

# CITY College, University of York Europe Campus

Undergraduate Programmes  
Postgraduate Programmes  
Executive MBA  
Doctoral Programmes

## VISIT OUR CAMPUS

MAIN CAMPUS IN THESSALONIKI

### ADMISSIONS OFFICE

LEONTOS SOFOU BUILDING

3, Leontos Sofou Street,  
546 26 Thessaloniki, Greece  
Tel: (+30) 2310 224 026

### ADMINISTRATION OFFICE

STRATEGAKIS BUILDING

24, Proxenou Koromila Street,  
546 22 Thessaloniki, Greece  
Tel: (+30) 2310 224 186, 275 575  
Fax: (+30) 2310 287 564

## MEET US IN YOUR REGION

INTERNATIONAL OFFICES ABROAD

### Sofia, Bulgaria

bulgaria@york.citycollege.eu

### Bucharest, Romania

romania@york.citycollege.eu

### Belgrade, Serbia

serbia@york.citycollege.eu

### Skopje, North Macedonia

northmacedonia@york.citycollege.eu

### Prishtina, Kosovo

kosovo@york.citycollege.eu

### Kyiv, Ukraine

ukraine@york.citycollege.eu

### Yerevan, Armenia

armenia@york.citycollege.eu

### Tbilisi, Georgia

georgia@york.citycollege.eu

### Baku Azerbaijan

azerbaijan@york.citycollege.eu



## FOLLOW US ON SOCIAL MEDIA

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## FIND OUT MORE

 [york.citycollege.eu](http://york.citycollege.eu)

 [acadreg@york.citycollege.eu](mailto:acadreg@york.citycollege.eu)

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# WHERE WE ARE



*Throughout its 30 years of history, CITY College has created a legacy and continues to connect the UK with the whole region, Europe, and the world.*

# WELCOME MESSAGES

## CITY College, University of York Europe Campus is an educational institution of exemplary standards in South East Europe.

Rigorous academic procedures, commitment to quality education, extensive investment, solid management and continuous development are the principles that have raised CITY College's profile and shaped its growth. Students at CITY College enjoy the advantages of a unique combination: the internationally recognised quality and credibility of first class British higher education combined with the parallel investigation and analysis of the South East European environment.

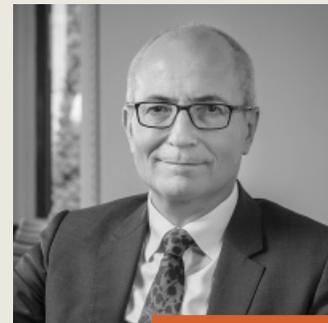
At CITY College we are proud of all that we have accomplished. We are also confident of the prospects that open for both our students and the College in the future. It is in this faith that we offer to you an educational experience which is shaped by commitment, enthusiasm, discipline, effectiveness, insight and creativity: an educational experience which can withstand the demands of the contemporary world.



"We are delighted to be starting a new era for CITY College, University of York Europe Campus. CITY College has a long legacy of working with a leading UK University, the University of Sheffield, and later becoming its International Faculty. After 30 years of successfully delivering UK higher education we have the opportunity to connect our region with one of the world's top universities, the University of York, and support our shared ambition to build capacity and contribute to the development of our societies."

### Mr. Yannis Ververidis

President and Principal of the CITY College, University of York Europe Campus



"CITY College, University of York Europe Campus is the first such alliance for the University of York. This European base is a unique, international institution based in Greece with satellite activities in eight countries, and is widely recognised throughout the region for its academic excellence. Building on our shared values, the relationship has the public good at its core - contributing to the development of people, societies and economies, extending opportunity and access for all."

### Professor Charlie Jeffery

Vice-Chancellor of the University of York

# CHOOSE CITY COLLEGE, UNIVERSITY OF YORK EUROPE CAMPUS

## CITY College, University of York Europe Campus



The **1st leading British university to award Europe Campus status** in the region at CITY College, University of York Europe Campus



Bachelors and Masters degrees awarded by **a top 150 world university**, the University of York\*

\*Times Higher Education, THE 2021



**97% graduate employment rate** within one year of graduation



**A strategic partnership** for the Executive MBA programme with the Faculty of Economics and Management of the prestigious French University of Strasbourg.



**9 international study destinations** in SE and Eastern Europe and the Caucasus countries



Accreditations by **leading independent international accreditation/professional bodies**



Over **200 international research partners**, 80 PhD students and more than 80 EU research projects in 17 years



More than **6000 alumni** from **60 countries**



### ***Study at CITY College, University of York Europe Campus***

CITY College, University of York Europe Campus gives the opportunity to students from the wider region to study for a top class British degree, offering them the very best experiences, curricula and traditions of the acclaimed British higher education.

### ***A degree recognised and respected all over the world***

After completing your studies at CITY College you will be awarded a degree from a world-class British university: The University of York.

### ***A education opens doors, wherever you go in the world***

Academic excellence, innovative teaching approaches and employment focused programmes, a British degree has what you need to reach your potential. Our programmes are industry relevant and many of them are accredited by leading international professional bodies.

### ***Excellent academic staff***

You will be taught by staff who have extensive academic and research experience. Our academics will help you to develop your knowledge and skills through a range of teaching methods and a balance of theory and practice. Business experts also teach in our programmes bringing their knowledge and expertise into the classroom.

### ***Get the skills employers want***

We maintain close links with employers to ensure our programmes continue to be professionally relevant. Our graduates are employed across Europe and far beyond. They are highly sought after for their confident analytical thinking, deep knowledge, and excellent communication skills gained in the English language.

### ***A rich research environment***

We are committed to building knowledge capacity and our high quality academic research underpins our inspiring teaching. Our academics are active researchers and are passionate about their subjects. We support our academic staff to develop and publish their research and our academic culture encourages the research activities undertaken by our students.

### ***Amazing study location***

Our main campus is in Thessaloniki, a beautiful city next to the Mediterranean Sea. It offers the vibrancy and excitement of a big city in a friendly and safe environment. Our students studying in other locations across the region also enjoy student life in beautiful study destinations across the region.

### ***Exciting Student life***

Studying at CITY College, University of York Europe Campus is a great way to expand your knowledge, meet new people, encounter different cultures and enjoy new experiences. You'll get plenty of support and a chance to experience a great student lifestyle. Whatever your interests, there are a wide range of clubs and societies, as well as a diverse social life on offer.

# CITY COLLEGE, UNIVERSITY OF YORK EUROPE CAMPUS

## Who we are

CITY College, University of York Europe Campus is part of the University of York community, one of the leading UK Universities in Europe. This European base is a unique international institution based in Greece but with satellite activities in 8 countries, and it is widely recognised throughout the region for its academic excellence. Throughout its 30 year history, CITY College has continued to connect the UK with the whole region, Europe, and the world.

CITY College, University of York Europe Campus embraces internationalisation and gives its students the very best experiences, curricula and traditions of the acclaimed British higher education. It transfers knowledge, in-depth research and academic excellence across the region through its educational network in order to build capacity and support the academic and professional aspirations of students and their communities.

CITY College Europe Campus consists of four academic departments - the Business Administration & Economics Department, the Psychology Department, the Computer Science Department and the English Studies Department - offerings a wide range of undergraduate and postgraduate programmes, and two research centres, the South-East European Research Centre and the Neuroscience Research Centre.

There is a dynamic international environment across CITY College's educational bases comprising students and highly qualified faculty members from more than 60 countries, who speak over 20 languages. This provides students with the opportunity to benefit from different perspectives and gain a greater understanding of the wider world in a truly unique English language learning environment.

CITY College, University of York Europe Campus strives to create an inclusive international community which contributes to the public good; advances the development of people and the societies in the region; connects academic, research, government, and corporate networks throughout the region to create and share new knowledge; and creates new opportunities for all.



## International Accreditations

CITY College University of York Europe Campus is accredited and recognised by a range of highly acclaimed professional international bodies and accrediting organisations:

**The Association of MBAs (AMBA), The British Computer Society (BCS),  
The British Accreditation Council (BAC), The Chartered Management Institute (CMI),  
British Psychological Society (BPS)**



## The University of Strasbourg

CITY College, University of York Europe Campus together with the Faculty of Economics and Management of the prestigious University of Strasbourg have formed a strategic educational collaboration and are jointly offering a world-class, dual degree programme: the Pan-European Executive MBA programme.

**18** Nobel Prize Winners

# UNIVERSITY OF YORK

## A Top 150 University in the world

(Times Higher Education, THE 2021)

The University of York is one of the world's premier institutions for inspirational teaching and life-changing research. It is a member of the prestigious Russell Group, representing 24 leading UK universities maintaining the highest research and academic standards. The University holds a Gold Teaching Excellence Framework award, and in the Times Higher Education's ranking of the most recent Research Excellence Framework (REF

2014), York was ranked 10th in the UK for research impact. The University aims - research with relevance and reach, ethical and empowering education, positive and productive partnerships, lasting legacies - enable it to realise its vision of creating social benefit and public good through everything it does. The University of York works across disciplines to find better ways to research

and address the global challenges of our time; provide students with the opportunity to encounter different ways of understanding the world around us and new ways of shaping it; magnify its impact through local and global partnerships with boldness, ambition and innovation in the ways it creates, shares and applies knowledge; and opens opportunity for all to join a diverse and inclusive community of shared purpose.



