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66
10	New edition	9781292094007	Management Information Systems		Prentice Hall	1	T2 -5%	€ 79,75	13%	€ 69,38	€ 3,47
11	her format availat	9780273756064	Services Marketing		Prentice Hall	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66
12		9781906201302	Taxation Policy and Practice		Fiscal Publications	1	T2 -5%	€ 60,90		€ 57,86	€ 2,89
13		9781292082707	Essentials of Business Law		Pearson	1	T2 -5%	€ 50,75	13%	€ 44,15	€ 2,21
14		9780393934335	A History of Modern Europe		W.W Norton	1	T2 -5%	€ 55,10	10%	€ 49,59	€ 2,48
15	O/P	9781292020563	Strategic Marketing		Pearson	1					
16	NYP OCT17	9781491960202	Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics		O' Reilly	1	T2 -5%	€ 58,00	15%	€ 49,30	€ 2,47
17	global ed	9781292146942	Fundamentals Of Management		Pearson	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66

18	17th global ed	9781292146423	Organizational Behavior		Pearson	1	T2 -5%	€	106,17	13%	€	92,37	€	4,62
19		9781292016627	Research Methods for Business Students		Prentice Hall	1	T2 -5%	€	79,75	13%	€	69,38	€	3,47
20	global ed	9781292160054	Practice of Public Relations		Prentice Hall	1	T2 -5%	€	81,20	13%	€	70,64	€	3,53
21	Rights Restriction	9781305870031	Microsoft Office 2010: Introductory		Cengage	1								
22	global 12th ed	9781292153100	Consumer Behavior		Pearson	1	T2 -5%	€	84,10	13%	€	73,17	€	3,66
23	Rights Restriction	049590922X	Western Civilization Complete		Wadsworth Publishing	1								
24		9780321979476	College Algebra		Pearson	1	T2 -5%	€	192,00	15%	€	163,20	€	8,16
25	US Ed	9780134633282	Business Intelligence: A Managerial Approach		Prentice Hall	1								
26	US Ed	9780134618579	Strategic Management and Business Policy		Pearson	1								
27		9780273774341	Digital Media Primer		Pearson	1	T2 -5%	€	81,00	13%	€	70,47	€	3,52
28	New edition	9781292084664	Business Accounting V1		Prentice Hall	1	T2 -5%	€	69,60	13%	€	60,55	€	3,03
29		same ISBN given as above	Business Accounting V2		Prentice Hall	1								
		9780273765660	Leadership in Organizations		Pearson	1	T2 -5%	€	79,75	13%	€	69,38	€	3,47
						Totals / Σύνολα			2.180,07	281,88	1.898,19			94,91

Cheque payments should be drawn in favour of "PASCAL GCE CENTER LTD"

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Thank you / Σας Ευχαριστούμε.

Issued by : _____

Received by : _____

Total Payable / Σύνολο Πληρωτέο

€

1.993,10

55

ΤΙΣ / ΑΦΤ : 2011354Y VAT / ΦΠΑ : 10011354W SAN : 0166596

Customer Details / Λεπτομέρειες Πελάτη :		
Name / Όνομα:	City Unity College Nicosia	
Address / Διεύθυνση :	19 Stasinou Str., Engomi, 2404 Nicosia - Cyprus	
Customer VAT No. Αρ. ΦΠΑ Πελάτη	Contact :	STEFANI ANTONIOU
Tel. / Τηλ.	+357 22323333	

Proforma Invoice / Προτυπόλογο

BANK DETAILS

Bank Name :	Eurobank EFG
Account No. :	008-3001-0000411-8
IBAN no. :	CY28 0180 0008 0000 3001 0000 4118
SWIFT BIC :	EFGBCY2N

Invoice No.	CITYU-2404a
Invoice Date / Ημερ. Τυποδ.	27/4/2017
Credit Terms / Ημερ. Πίστωσης	0 Days / Ημερ.
Due Date / Πληρωτέο μέχρι	VALID FOR 7 DAYS
Customer Account No. / Αρ. Λογαρ. Πελάτη	
Order No. / Αρ. Παραγγελίας	