(Times Higher Education, THE 2021)

## Excellence in teaching



## The University of York UK university rankings

- No 16 - The Guardian University Guide, 2021
- No 20 - The Times and Sunday Times university league table 2021
- No 18 - Overall in the Complete University Guide 2022
- No 16 - Times Higher Education (THE) 2021

## Excellence in Research



- No 14 overall - Times Higher Education
- No 10 for impact of research - Times Higher Education

## The University of York world university rankings

- No 133 in the world - Times Higher Education (THE) 2021
- No 151 in the world - QS 2022
- No 12 in the Golden Age Rankings 2020



# **THESSALONIKI: A MEDITERRANEAN CITY READY TO WELCOME YOU**

## **A dynamic geographical region (SEE and the Caucasus)**

### **Our main campus in Thessaloniki**

With a downtown campus in Thessaloniki, we give students the opportunity to obtain a high-class British degree while studying and living in a vivid, convenient Mediterranean Sea front city. Friendly, diverse and safe, Thessaloniki is definitely one of the best cities to study in.

### **Thessaloniki: A historic, Mediterranean city with a youthful spirit**

Situated in the Gulf of Thermaikos on the Aegean Sea, Thessaloniki is well known for its natural beauty and unrivalled sea views, but also for its youthful and upbeat atmosphere. Even with a population of 1.3 million, Thessaloniki still has a friendly and laid-back character making it an ideal student destination, easy to settle in and get around. Whatever your style, this city will charm you with its rich cultural life, its large number of monuments, exquisite cuisine, vibrant nightlife and beautiful surroundings.

### **A city of culture**

Thessaloniki is home to a number of festivals and events each year including the Thessaloniki International Film Festival which has become one of the most important film festivals in Europe. The Documentary Film Festival and the Demetria Festival, which lasts for four months, also host many well-known Greek and international artists. Numerous art exhibitions, concerts, plays and dance performances keep the city's cultural life vibrant throughout the year.

### **The surroundings**

For those who want to escape from the city from time to time, Thessaloniki's surroundings can please every taste. Halkidiki with its sandy beaches, Mount Olympus, Vergina, where the Royal Tomb of Philip II, father of Alexander the Great is and the Kaimaktsalan Ski Resort are only a few of the many destinations that are approximately one hour away.

### **Vibrant by day and by night**

Life in Thessaloniki is never boring. Numerous cafes, buzzing nightlife, bars, concerts and performances make student life in Thessaloniki even more fun! Thessaloniki is a dynamic university city with 80,000 university students who are ready to welcome you!

# EXPLORE OUR STUDY DESTINATIONS

Staying true to our core values and our commitment to promote educational opportunities beyond the main campus in Thessaloniki, we offer programmes in a number of other locations across South East and Eastern Europe and the Caucasus region, we are continuously expanding our provision,

## Sofia, Bulgaria

CITY College, University of York Europe Campus offers a range of undergraduate and postgraduate programmes in Sofia in collaboration with the National Bulgarian University (NBU). It also offers the prestigious Executive MBA programme.

Today, CITY College Europe Campus offers the Pan-European Executive MBA in: **Bucharest (Romania), Belgrade (Serbia), Kyiv (Ukraine), Yerevan (Armenia), Tbilisi (Georgia), Baku (Azerbaijan) and Athens (Greece).**

Sofia, Bulgaria



Belgrade | Serbia



Baku | Azerbaijan



Kyiv | Ukraine



Bucharest | Romania



Tbilisi | Georgia



Yerevan | Armenia



# **EXCELLENCE**

# **IN LEARNING AND TEACHING**

We apply our innovative teaching and assessment methods to give you the best possible learning experience. These include interactive lectures, a personal tutorial system, structured e-learning activities, 'real life' case studies and projects, guest speakers, debates and company visits. Our students have the opportunity to develop their research skills and engage with research activities through final year projects and dissertations and get hands-on practical experience in laboratory classes.

We are committed to delivering student-centred education providing students with a thorough understanding of their chosen academic subject together with the practical skills required to be successful graduate professionals.



## **LEARN FROM THE BEST!**

Our highly qualified staff are regularly commended by external reviewers and accreditation bodies for the outstanding quality of our teaching and, even more importantly, our students agree! Students play an important role in our rigorous quality assurance and enhancement processes and we are proud of the consistently high student satisfaction scores we receive. At CITY College you will have access to excellent learning resources and a comprehensive support infrastructure to help you at every stage of your studies.

# ACCREDITATION & RECOGNITION

We are officially accredited and recognised for our high quality programmes by a number of external, independent accreditation and professional bodies.



## Association of MBAs (AMBA)

The Executive MBA programme and the postgraduate programmes MSc in Management (Human Resource Management, Logistics and Supply Chain Management, General Management) are accredited by the Association of MBAs. The programmes satisfy all of the Association's rigorous criteria.

[www.mbaworld.com](http://www.mbaworld.com)

## Chartered Management Institute (CMI)

Students completing the Executive MBA have the opportunity to additionally receive CMI's most senior qualification: the Level 7 Diploma in Strategic Management and Leadership. Our graduates may also become members of the Chartered Management Institute (CMI). We are a CMI Approved Centre.

[www.managers.org.uk](http://www.managers.org.uk)

## The British Accreditation Council (BAC)

CITY College was first accredited by the British Accreditation Council (BAC) for Independent Further and Higher Education in February 2001 and continues to be accredited since then.

[www.the-bac.org](http://www.the-bac.org)

## British Computer Society (BCS)

The Bachelors graduates of the Computer Science Department CITY College can become members of the British Computer Society (BCS), The Chartered Institute for IT. The Computer Science Department's undergraduate (Bachelors) programmes have been accredited as fully meeting the educational requirements for Chartered IT Professional (CITP) registration and partially meeting the educational requirements for Chartered Engineer (CEng) registration.

[www.bcs.org](http://www.bcs.org)



# EXCELLENCE IN RESEARCH

Academic research is the backbone of our philosophy and practice and our research is particularly focused on achieving high impact in our region. CITY College nurtures and promotes cutting-edge interdisciplinary research and innovation and provides a supportive environment for academic staff research activities within all academic departments. We organise and contribute to a large number of international research conferences and workshops and our staff publish extensively in international research publications.

## Building knowledge capacity

The main aim of our research practice is to build up knowledge capacity internationally, with a specific focus on South East Europe (SEE) in line with the geographical location of CITY College. This is achieved through collaboration with institutes of excellence throughout the world and through the development of clear research policies and procedures. Through our research activities we try to make a positive contribution to the well-being of

*“ Our students benefit from being taught by research-active academics and being part of a genuinely research-led community ”*

## THE DOCTORAL PROGRAMME

SEERC provides the opportunity to qualified students to study for a PhD Degree through a combination of high quality UK studies and a unique research infrastructure in South-East Europe through the SEERC Doctoral Programme. At SEERC, knowledge is only one output of the Doctoral Programme. We recognise that nowadays it is vital for the PhD candidate to graduate after having acquired skills and competences sufficient for integration to professional life. Therefore, it has added value to the programme by introducing innovative elements that elevate doctoral studies to a multi-faceted experience; one that combines scientific knowledge with networking capacities and skills.

## OUR RESEARCH CENTRES

### South-East European Research Centre SEERC



To further promote our research activity, in 2003 we established the South-East European Research Centre (SEERC). SEERC is a not-for-profit research centre in Thessaloniki which carries out substantial interdisciplinary research within the region in the fields of Enterprise, Innovation & Development, Information & Communication Technologies and Society & Human Development. SEERC has secured significant EU research funding and offers a range of PhD programmes in our four core academic disciplines as well as a number of other related subject areas.

[www.seerc.org](http://www.seerc.org)

### The Neuroscience Research Centre NEUREC

The Neuroscience Research Centre (NEUREC) is located at CITY College in Thessaloniki, Greece. NEUREC brings together a multidisciplinary group of researchers across the fields of Psychology, Neuroimaging, Computing & Engineering, Economics & Finance and Marketing to address current societal, financial and health challenges such as the aging population and mental health, efficient markets and financial investment, leadership and consumer's behaviour.

NEUREC adopts a unique holistic approach to interdisciplinary research by combining neurophysiological, psychophysiological, behavioural and computational methods. Our ultimate goal is to improve well-being & health, organizational performance & productivity, by bridging the gap between research, education and industry to create innovative and resilient communities.