a/a	Notes	ISBN	Title	Author	Publisher	Qty / Ποσότητα	VAT Code	Unit Price / Τιμή	Discount %	Net Amount / Ποσό Πριν το ΦΠΑ	VAT / ΦΠΑ
1	16th ed	9781292147871	Auditing and Assurance Services		Prentice Hall	1	T2 -5%	€ 91,35	13%	€ 79,47	€ 3,97
2		9781305502758	Social Media Marketing: A Strategic Approach		Cengage Learning	1	T2 -5%	€ 94,25	5%	€ 89,54	€ 4,48
3	US Ed	9780321925138	Calculus for Business, Economics, Life Sciences, and Social Sciences		Prentice Hall	1					
4	US Ed	9780133576870	Fundamentals of Corporate Finance		Prentice Hall	1					
5	Cannot supply	9789351341673	Electronic Commerce: Framework, Technologies and Applications		Tata McGraw Hill private	1					
6	new Int ed	9781292022864	Ethics and Conduct of Business		Prentice Hall	1	T2 -5%	€ 69,60	13%	€ 60,55	€ 3,03
7	US Ed	9780133803808	Managerial Accounting		Prentice Hall	1					
8	8th revised ed	9781292153261	Marketing Research		Prentice Hall	1	T2 -5%	€ 81,20	13%	€ 70,64	€ 3,53
9	Rights restr	9780138708933	European Union Politics		Oxford University Press	1					
10	US Ed	9780321937032	Business Mathematics		Pearson	1					
11	7th int ed	9781292093635	Integrated Advertising, Promotion and marketing Communications		Prentice Hall	1	T2 -5%	€ 87,00	13%	€ 75,69	€ 3,78
12		9781452261362	Ongoing Crisis Communication: Planning, Managing, and Responding		Sage	1	T2 -5%	€ 98,60	5%	€ 93,67	€ 4,68
13	New edition	9781473964280	Managing Change, Creativity and Innovation		Sage	1	T2 -5%	€ 63,80	10%	€ 57,42	€ 2,87
14		145229951X	A Student Workbook for Public Speaking		Sage	1	T2 -5%	€ 58,00	10%	€ 52,20	€ 2,61
15	15th revised ed	9781292152103	Human Resource Management		Pearson	1	T2 -5%	€ 79,75	13%	€ 69,38	€ 3,47
16		9780133865004	Business Statistics		Pearson	1					
17		9781292128979	Accounting for Non-Accounting Students		Pearson	1	T2 -5%	€ 69,60	13%	€ 60,55	€ 3,03

18		9781292152240	Business Essentials		Pearson	1	T2 -5%	€	76,85	13%	€	66,86	€	3,34
19	see ed above	9780134129969	Business Essentials		Prentice Hall	1								
20	Market restricted	9781609949938	Making Sustainability Work		Berrett-Koehler	1								
21	New edition	9781292148632	International Business		Pearson	1	T2 -5%	€	88,45	13%	€	76,95	€	3,85
22		9780134205588	Essentials of Sociology		Pearson	1	T2 -5%	€	165,30	13%	€	143,81	€	7,19
23		9781108020626	History of Cyprus V1		Cambridge Uni. Press	1	T2 -5%	€	40,60	10%	€	36,54	€	1,83
24		9781108020633	History of Cyprus V2		Cambridge Uni. Press	1	T2 -5%	€	52,20	10%	€	46,98	€	2,35
25		9781108020640	History of Cyprus V3		Cambridge Uni. Press	1	T2 -5%	€	66,70	10%	€	60,03	€	3,00
						Totals / Σύνολα			1.283,25	142,96		1.140,29		57,01

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Issued by : _____

Received by : _____

Total Payable / Σύνολο Πληρωτέο		€	1.197,31
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53

TIC / AOT : 2011354Y VAT / ΦΠΑ : 10011354W SAN : 0166596

Customer Details / Λεπτομέρειες Πελάτη :	
Name / Όνομα:	City Unity College Nicosia
Address / Διεύθυνση :	19 Stasinou Str., Engomi, 2404 Nicosia - Cyprus
Customer VAT No. Αρ. ΦΠΑ Πελάτη	
Tel. / Τηλ.	Contact : STEFANI ANTONIOU +357 22332333