# WORKING WITH INDUSTRY AND SOCIETY

We collaborate with industry and society, incorporate external knowledge and contribute to the economic and societal development of our communities and our region. We work closely with industrial and societal stakeholders all over Europe, introducing our students to real world challenges and experiences, bringing knowledge and innovation into the classroom and linking our industrial and societal actors through projects, internships, guest lectures, study visits, and volunteer activities.

## Industrial Links

At CITY College, University of York Europe Campus we work closely with industry in creative ways. You will benefit greatly from our industrial network in terms of acquiring hands-on skills, knowledge and first-hand insights directly from the workplace. Our students become entrepreneurial-minded and are able to enter the job market long before graduation.

**There are many ways in which we work with the industry:**

- Industry collaborations and partnerships
- Industry-led projects
- Industry-informed curricula
- Working with industry mentors
- Guest lectures by industry experts



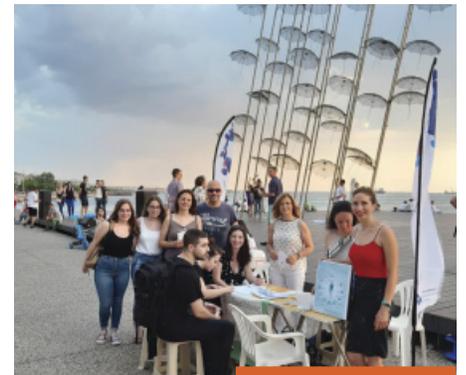
## SOCIAL RESPONSIBILITY

### Making a difference

At CITY College, University of York Europe Campus we believe that educational institutions have a duty to make a positive contribution to society - to use knowledge to make a difference in the world. We therefore take capacity building and social responsibility extremely seriously. We are committed to the development and well-being of the people, societies and economies of the countries in our region and beyond.

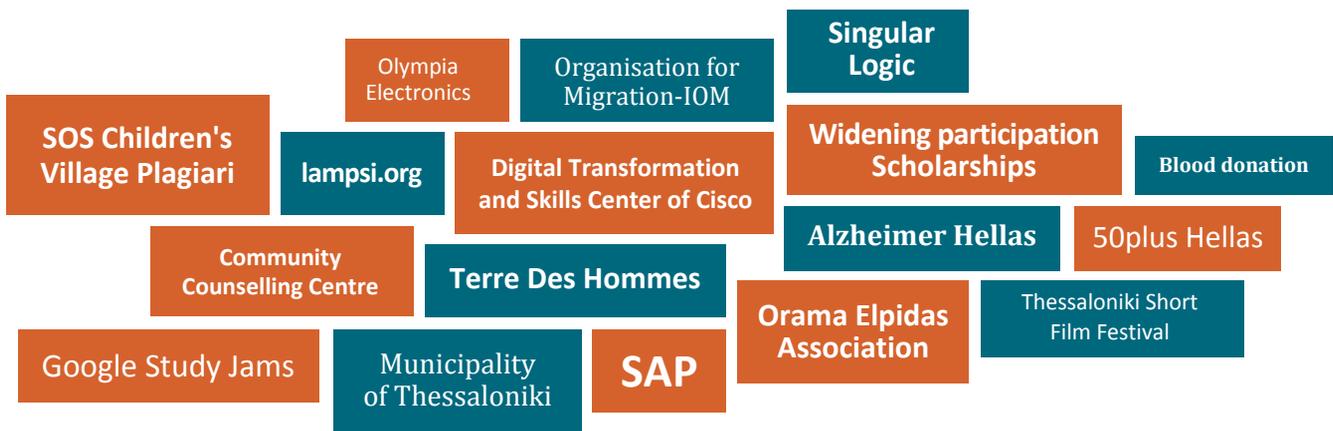
### Range of activities

Social responsibility is embedded into everything that we do. We therefore offer a large number of scholarships to capable students who would not otherwise be able to study with us. We engage with and address the big questions that challenge our societies through our research, teaching and extracurricular activities. We encourage and support our staff, students and alumni to undertake a wide range of activities that contribute positively to the region. Many of these are integrated into the curricula and include community development initiatives, business support and the delivery of a community counselling service but we also encourage a sense of social responsibility through many extracurricular activities such as charity fundraising and volunteering.



## WORKING WITH OUR COMMUNITY

Some examples of collaborations with industry and society



# STUDY FACILITIES

## A high-quality learning environment

Our high quality study facilities will give you access to the latest resources and technologies to support and inform your studies. Our main campus comprises two impressive buildings in the centre of Thessaloniki that contain a range of facilities. We offer a student-centred, modern learning environment providing contemporary learning spaces designed to meet the needs of our students and staff.



## INFORMATION AND LEARNING COMMONS (ILC)

### Our collections and electronic resources

Our library, the Information and Learning Commons (ILC), is a state-of-the-art facility that provides a high-quality learning environment and study experience. With the ILC, CITY College has introduced an innovative concept for a university facility: a fully equipped venue to research, study and socialise. The ILC was designed as an integrated community and educational learning, information and leisure facility that offers a full range of student services: support for your study, research, writing and the use of technology. The ILC integrates our rich library collection, individual and group study spaces, a multimedia room, wireless access to the internet, PC labs, reference service and support from a variety of sources, including librarians and IT staff, along with leisure and social spaces.

The Information and Learning Commons acquires and maintains resources that support the curriculum and the research of CITY College staff and students. Our collections include items in all formats (print and digital) and in a variety of subject areas, ranging from books, dissertations and journals, to A/V and multimedia material and key publications written and published by members of our academic staff. A great number of electronic resources including research publications and e-journals, e-books, databases, internet resources and subscriptions, as well as access to the University of York's online library resources, make it possible for our students on and off campus to search and acquire all of our library services.



Lecture Theatre



Lecture Room



Computer Lab 'Thalis'



Group Study Room



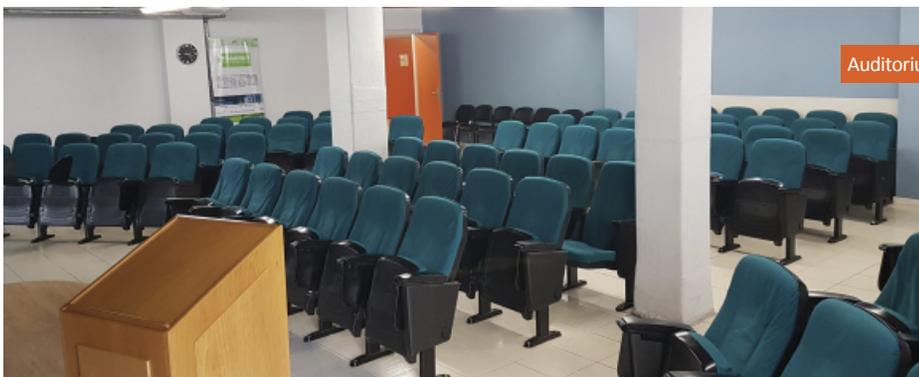
Multipurpose Room



Lecture Room



Silent Study Room



Auditorium



Quiet Study Room

## COMPUTER LABS

Our premises host well-equipped computer labs to support formal teaching and the delivery of the curriculum through the use of technology. All computer labs have fast internet access and run up-to-date software necessary for students' learning needs. A WIFI network is also available throughout all our premises, enabling students to work on their own laptops if they choose to do so. Students may also use our Help Desk facility which includes user training on how to use software packages and hardware equipment. Staff from the Computing Support Services are always available to provide guidance and assistance during the labs' operating hours.

A young woman with long brown hair, wearing a light blue shirt and dark blue pants, is sitting on the floor in a library. She is looking down, possibly at a book or a device. The background is filled with tall bookshelves packed with books. The lighting is soft and focused on the student, with the rest of the library slightly blurred.

**WE ARE HERE  
TO SUPPORT  
YOU!**

# STUDENT SERVICES

## SUPPORT AND WELLBEING

Supporting you during your studies is of outmost importance. We want you to succeed in your studies, get the most out of your time at CITY College and at the same time feel happy and at ease without having unnecessary concerns. You can benefit from a range of support services we offer to enhance your student experience throughout your studies.

Accommodation services, counselling services and career services are just some of the ways we support our students. If you are facing difficulties with your English language, the English Language Support Unit can help to improve your language and writing skills. We also provide additional services and guidance for our many international students to support them through every stage of their CITY College experience. Our staff are always happy to help you in any way they can and point you in the right direction to help you deal with any issues that arise.

### Student Support Services

Accommodation Services

Counselling Services

Career Services

English Language Support Unit

Computing Support Services

Library Services

Financial Services

International Office

# STUDENT LIFE

Being part of CITY College, University of York Europe Campus is more than just attending classes and working towards your degree. CITY College is about bringing together people with different outlooks and life experiences to be a part of our community and having the opportunity to develop and grow in a friendly and supportive environment. We are therefore committed to ensuring you can access a rich and fulfilling student life alongside your studies.