a/a	Notes	ISBN	Title	Author	Publisher	Qty / Ποσότητα	VAT Code	Unit Price / Τιμή	Discount %	Net Amount / Ποσό Πριν το ΦΠΑ	VAT / ΦΠΑ
1	O/P	9781559345606	Business Ethics for the 21st Century	Adams, David M., Maine, Ed	Mayfield Publishing Company	1					
2		9781282004013	Law for Business Students (8th ed.)	Adams, A.	Pearson Higher Education	1	T2 -5%	€ 59,38	13%	€ 51,66	€ 2,58
3		9780132975704	Jump Right In: Essential Computer Skills Using Microsoft O	Andrews J.	Prentice Hall	1	T2 -5%	€ 135,00	13%	€ 117,45	€ 5,87
4	US Ed	9780132823272	Management Accounting: Information for Decision-Making	Anthony A. Atkinson, Robert	Prentice Hall	1					
5	US Ed	9780273762263	Management Accounting for Decision Makers (7th ed.)	Atril, P., McLaney E.	Pearson Publishing	1					
6		9780273768616	International Business Law (6th, Intl ed.)	August R., Mayer, D., Bixby,	Pearson Higher Education	1	T2 -5%	€ 89,90	13%	€ 78,21	€ 3,91
7		9781292057668	College Mathematics for Business, Economics, Life Science	Barnett R., Ziegler, M., and	Pearson	1	T2 -5%	€ 84,10	13%	€ 73,17	€ 3,66
8		9781292002729	Human Resource Management: A Contemporary Approach	Beardwell, J. and Thompson,	Pearson Higher Education	1	T2 -5%	€ 72,50	13%	€ 63,08	€ 3,15
9		9780133852103	Auditing Cases: An Interactive Learning (6th ed.)	Beasley, M., Buckless, F., G	Prentice Hall	1	T2 -5%	€ 69,60	13%	€ 60,55	€ 3,03
10	11th ed	9780077154516	Economics	Begg, D., Fischer, S., Dornbl	McGraw-Hill	1	T2 -5%	€ 52,00	10%	€ 46,80	€ 2,34
11		9780137152780	Developing leadership abilities (2nd ed.)	Bell, A. & Smith D.	Prentice Hall	1	T2 -5%	€ 37,70	13%	€ 32,80	€ 1,64
12	US Ed	9780133424157	Corporate Finance (3rd ed.)	Berk, J. and DeMarzo, P.	Prentice Hall	1					
13	cannot supply	9780722800027	Cyprus	Blissos, D.	Institute for Balkan Studies	1					
14		9780273773948	Accounting and Finance for Business	Black, G. & Al Kilani, M.	Pearson Higher Education	1	T2 -5%	€ 87,00	13%	€ 75,69	€ 3,78
15	6th rev ed	9781292098449	Essentials of Marketing	Blythe, J.	Pearson Higher Education	1	T2 -5%	€ 66,70	13%	€ 58,03	€ 2,90
16	8th ed	9780078028793	Marketing Management: A Strategic Approach with a Glob	Boyd, Walker, Larreche	McGraw-Hill	1	T2 -5%	€ 268,00	10%	€ 241,20	€ 12,06
17	12th Inter ed	9781259144387	Principles of Corporate Finance	Brealey R., Myers S.	McGraw-Hill	1	T2 -5%	€ 299,50	10%	€ 269,55	€ 13,48

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Τίτλος

- 1 Retail operations 2nd ed.
- 2 Retail category management
- 3 Visual merchandising and display 6th ed.
- 4 Retail marketing
- 5 Retail marketing
- 6 Retail management : a strategic approach 12th ed.
- 7 Retail fashion promotion
- 8 Contemporary advertising 10th ed.
- 9 Creative advertising
- 10 Advertising principles & practice 7th ed.
- 11 Retail buying 9th ed.

Πνευματική Υπευθυνότητα

Tang, A.

Folwer, D., Goh, Ben

Pegler, M.

Ennis, S.

Quix, F., Van der Kind, R.

Berman, B., Evans, J.

Drake, M., Spooner, J., Greenwald, H.

Williams F. Arens

M. Pricken

Wells, Moriarty, Burnet

Diamond, J., Pintel, G.

Εκδότης

Pearson Higher Education FT Press

Pearson Higher Education

Bloomsbury Academic

McGraw-Hill

Routledge

Pearson Higher Education

Pearson

McGraw-Hill

Thames & Hudson

Prentice Hall

Pearson Higher Education

Χρόνολογία έκδοσης ISBN

2013 978-9810679385	39,61 eur
2012 978-0135152089	105 eur
2011 978-1609010843	95 eur
2015 978-0077157654	70 eur
2015 978-9001807924	79
2013 978-0133075892	
1991 978-0023300295	
2006 978-0070667662	
2008 9780500287330	36.2
2005 978-0131465602	110
2013 978-0132179355	