Student Services supports our students from the day of enrolment until the day of graduation and beyond. We offer a range of clubs and societies and arrange events and activities to allow students to share their pastimes with other students and to develop new interests, and engage in new experiences. We are also there to support you when things are not going so well and we provide a range of support, information and specialist services to keep you on track at every stage of your time with us.

## OUR CLUBS & SOCIETIES

- Sports & Fitness
- City Podcast
- Robotics Club
- Gaming Club
- Marketing Club
- Finance Club
- SUNRISE Movement
- Research Club
- Strategic Board Games
- Go Green Club
- Dance Club
- CITY United Model Nation
- INFINITY Club
- Environmental Society

\*the list is indicative

# CITY STUDENTS UNION (CSU)

Our dynamic Students' Union is right at the heart of student life on campus. Powered by students for students, it represents our student body across the campus and organises a range of events and activities for all.

CITY Student Union (CSU) is led by its Board which is elected each year by all members of the student body. Working on behalf of all students and supported by the Academic Representatives (one elected by the students on each programme), it contributes to the effective running of CITY College through a constructive and fruitful dialogue between students and CITY College's administration ensuring that students' concerns and suggestions contribute to the improvement of student life.

The CSU also plays an important role in organising a wide range of social, volunteering and sporting events and activities.

If you have something to say or if you want to contribute to the delivery of events and activities, then get involved with the CSU!



## The CSU Officers

**The President** oversees all the CSU activities and provides support, advice and guidance to the other members.

**The Vice-President** supports the President in achieving the Students' Union's objectives, and be the Officer chiefly responsible for representing views and needs of Master level students.

**The Public Relations and Communications Officer** organises events, supports the activities of different clubs, and updates newsfeed on social media.

**The Welfare and Education Officer** co-operates with the Student affairs Office to ensure that relevant and effective advice is available to students, and the Academic Departments to keep students informed on academic issues.

**The Sports and Recreational Activities Officer** is responsible for sports and recreational activities.



CSU in Social Media

A group of diverse young professionals are gathered around a table, smiling and looking at documents. The scene is brightly lit, suggesting a sunny day. The text "GET A HEAD START IN THE JOB MARKET!" is overlaid in the center in a bold, teal font, underlined with an orange line.

# GET A HEAD START IN THE JOB MARKET!

# CAREER SERVICES

**We know that you are coming to CITY College, University of York Europe Campus to develop your knowledge and skills, meet new people and broaden your horizons. We also understand that studying with us is a major commitment for you and your families. We are therefore committed to ensuring that your hard work pays off and you achieve your ambitions. Our aim is to develop well-rounded individuals who are ready to offer their talents to make significant contributions to the world in which we live.**

## **Enhancing your employability profile**

Throughout your studies, and as a graduate, our Career, Employability and Enterprise Centre will help you build a strong employability profile. Our graduates are widely sought after by employers thanks to our academic excellence and the strong employability skills we integrate into our programmes and also deliver through our career services. We maintain very close links with business and industry and our extensive network of contacts mean that we can connect you with employers across all sectors giving you the maximum opportunity to develop your career.

## **How our Career Services can help you**

As well as embedding employability skills development into your course, we offer a range of services that will give you the best possible start for a successful career. Our services include:

- One-to-one career advice and planning
- Career placements and internships opportunities
- Career coaching
- CV-preparation
- An annual Career Fair connecting students and alumni with employers
- Seminars and workshops
- Access to extensive career resources
- Company visits



## **CAREER FAIR**

Our annual Career fair is your opportunity to meet with employers to showcase your talents. This unique event brings together a wide range of employers looking to recruit our graduates. We will make sure you are fully prepared and ready to grab their attention!



# A DYNAMIC ALUMNI NETWORK!

# OUR GRADUATES AND ALUMNI

We support our alumni in their post-university life through a range of services:

CAREER COUNSELLING

NETWORKING OPPORTUNITIES

ACCESS TO BUSINESS CONTACTS

ALUMNI EVENTS/REUNIONS

ALUMNI NEWS

JOB VACANCIES

...AND MANY MORE

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*As a former student of CITY College you remain a valued member of our community.*

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After graduating you will be joining an illustrious community of our alumni spread across Europe and beyond. Our alumni occupy senior positions in top organisations and companies in a wide range of sectors and many have successfully established their own businesses.

We are proud to say that our graduates are making a difference in the world and we are therefore keen to keep in touch. We offer a range of networking opportunities to support career development as well as opportunities for our alumni to continue to engage with us, each other, and with our current students to enhance our programmes and the student learning experience.



## Alumni for a Lifetime



**Our Alumni Networking  
Online Platform**



**The Graduate  
Guide**



**Our Alumni  
in Social Media**



# Undergraduate Programmes



**BA (Hons) in Business Studies (Marketing)**

**BA (Hons) in Business Studies (Accounting and Finance)**

**BA (Hons) in Business Studies (Management)**

**BA (Hons) in Business Studies (Hotel and Hospitality Management)**

**BSc (Hons) in Psychology**

**BSc (Hons) in Computer Science**

**BSc (Hons) in Computer Science (Business Informatics)**

**BSc (Hons) in Computer Science (Internet Computing)**

**BA (Hons) in English Language, Linguistics and Literature**

**BA (Hons) in English Language and Communication**

# BA (Hons) in Business Studies (Marketing)

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

3 years in Thessaloniki (in English)  
4 years in Thessaloniki (2 years in Greek plus 2 years in English)  
4 years in Sofia (in English)

### LOCATION OF STUDIES

Thessaloniki - Greece  
Sofia - Bulgaria

### DEGREE TITLE

The title of **Bachelor of Arts (Hons) in Business Studies (Marketing)** is awarded directly by the University of York.

Graduates of the 4 years programme in Sofia may also receive the NBU undergraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Develop a thorough understanding of key business principles.
- Develop an expertise in the business area of marketing.
- Focus on a diverse range of marketing activities and their application.

## Course overview

Marketing is the insightful process of thinking about and planning for markets. The process starts with researching the marketplace and understanding its dynamics. The marketer uses research to identify opportunities, that is, to find individuals or groups of people with needs that remain unmet or who have a latent interest in a product or service. The increase of international competition has led to the vital need for marketing expertise in all areas of business including non-profit organisations such as charities and arts organisations. The graduates from our Department will be the successful business executives of tomorrow. The depth of their knowledge and their specialisation will enable them to pursue successful careers in marketing departments in the public or private sector, in financial institutions, in the industrial sector and in the services sector.

### Practicum - A real-life project for final year students

The Practicum is part of the programme of studies of all the Bachelors programmes of the Business Administration & Economics Department. Final year students have the opportunity to work on real-life projects in companies or organisations, practise their skills and knowledge, and better understand the links between business theory and practice in authentic settings.

## Programme of studies

### STAGE 1

Principles of Management  
Principles of Marketing  
Quantitative Methods for Business and Finance  
Principles of Business Statistics  
Information Technology for Management  
Principles of Accounting  
Academic English Skills  
European Union  
Principles of Microeconomics  
Principles of Macroeconomics  
Introduction to Business Law  
Development of Early Career Skills

### STAGE 2

Corporate Sustainability  
Organisational Behaviour  
Financial Management  
Marketing Management Strategies  
Decision Making with Information Technology  
Management Accounting  
Operations Management  
Consumer Behaviour  
Current Issues in Business Law  
Financial Institutions and Markets  
**Two units from the following:**  
Case Studies in Digital Transformation  
Understanding International Conflicts  
Sociology  
International Political Economy  
Civil Liberties  
Legal Environment of Business  
Understanding Globalisation  
Positive Psychology

### STAGE 3

Integrated Marketing Communications  
Practicum  
Marketing Research  
Entrepreneurship and Small Business  
**Units to the value of sixty credits from the following:**  
Relationship Marketing and Customer Relationship Management  
Managing with Information Technology  
Developing and Managing Corporate Identity  
Contemporary Issues in Marketing  
Green Marketing  
Personal Selling and Sales Management  
Managing Service Quality  
International Business Strategy  
Retail Marketing  
Managing Innovation  
International Marketing  
Logistics and Supply Chain Management  
Managing in a Digital Era

*This programme may be subject to minor changes*

# BA (Hons) in Business Studies (Accounting and Finance)

- Gain a thorough grounding of key business disciplines.
- Explore the theory and practical application of accounting and finance.
- Develop essential skills in accounting and finance for making managerial decisions.

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

3 years in Thessaloniki (in English)  
4 years in Thessaloniki (2 years in Greek plus 2 years in English)  
4 years in Sofia (in English)

### LOCATION OF STUDIES

Thessaloniki - Greece  
Sofia - Bulgaria

### DEGREE TITLE

The title of **Bachelor of Arts (Hons) in Business Studies (Accounting and Finance)** is awarded directly by the University of York.

Graduates of the 4 years programme in Sofia may also receive the NBU undergraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

## Course overview

The Accounting and Finance stream of business studies deals with issues related to the preparation of financial data, the analysis of financial information and the financial decision making process of any economic entity. The recent evolution of the financial environment driven by liberalisation, globalisation and the modernisation of financial markets has significantly increased the importance of the financial function of modern businesses. In addition, the process of financial integration into the EU and the resultant thriving financial markets are major sources of change in the financial environment. The financial function becomes one of the most important factors affecting business competitiveness. Hence, today, studies in Accounting and Finance constitute a fundamental part of any curriculum in Business Administration and offer excellent career opportunities.

### Practicum - A real-life project for final year students

The Practicum is part of the programme of studies of all the Bachelors programmes of the Business Administration & Economics Department. Final year students have the opportunity to work on real-life projects in companies or organisations, practise their skills and knowledge, and better understand the links between business theory and practice in authentic settings.

## Programme of studies

### STAGE 1

Principles of Management  
Principles of Marketing  
Quantitative Methods for Business and Finance  
Principles of Business Statistics  
Information Technology for Management  
Principles of Accounting  
Academic English Skills  
European Union  
Principles of Microeconomics  
Principles of Macroeconomics  
Introduction to Business Law  
Development of Early Career Skills

### STAGE 2

Corporate Sustainability  
Organisational Behaviour  
Financial Management  
Marketing Management Strategies  
Decision Making with Information Technology  
Management Accounting  
Operations Management  
Consumer Behaviour  
Current Issues in Business Law  
Financial Institutions and Markets  
**Two units from the following:**  
Case Studies in Digital Transformation  
Understanding International Conflicts  
Sociology  
International Political Economy  
Civil Liberties  
Legal Environment of Business  
Understanding Globalisation  
Positive Psychology

### STAGE 3

Entrepreneurship and Small Business  
Financial Accounting and Analysis with International Financial Reporting Standards  
Practicum  
Money and Banking  
Group Accounts & Financial Statement Analysis  
**Units to the value of sixty credits from the following:**  
Financial Instruments and Market Behaviour  
Managing with Information Technology  
Portfolio and Security Analysis  
International Financial Management  
Cost Accounting  
Auditing  
International Business Strategy  
Introduction to Econometrics

*This programme may be subject to minor changes*

# BA (Hons) in Business Studies (Management)

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

3 years in Thessaloniki (in English)  
4 years in Thessaloniki (2 years in Greek  
plus 2 years in English)  
4 years in Sofia (in English)

### LOCATION OF STUDIES

Thessaloniki - Greece  
Sofia - Bulgaria

### DEGREE TITLE

The title of **Bachelor of Arts (Hons) in Business Studies (Management)** is awarded directly by the University of York.

Graduates of the 4 years programme in Sofia may also receive the NBU undergraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Gain a thorough grounding of key business disciplines.
- Understand the nature of management, its relationship to other functions and its role in business strategy.
- Focus on a diverse range of marketing activities and their application.

## Course overview

Management is both an art and a science. It is something that can be taught, but it is also based on intrinsic traits. The curriculum design of the BA (Hons) in Business Studies (Management) has taken this fact into account. It is based on the assumption that management is at the heart of all business activities. In a sense, it is business itself, since it encompasses all business activities. For these reasons the course covers the most important areas of contemporary business in terms of management theory and practice (business strategy, structure, operations, finance, marketing etc.). Certainly, Human Resource Management is extremely important and it is given a core role and special attention. Integrative modules (Business Strategy, Entrepreneurship and Small Business) are also given a top priority during the last year of studies.

### Practicum - A real-life project for final year students

The Practicum is part of the programme of studies of all the Bachelors programmes of the Business Administration & Economics Department. Final year students have the opportunity to work on real-life projects in companies or organisations, practise their skills and knowledge, and better understand the links between business theory and practice in authentic settings.

## Programme of studies

### STAGE 1

Principles of Management  
Principles of Marketing  
Quantitative Methods  
for Business and Finance  
Principles of Business Statistics  
Information Technology for Management  
Principles of Accounting  
Academic English Skills  
European Union  
Principles of Microeconomics  
Principles of Macroeconomics  
Introduction to Business Law  
Development of Early Career Skills

### STAGE 2

Corporate Sustainability  
Organisational Behaviour  
Financial Management  
Marketing Management Strategies  
Decision Making with  
Information Technology  
Management Accounting  
Operations Management  
Consumer Behaviour  
Current Issues in Business Law  
Financial Institutions and Markets  
**Two units from the following:**  
Case Studies in Digital Transformation  
Understanding International Conflicts  
Sociology  
International Political Economy  
Civil Liberties  
Legal Environment of Business  
Understanding Globalisation  
Positive Psychology

### STAGE 3

Entrepreneurship and Small Business  
Human Resource Management  
Practicum  
International Business Strategy  
**Units to the value of sixty credits  
from the following:**  
Project Risk Management  
Managing Innovation  
Developing and Managing Corporate Identity  
Logistics and Supply Chain Management  
Personal Selling and Sales Management  
Total Quality Management  
Managing with Information Technology  
Relationship Marketing and  
Customer Relationship Management  
Managing in the Digital Era

*This programme may be subject to minor changes*

# BA (Hons) in Business Studies (Hotel and Hospitality Management)

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

**3 years in Thessaloniki** (in English)  
**4 years in Thessaloniki** (2 years in Greek  
plus 2 years in English)  
**4 years in Sofia** (in English)

### LOCATION OF STUDIES

Thessaloniki - Greece  
Sofia - Bulgaria

### DEGREE TITLE

The title of **Bachelor of Arts (Hons) in Business Studies (Hotel and Hospitality Management)** is awarded directly by the University of York.

Graduates of the 4 years programme in Sofia may also receive the NBU undergraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Expand knowledge into the theory and skills necessary to manage hotel and hospitality businesses.
- Understand the prerequisites to excellence in hotel and hospitality operations.
- Develop the foundations for an exciting career in the fast-growing global hotel and hospitality industry.

## Course overview

Hotel and hospitality businesses represent one of the biggest industries offering exciting career opportunities all over the world. This management track equips the future executive with the theoretical and administrative knowledge to successfully manage hotel and hospitality operations. While learning about all key areas of hotel and hospitality management, students develop the necessary attitude and skills to deliver service excellence in a vibrant global industry.

### Practicum - A real-life project for final year students

The Practicum is part of the programme of studies of all the Bachelors programmes of the Business Administration & Economics Department. Final year students have the opportunity to work on real-life projects in hotel and hospitality units, practise their skills and knowledge, and better understand the links between business theory and practice in authentic settings.

## Programme of studies

### STAGE 1

Principles of Management  
Principles of Marketing  
Quantitative Methods  
for Business and Finance  
Principles of Business Statistics  
Information Technology for Management  
Principles of Accounting  
Academic English Skills  
European Union  
Principles of Microeconomics  
Principles of Macroeconomics  
Introduction to Business Law  
Development of Early Career Skills

### STAGE 2

Corporate Sustainability  
Organisational Behaviour  
Financial Management  
Marketing Management Strategies  
Decision Making with  
Information Technology  
Management Accounting  
Operations Management  
Consumer Behaviour  
Current Issues in Business Law  
Financial Institutions and Markets  
**Two units from the following:**  
Case Studies in Digital Transformation  
Understanding International Conflicts  
Sociology  
International Political Economy  
Civil Liberties  
Legal Environment of Business  
Understanding Globalisation  
Positive Psychology

### STAGE 3

Entrepreneurship and Small Business  
Accommodation Management  
Sustainable Tourism and Regional Planning  
Introduction to Hospitality  
and Tourism Industry  
Hospitality Services Management  
Human Resource Management  
Practicum  
Financial Control and Information  
Management in Hospitality  
Destination Marketing and Management  
Food and Beverage Management  
in Hotels and Hospitality

*This programme may be subject to minor changes*

# BSc (Hons) in Psychology

- Study the fascinating and challenging world of psychology.
- Expose yourself to a wide range of conceptual and research issues in contemporary psychology.
- Gain the knowledge and skills necessary for employment in a variety of professions that involve working with people.

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

**3 years in Thessaloniki** (in English)  
**4 years in Thessaloniki** (2 years in Greek plus 2 years in English)

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Bachelor of Science (Hons) in Psychology** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

## Course overview

Psychology is the study of people: how they think, act and interact. Psychology is concerned with all aspects of behaviour and the thoughts, feelings and motivation underlying such behaviour. It is one of the fastest growing university subjects and is becoming more and more available in schools and colleges. Media interest in the subject is strong, and the subject and its applications regularly find their way onto prime-time radio and television. Psychology graduates will acquire knowledge in the assessment of personality, intelligence and attitudes, interviewing techniques, questionnaire design and analysis, child development, and methods of teaching and learning. Psychology is concerned with a wide range of phenomena including remembering and forgetting, thinking, problem solving, learning, the acquisition of skills, language, seeing and hearing, decision making, verbal and non-verbal communication, social interaction, and emotion. It is also concerned with the practical and ethical applications of psychological research in the profession.