ΠΑΡΑΡΤΗΜΑΤΑ 2 ΚΑΙ 3: ΝΕΑ ΕΠΙΠΡΟΣΘΕΤΑ SYLLABI

Τίτλος Μαθήματος	Marketing Research				
Κωδικός Μαθήματος	CRMM-110				
Τύπος μαθήματος	Required				
Επίπεδο	Diploma				
Έτος / Εξάμηνο φοίτησης	3rd Semester				
Όνομα Διδάσκοντα	Dr. Andreas Masouras / Mr. Yiannis Tymvios				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Στόχος Μαθήματος	This course aims to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students in this course have a basic understanding of marketing terminology and concepts.				
Μαθησιακά Αποτελέσματα	Upon successful completion of this course students should be able to: 1. Display problem analysis skills and an ability to translate a management problem into a feasible research question. 2. Demonstrate a working knowledge of the concepts and methods of marketing research. 3. Show an understanding of questionnaire design and sampling theory. 4. Exhibit an understanding of qualitative and quantitative research methods and their application to marketing research.				
Προαπαιτούμενα	Sophomore standing	Συναπαιτούμενα	NONE		
Περιεχόμενο Μαθήματος	1. Problem Definition and Research Design 2. Probability Theory 3. Qualitative Methods 4. Questionnaire Design				

	5. Data Analysis			
Μεθοδολογία Διδασκαλίας	The course is delivered through lectures, discussion, assignments, presentations, case studies and applications.			
Βιβλιογραφία	Wimmer, Roger and Dominick, Joseph (2011). Mass Media Research: An Introduction. Senior Publisher.			
Αξιολόγηση	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	Estimated student's work time distribution in hours:			
	Contact hours		Student's private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	39
	Final Exam	2	Test preparation	12
			Final Exam Preparation	18
	Total:	42	Total:	108
Γλώσσα	ENGLISH			

Τίτλος Μαθήματος	Retail Category and Merchandising Management				
Κωδικός Μαθήματος	CRMM-107				
Τύπος μαθήματος	Required				
Επίπεδο	Diploma				
Έτος / Εξάμηνο φοίτησης	3 rd Semester				
Όνομα Διδάσκοντα	Dr. Antony Koyzis / Mr. Marios Stavrakis				
ECTS	6	Διαλέξεις / εβδομάδα	3 hours per week	Εργαστήρια / εβδομάδα	N/A
Στόχος Μαθήματος	This course was created to help undergraduate students majoring in retailing, marketing, or supply chain management understands the nature of the retail process. The course will examine fundamental concepts, such as an explanation of the original eight-step category, before moving to more complex topics, including the latest models and concepts in the field. Through this course practical insights and examples will be presented and analyzed. This course is also an integrative approach to the role of merchandising and management from a qualitative and quantitative perspective. Acquired merchandising concepts and principles are integrated and synthesized for the examination and exploration of the many aspects of merchandising management.				
Μαθησιακά Αποτελέσματα	• Demonstrate understanding of the field of category management emerged. • Help students relate to the retail technology terminology • Shows students the difference between brand management versus category management, the two models of management used in the retail industry. • Coverage of Retail Value Chain and Efficient Consumer Response (ECR) helps students understand how strategy plays a role in the retail value chain and ECR. • A detailed explanation of the traditional CM model gives students a foundation in the standard model used in the industry. Everyone working in the field must understand the traditional CM model and its impact on retailing. • Learn the newest shopping insights. • Develop in students an interest in a post-secondary education in retailing and/or a possible career in the services industry • Apply merchandising theory to the planning, developing, and presenting fashion/seasonal and				

	basic/staple product lines in global markets. • Examine merchandising strategies and technology applications of various types of textile and apparel firms. • Evaluate the impact of supply chain business systems and global sourcing on merchandising processes. • Explore organizational structures as they relate to merchandising career paths. • Examine fundamental mathematical concepts required for developing and interpreting income statements, pricing strategies, merchandise budgets, assortment plans, and delivery strategies. • Formulate and evaluate merchandise budgets and assortment plans based on merchandising principles. • Examine the customer service concept, personal selling		
Προαπαιτούμενα	Sophomore standing	Συναπαιτούμενα	NONE
Περιεχόμενο Μαθήματος	1. Introduction 2. Retail Evolution and Strategies 3. Measurements and Productivity 4. Retail Value Chain Management 5. Category Management Cycles 6. Category Role 7. Category Management Strategies 8. Category Tactics 9. Shopper Insights 10. Careers in Category Management 11. Human Resources Management 12. Loss Prevention 13. Logistical Merchandise Distribution 14. Location Analysis and Selection 15. Designing the Facility 16. Buying Domestically and Abroad 17. Private Labelling and Product Development 18. The Concepts and Mathematics of Merchandise Pricing 19. Advertising and Promotion 20. Visual Merchandising 21. Customer Service		
Μεθοδολογία Διδασκαλίας	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.		
Βιβλιογραφία	Diamond, J., and Litt, S. (2nd Edition, 2009). <u>Retailing in the 21st Century</u>, Fairchild Books. ISBN-13: 9781563677052 Folwer, D., and Goh, Ben. (2012). <u>Retail Category Management</u>, Pearson Higher Education. ISBN-13: 9780135152089		