## Programme of studies

### STAGE 1

Evolutionary Psychology  
Academic English Skills  
Discovering Science  
Introduction to Psychology  
Topics in Psychology  
Computing Skills for Psychologists  
Applied Psychology  
Reasoning & Critical  
Thinking for Psychologists  
Sensation & Perception  
Philosophy, Science and Ethics

### STAGE 2

Neuroscience  
Individual Differences  
Child Development  
Social Psychology  
Psychological Disorders  
Memory and Language  
Psychological Research Methods  
Statistics  
Health Psychology  
Psychology of Employment, Employability and Enterprise  
Contemporary Issues in Educational Psychology  
Forensic Psychology

### STAGE 3

Minorities: Understanding Diversity and Inclusion  
Cognitive Neuropsychology  
Psychology of Counselling  
Psychology of Addiction  
Adult Development and Aging  
Emotion from an Interdisciplinary Perspective  
Issues in Clinical Psychology  
Cognition & Emotion  
Social Cognition and Behaviour  
The Psychology of the Intimate Interpersonal Relationship  
The Psychology Graduate: Professional Development & Employability  
Research Project in Psychology

*This programme may be subject to minor changes*

# BSc (Hons) in Computer Science

- Study an intellectually stimulating, innovative and fun subject that impacts on every aspect of society in many different ways.
- Build a solid knowledge of contemporary Computer Science along with strong problem-solving and technical skills that enable you to discover and develop creative and efficient solutions to complex and challenging problems with the ability to apply these skills in the real world.
- Become a successful Computer Science professional with exciting, diverse and lucrative career prospects in the expanding global job market.

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

**3 years in Thessaloniki** (in English)  
**4 years in Thessaloniki** (2 years in Greek plus 2 years in English)

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Bachelor of Science (Hons) in Computer Science** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

## Course overview

Computer Science is an exciting, challenging and dynamic discipline. Computers form an integral part of every aspect of society. New computing technologies are being introduced at an enormous rate and the field of Computer Science develops and changes continually and rapidly. Consequently Computer Science has evolved into a dynamic and challenging field of study. Students will be exposed to the theoretical foundations of the field, gaining an understanding of the principles that underlie development of systems. They should be able to apply their knowledge to real life projects and acquire the necessary skills to cope with the astonishing rate of change in the specific discipline. The curriculum is in compliance with the already established standards proposed by International Computer Societies, such as the Association of Computing Machinery (ACM), the Institute of Electrical and Electronics Engineers (IEEE) and the British Computer Society (BCS). Graduates are well equipped to successfully follow fulfilling career paths in many diverse areas of business and academia.



The BSc (Hons) in Computer Science is accredited by the British Computer Society, The Chartered Institute for IT. The Academic Accreditation and Exemptions Committee of BCS agreed to the following levels of accreditation: Full CITP (Chartered IT Professional) accreditation, Partial CEng (Chartered Engineer) accreditation.

## Programme of studies

### STAGE 1

Academic and Transferable Skills  
Networks Architecture  
Discrete Mathematical Foundations  
Continuous Mathematical Foundations  
Programming Principles and Algorithms  
Programming Methodology and Design  
Introduction to Web Technologies  
Computer Systems Architecture  
Introduction to Object Orientation  
Object-Oriented Programming  
Systems Analysis and Design  
Information Systems and the Digital Enterprise  
Academic English Skills

### STAGE 2

Web Programming  
Data Structures and Algorithms  
Database Systems  
Formal Methods and Software Reliability  
Operating Systems  
Logic Programming  
Professional Issues in IT  
Artificial Intelligence Techniques  
Software Development in Practice  
Human-Computer Interaction  
**Two units from the following:**  
Research Skills in the IT Profession  
Green Computing  
IT Decision Support Systems  
Information Systems Applications

### STAGE 3

Professional Development Seminar Series  
Individual Project Preparation  
Individual Project  
Software Engineering  
Industrial Software Project  
Information Security  
Innovation and Entrepreneurship in IT  
Network Computing  
**Two units from the following:**  
Social Media and Networks  
Knowledge Technologies for Innovation  
E-Commerce and Digital Markets  
IT Strategy in Business  
Mobile Computing  
Games and Media Technologies  
Distributed Systems and Cloud Computing  
Agents and Robotics  
Intelligent Systems  
Neural Networks  
Teaching and Learning Technologies

*This programme may be subject to minor changes*

# BSc (Hons) in Computer Science (Business Informatics)

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

**3 years in Thessaloniki** (in English)  
**4 years in Thessaloniki** (2 years in Greek plus 2 years in English)

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Bachelor of Science (Hons) in Computer Science (Business Informatics)** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Study a dynamic discipline that will enable you to harness state-of-the-art technologies to meet the changing needs of the ever-evolving business environment.
- Build an integrated knowledge of Computer Science and business processes along with strong problem-solving and technical skills that enable you to discover and develop creative and efficient solutions to complex and challenging problems.
- Become a highly sought-after professional who will empower an organization to thrive in the digital age.

## Course overview

Modern organisations are confronted with the challenges brought by the global market, the digital economy, the knowledge society and the rapid growth of information technologies. Business environments in any sector are adopting computer technologies for all business processes and operational tasks, towards increasing productivity and promoting innovation and entrepreneurship. Students of this programme acquire a mixture of technical and contextual knowledge and skills, appropriate both for the development of software systems and for the strategic deployment of current and emerging technologies, for promoting innovation and entrepreneurial activities within a modern organization. Students are also exposed to the theoretical foundations of the Computer Science field, gain an understanding of the principles that underlie development of systems, apply their knowledge on real life projects and acquire the necessary knowledge and skills to cope with the astonishing rate of change of the specific discipline.



The BSc (Hons) in Computer Science is accredited by the British Computer Society, The Chartered Institute for IT. The Academic Accreditation and Exemptions Committee of BCS agreed to the following levels of accreditation: Full CITP (Chartered IT Professional) accreditation, Partial CEng (Chartered Engineer) accreditation.

## Programme of studies

### STAGE 1

Academic and Transferable Skills  
Networks Architecture  
Discrete Mathematical Foundations  
Continuous Mathematical Foundations  
Programming Principles and Algorithms  
Programming Methodology and Design  
Introduction to Web Technologies  
Computer Systems Architecture  
Introduction to Object Orientation  
Object-Oriented Programming  
Systems Analysis and Design  
Information Systems and the Digital Enterprise  
Academic English Skills

### STAGE 2

Web Programming  
Data Structures and Algorithms  
Database Systems  
Formal Methods and Software Reliability  
Operating Systems  
Logic Programming  
Professional Issues in IT  
Artificial Intelligence Techniques  
Software Development in Practice  
Human Computer Interaction  
**Two units from the following:**  
Research Skills in the IT Profession  
Green Computing  
IT Decision Support Systems  
Information Systems Applications

### STAGE 3

Professional Development Seminar Series  
Individual Project Preparation  
Individual Project  
Software Engineering  
Industrial Software Project  
Social Media and Networks  
Knowledge Technologies for Innovation  
Innovation and Entrepreneurship in IT  
E-Commerce and Digital Markets  
IT Strategy in Business

*This programme may be subject to minor changes*

# BSc (Hons) in Computer Science (Internet Computing)

- Study the cutting-edge methods and tools of one of the most attractive, highly practical & creative fields of Computer Science.
- Build a solid knowledge of contemporary Computer Science along with strong problem-solving and technical skills that enable you to develop efficient and creative web and mobile solutions.
- Become a highly specialised professional with fascinating career prospects in the Internet Computing industry.

## KEY FEATURES

### COURSE DURATION & LANGUAGE OF INSTRUCTION

**3 years in Thessaloniki** (in English)  
**4 years in Thessaloniki** (2 years in Greek plus 2 years in English)

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Bachelor of Science (Hons) in Computer Science (Internet Computing)** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

## Course overview

The Internet penetrates every aspect of today's economic and social life. It provides a unique access to an immense wealth of knowledge and information, and its uses are virtually unlimited. The advancement of the Internet has revolutionised the way in which globally distributed, rapidly changing and collaborative industries such as banking, entertainment, healthcare, and manufacturing, to name a few, operate. This has created a great demand for specialists with in depth knowledge and skills on Internet Technologies. Students of this programme are exposed to the theoretical foundations of the Computer Science field, gain an understanding of the principles that underlie development of systems, apply their knowledge on real life projects and acquire the necessary knowledge and skills to cope with the astonishing rate of change of the specific discipline, with a main focus on internet based applications and the enabling Internet, mobile and web development technologies.



The BSc (Hons) in Computer Science is accredited by the British Computer Society, The Chartered Institute for IT. The Academic Accreditation and Exemptions Committee of BCS agreed to the following levels of accreditation: Full CITP (Chartered IT Professional) accreditation, Partial CEng (Chartered Engineer) accreditation.

## Programme of studies

### STAGE 1

Academic and Transferable Skills  
Networks Architecture  
Discrete Mathematical Foundations  
Continuous Mathematical Foundations  
Programming Principles and Algorithms  
Programming Methodology and Design  
Introduction to Web Technologies  
Computer Systems Architecture  
Introduction to Object Orientation  
Object-Oriented Programming  
Systems Analysis and Design  
Information Systems and the Digital Enterprise  
Academic English Skills

### STAGE 2

Web Programming  
Data Structure and Algorithms  
Database Systems  
Formal Methods and Software Reliability  
Operating Systems  
Logic Programming  
Professional Issues in IT  
Artificial Intelligence Techniques  
Software Development in Practice  
Human Computer Interactions  
**Two units from the following:**  
Research Skills in the IT Profession  
Green Computing  
IT Decision Support Systems  
Information Systems Applications

### STAGE 3

Professional Development Seminar Series  
Individual Project Preparation  
Individual Project  
Software Engineering  
Industrial Software Project  
Network Computing  
Information Security  
Mobile Computing  
Games and Media Technologies  
Distributed Systems and Cloud Computing

*This programme may be subject to minor changes*

# BA (Hons) in English Language and Communication

- In-depth theoretical background as well as vital professional skills through numerous opportunities for hands-on practice.
- A unique programme which will make you highly competitive in teaching, media, advertising, marketing, public relations, publishing and journalism.
- A wide range of assessment including: unseen examinations, projects, essays, quizzes, presentations, demo teaching, screencasts, reflective reports, case studies, portfolios of exercises, translation tasks, lab tests.

## KEY FEATURES

**COURSE DURATION & LANGUAGE OF INSTRUCTION**  
3 years in Thessaloniki (in English)

**LOCATION OF STUDIES**  
Thessaloniki - Greece

**DEGREE TITLE**  
The title of **Bachelor of Arts (Hons) in English Language and Communication** is awarded directly by the University of York.

**ADMISSIONS REQUIREMENTS AND PROCEDURES** - see page 64

## Course overview

The BA (Hons) in English Language and Communication offers a solid foundation in the study of language, communication, linguistics, language teaching, media, marketing and management providing students with theoretical knowledge as well as practical skills, thus enhancing their employability profile. The curriculum includes units such as Intercultural Communication, Sociolinguistics, Introduction to Media Studies, Principles of Marketing, Public Relations, Practice in English Language Teaching, Writing across Media, Introduction to Translation, Digital Literacy. This innovative programme is ideal for anyone who is interested in becoming an English language teacher or a linguist, or wishes to pursue an exciting career in media, public relations, marketing, advertising, translation, journalism or education.

## Programme of studies

### STAGE 1

Introduction to the Study of Language  
Introduction to Communication  
Principles of Management  
Introduction to the Methodology of Language Teaching  
Development of Early Career Skills  
Introduction to Translation  
Digital Literacy  
Principles of Marketing  
Composition Writing  
Introduction to Media Studies

### STAGE 2

Semantics  
Syntax  
ELT Classroom: Principles and Practices  
English Phonetics and Phonology  
Public Relations  
Intercultural Communication  
Sociolinguistics  
Pragmatics  
Consumer Behaviour  
Writing across Media  
Case Studies in Digital Transformation  
Language Testing and Assessment

### STAGE 3

Evaluation and Design of Teaching Materials  
Introduction to Research Practice  
Integrated Marketing Communications  
Adaptation across Media  
Language, Gender and Identity  
Practice in English Language Teaching  
Contemporary Topics in Communication  
Dissertation

*This programme may be subject to minor changes*

# BSc (Hons) in English Language Linguistics and Literature

- Pathway to an exciting career or further studies in teaching, translation, linguistics, literature, media, publishing, journalism, copywriting or education.
- In-depth theoretical background as well as vital professional skills through numerous opportunities for hands-on practice.
- Observed Teaching Practice in authentic foreign language classroom conditions.

## KEY FEATURES

### COURSE DURATION &

### LANGUAGE OF INSTRUCTION

3 years in Thessaloniki (in English)

4 years in Thessaloniki (in English)

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Bachelor of Arts (Hons) in English Language, Linguistics and Literature** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS

**AND PROCEDURES** - see page 64

## Course overview

The BA (Hons) in English Language, Linguistics and Literature offers a solid foundation in the study of language, linguistics, literature, language teaching, translation, media and film providing students with theoretical knowledge as well as practical skills, thus enhancing their employability profile. The curriculum includes units such as Introduction to the Study of Language, Practice in English Language Teaching, British Literature, Introduction to Translation, Introduction to Media Studies, Understanding Film, Language, Gender and Identity. This innovative programme is ideal for anyone who is interested in becoming an English language teacher, a linguist, a literary scholar or wishes to pursue a successful career in translation, media, publishing, journalism, or education.

## Programme of studies

### STAGE 1

Introduction to the Study of Language  
Introduction to Literature  
History of the English Language  
Introduction to the Methodology of Language Teaching  
Introduction to Film Studies  
Introduction to Translation  
Introduction to Fiction  
Morphology  
Composition Writing  
Introduction to Media Studies

### STAGE 2

Semantics  
Syntax  
ELT Classroom: Principles and Practices  
English Phonetics and Phonology  
20th Century American Literature  
Understanding Film  
Sociolinguistics  
Pragmatics  
Second Language Acquisition  
Literary Translation  
British Literature: Past and Present  
Language Testing and Assessment

### STAGE 3

Evaluation and Design of Teaching Materials  
Introduction to Research Practice  
Literary Theory  
Adaptation across Media  
Language, Gender and Identity  
Practice in English Language Teaching  
Contemporary Topics in English Studies  
Dissertation

*This programme may be subject to minor changes*



# Postgraduate Programmes



**MSc in Finance and Banking**

**MSc in Finance and Risk Management**

**MSc in Neuromarketing**

**MSc in Shipping and Port Management**

**MA in Digital Marketing and Social Media**

**MA in Marketing, Advertising and Public Relations**

**MSc in Management (General)**

**MSc in Management (Human Resource Management)**

**MSc in Management (Logistics and Supply Chain Management)**

**MSc in Business Analytics and Decision Sciences**

**MBA in General Management**

**MBA in Marketing**

**MBA in Finance**

**MBA in Logistics and Supply Chain Management**

**MBA in Health Care Management**

**MBA in Human Resource Management**

**MSc in Cognitive Neuropsychology**

**MA in Clinical Neuropsychology**

**MSc in Counselling Psychology**

**MA in Counselling Psychology with a Practicum**

**MSc in Web and Mobile Development**

**MSc in Software Development**

**MSc in Software Development with Industry Placement**

**MSc in Management of Business, Technology and Innovation**

**MA in Applied Linguistics with TESOL**

**MA in Translation and Interpreting**

# MSc in Finance and Banking

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

**Full-time: 1 year** (afternoon hours)

in Thessaloniki-Greece

**Part-time: 2 years** (afternoon hours)

in Thessaloniki-Greece

**Weekend mode: 2 years**

(1 weekend per month) in Sofia-Bulgaria

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

Sofia - Bulgaria

### DEGREE TITLE

The title of **Master of Science in Finance and Banking** is awarded directly by the University of York.

Graduates of the Master's programme in Sofia may also receive the NBU postgraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Explore the various factors that have reshaped today's financial system.
- Develop an expertise in the use of modern and highly sophisticated financial instruments.
- Acquire the necessary knowledge and practical skills for a successful career in the financial services industry.

### Course overview

The MS in Finance and Banking programme is designed for students who intend to pursue a career in the financial services sector. In recent years, the financial services industry has seen rapid worldwide development and change. Within this environment, there is an increasing demand for financial specialists capable of understanding the rules and complexities of the modern financial system. The MSc in Finance & Banking enables students to develop both theoretical and applied perspectives as well as a range of specialist skills. You will develop practical skills in banking and finance as well as analytical skills in relation to financial institutions and markets, portfolio management, instruments, and other critical areas.

## Programme of studies

Econometrics for Finance

Investments and Security Analysis

Corporate Finance and Valuations

Financial Reporting and Analysis

Bank Regulation and Financial Stability

Commercial and Investment Banking

Financial Derivatives and Risk Management

Research Methods for Finance

**Dissertation /Research Project**

*This programme may be subject to minor changes*

## Career Opportunities

*Corporate Finance*

*Financial Planning*

*Investment Banking*

*Money Management*

*Private Banking*

*Retail Banking*

*Business Consulting*

*Investment Consulting*

# MSc in Finance and Risk Management

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Finance and Risk Management** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Learning from highly qualified academic staff involved in leading international research in finance and economics you will test your knowledge during practical case study exercises and simulations.
- Acquire the technical skills to measure and manage financial risk and stand out in today's highly competitive job market.
- Benefit from an applied approach to the subject with the wide use of relevant software.