Αξιολόγηση	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	Estimated student's work time distribution in hours:			
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	Total:	42	Total:	108
Γλώσσα	ENGLISH			



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ΠΑΡΑΡΤΗΜΑΤΑ 4 ΚΑΙ 5: ERASMUS APPLICATION AND PARTICIPATION IN CONTACT SEMINAR

Αίτηση για το Erasmus Charter

EACEA-ECHE@ec.europa.eu

March 29th,
2017

to me

German

English

Dear Sir/Madam

We acknowledge receipt of the application for the Erasmus Charter for Higher Education you have submitted electronically under the reference number 271969-EPP-1-2018-1-CY-EPPKA1-ECHE, City Unity College Nicosia . Thank you for your interest in Erasmus+.

Applicants are invited to consult our website to get confirmation of the receipt of their application. If the application does not appear on the list published on EACEA's website 15 days after the deadline for submission, the applicant should contact the Agency. Please consult the link below:

https://eacea.ec.europa.eu/sites/eacea-site/files/applicant_guidelines_2018_en.pdf

If you wish to receive any further information regarding your on-line application, please contact EACEA-ECHE@ec.europa.eu

Yours sincerely,

Education, Audiovisual & Culture Executive Agency (EACEA)

Erasmus+ Contact Seminar in Tallinn - registration opened!

Erasmus x

Επιβεβαίωση συμμετοχής στο σεμινάριο

1:06 PM (23 hours ago)

Hannelore Juhtsalu <Hannelore.Juhtsalu@archimedes.ee>

to wendy.deursen, Victoria7, pveringa, Hans.kroes, petra.kampf, direktion, hilde.kletzl, blanka.kozakova, sona.nekvapilo., mage, abj-tr, rnl, sisr, me, dkathijotis, michela.sarro, armand.lietart, thomas.fuhrmann, jessica.abrass., vincent.beatrix, martineguiller., jean-michel.vi., christine.pret., almudena.manza., nomaga77

Dear participants of Erasmus+ contact seminar in Tallinn!

Thank you for your interest for the **Erasmus+ contact seminar “Enhancing Digital Competences in Education and Training”!**

We are happy to host you all in this September in Tallinn, Estonia!

The seminar will be held in a very international atmosphere – around 70 participants from 19 different European countries will be here. Hopefully this will give you a plenty of possibilities to find partners with similar interests and develop ideas for the new partnerships on the issue of ICT and digital skills.

We have created a separate website for the seminar -

<https://contactseminar.wixsite.com/erasmusplus>. On that site you can find from now on all the relevant information about the event, e.g. introduction to the theme and Erasmus+, draft agenda, practical details etc. We will continually update it with useful information.

Please note that the seminar will start in the evening of Sunday 17 September at 18.00 PM, and will finish by lunch at 13.00 PM on Wednesday 20 September. Please arrange your travel accordingly.

From now we have also opened **the official registration to contact seminar**. Besides some personal data we kindly ask you to share some information regarding your organization and interests in ICT/digital competences. The aim of this is to get to know more about your background and organisations, interests and expectations regarding the seminar. Afterwards this information will be shared with other participants of the event.

As we would like to keep this information only within the participants of this seminar you are kindly asked to register at first as a member of the website (via login/sign up). You can register via Facebook or Gmail or make your own login through new passwords.

After that your request will be approved (with the separate e-mail notification) and access to the participants' section on the website will be available for you.

Then you can start to fill in the registration form.

We will wait your answers to the questions by the 15 July at the latest.

Should you have any questions or worries please contact me or my colleague Ms Tiina Lipp, tiina.lipp@archimedes.ee.

We are looking forward to seeing you all in Tallinn!



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Best regards,

Hannelore Juhtsalu

TCA Officer

Chief Specialist

TCA, Erasmus+ KA2, adult education, Nordplus Adult

Education Agency

Foundation Archimedes

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