### Course overview

The MSc in Finance and Risk Management is designed for technically-minded graduates who want a deep, analytical study of risk management and finance, and who intend to pursue a quantitative career in the financial services sector. The success of organisations depends upon their ability to operate in the face of risk, and risk management is increasingly recognised as requiring special skills central to the functioning of the organisation. You will develop a solid theoretical foundation and practical skills in finance and risk management as well as analytical skills in relation to financial institutions and markets, portfolio management, instruments, and other critical areas.

## Programme of studies

Econometrics for Finance

Investments and Security Analysis

Corporate Finance and Valuations

Financial Reporting and Analysis

Simulation and Risk Management

Financial Engineering

Financial Derivatives and Risk Management

Research Methods for Finance

**Dissertation /Research Project**

*This programme may be subject to minor changes*

## Career Opportunities

*Graduates may pursue careers in Risk Management, Credit Risk Analysis, Insurance, Derivatives, Banking.*

# MSc in Neuromarketing

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Neuromarketing** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Study the emerging science of Neuromarketing and explore the factors that influence the consumer's brain and behaviour.
- Develop your capacity to effectively deploy neuroscientific techniques for the purpose of market research, advertising, and the development of high impact brands.
- Understand the multidisciplinary role of marketing as a social science and its relationship with neuroscience with a clear focus on the consumer.
- Become a neuromarketing expert and pursue a successful career in Europe and abroad.

### Course overview

Increased competitiveness in marketing and branding requires marketing professionals to better understand what consumers think or feel about products and advertising strategies. Recent technological advances opened new insights to obtain valuable information that was previously impossible to collect. Neuromarketing uses neuroimaging technologies to study the brain's responses to marketing stimuli. In this context, neuromarketing is a complementary scientific approach to analyse and understand the consumers' behavior and emotions.

Neuromarketing is a complex, multidisciplinary field that requires knowledge in the fields of brain sciences and neuroscience as well as marketing. Our MSc programme is offering theoretical and practical training in both fields of neuroscience and marketing, with a special focus on Neuromarketing technologies like, EEG, ECG, GSR and Eye-tracking. Upon completion of this programme, students will be able to perform neuroscientific experiments so as to extract valuable information and develop effective marketing strategies.

The programme is addressed to university graduates with a first degree in Business, Psychology, Education, Media Studies, Political Science, Communications, Biology, Sociology, Law, Journalism and

## Programme of studies

Neuroscience for Marketing  
 Consumer Psychology & Neuroscience  
 On-line Consumer Behaviour  
 Digital Marketing Communication  
 Strategic Brand Management  
 Digital Marketing Analytics  
 Neuromarketing Lab  
 Research Methods

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Graduates of the MSc in Neuromarketing will be able to pursue careers in marketing research companies, neuromarketing agencies, advertising and digital marketing agencies, business and communications consultancies, non-profit organisations, media groups and brand-owning corporations.*

# MSc in Shipping and Port Management

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Shipping and Port Management** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Gain in depth knowledge and understanding of the core theories and practices relating to the strategic planning and management of shipping, maritime ports and international logistics and supply chain and place them in a real world context.
- Acquire specific and transferable skills required to evaluate the impact of emerging trends, issues and challenges in global trade, shipping and port management and form solutions to achieve competitive, sustainable and resilient business and operations.
- Become highly qualified and prepare for an exciting career in one of the most important sectors of the global economy.

### Course overview

The MSc in Shipping and Port Management programme provides an integrated holistic approach in shipping, ports, and freight logistics, thus giving students a sound academic and business oriented global trade understanding of the overall transport and supply chain needs, based on the market requirements. Business and research informed analysis of trends and latest developments, technology advances, and industry practice in these sectors are introduced by faculty having a unique combination of high level academic and practical expertise, being in the forefront of the shipping, ports and international logistics industries.

The challenges of global trade growth including geopolitical changes and new international regulations, the fierce competition along with the increasing requirements for environmental, social and economic sustainability, the climate change adaptation needs and the technological evolution prospects form the backbone of this programme. Thus, it takes a unique, integrated and holistic approach to equip students with the knowledge and expertise required to effectively manage shipping operations and ports as well as to respond to the overall transport and supply chain needs in this dynamic and complex environment.

The programme equips students with in-depth knowledge and understanding of the critical issues, challenges and opportunities in these sectors and the key skills and competences that will enable them to provide solutions to complex management problems. In addition to subject specific skills, the programme equips students with transferable skills and competences.

The programme carefully balances academic rigour with professional and consultancy expertise in the teaching, learning and assessment methods.

## Programme of studies

Global Trade and Shipping  
 Ship Operations and Management  
 Accounting and Finance for Managers  
 Managing People in Organisations  
 Port and Terminal Operations and Management  
 Contemporary Issues in Shipping and Port Management  
 Logistics and Supply Chain Management  
 Research Methods

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Graduates may pursue a career in many domains such as international trade and commerce, shipping, port operations and port management, logistics and dockyard management. They may pursue careers in shipping companies, port authorities, clearing and forwarding companies, export and import firms, and agency houses. The intermodal character of the freight transport creates also significant job opportunities in countries that are not surrounded by sea but have a significant role in the operation of dry ports and logistics facilities.*

# MA in Digital Marketing and Social Media

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

**Full-time: 1 year** (afternoon hours)

in Thessaloniki-Greece

**Part-time: 2 years** (afternoon hours)

in Thessaloniki-Greece

**Weekend mode: 2 years**

(1 weekend per month) in Sofia-Bulgaria

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

Sofia - Bulgaria

### DEGREE TITLE

The title of **Master of Arts in Digital Marketing and Social Media** is awarded directly by the University of York.

Graduates of the Master's programme in Sofia may also receive the NBU postgraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Explore and comprehend new media as a vehicle for growth in the digital marketing environment.
- Develop the expertise required for the implementation and effective management of social media and digital marketing campaigns.
- Acquire the competencies needed to pursue a marketing career in the booming digital era.

### Course overview

Digital marketing channels have moved to the forefront of global marketing communications, creating a high industry demand for professionals with specialised skills. The MA in Digital Marketing and Social Media focuses on digital marketing and social media communications channels within a strategic marketing context. Apart from providing core knowledge in strategic marketing, advertising and sales and on-line consumer behaviour, the students will acquire specialist knowledge and skills. The programme provides the skills to implement and manage effective social media and digital marketing campaigns. The programme is aimed primarily at young graduates with or without a related degree and at young marketing professionals wishing to improve their skills and professional qualifications in digital and social media.

## Programme of studies

Strategic Marketing

Advertising and Sales Promotion Management

Digital Marketing Communications

On-Line Consumer Behaviour

Digital Marketing Analytics

Building Successful Web Presence

Social Media Marketing

Research Methods for Business

**Dissertation**

*This programme may be subject to minor changes*

## Career Opportunities

*Digital Marketing*

*Marketing Management*

*Brand Management*

*Media Buying*

*Media Relations*

*Public Relations Management*

# MA in Marketing, Advertising and Public Relations

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

**Full-time: 1 year** (afternoon hours)

in Thessaloniki-Greece

**Part-time: 2 years** (afternoon hours)

in Thessaloniki-Greece

**Weekend mode: 2 years**

(1 weekend per month) in Sofia-Bulgaria

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

Sofia - Bulgaria

### DEGREE TITLE

The title of **Master of Arts in Marketing, Advertising and Public Relations** is awarded directly by the University of York.

Graduates of the Master's programme in Sofia may also receive the NBU postgraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Explore the latest marketing theory in today's changing business environment.
- Develop a comprehensive understanding of the integration of marketing, advertising, and public relations inside organisations.
- Develop the knowledge and skills required for pursuing or advancing a career in marketing, advertising, and/or public relations.

### Course overview

The MA in Marketing, Advertising and Public Relations has been designed to provide students with an integrative and strategic view of marketing. The primary aim of the programme is to develop effective marketing, brand, advertising and public relations specialists, equipped with knowledge and understanding of various marketing communications subjects, including a range of technical, human, and conceptual skills that will enhance their future careers in these fields.

The core values that underpin this programme and differentiate it from traditional graduate marketing programmes are an integrative stance, consideration of the new marketing realities and the creation of competence in a balanced mix of marketing skills at an advanced level. It is addressed but not limited to students who recently acquired their Bachelor's degree in a wide range of either theoretical or quantitative fields.

## Programme of studies

Strategic Marketing

Advertising and Sales Promotion Management

Digital Marketing Communications

Public Relations Strategies

Innovation and New Product Development

Research Methods for Business

Festivals and Events Management

Strategic Brand Management

**Dissertation**

*This programme may be subject to minor changes*

## Career Opportunities

*Marketing Management*

*Brand Management*

*Product Development*

*Media Buying*

*Copyrighting*

*Media Relations*

*Public Relations Management*

*Market Research*

*Retailing, Sales*

# MSc in Management (General)

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Management (General)** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Develop an in depth understanding of the business and management disciplines.
- Focus on complex organisational issues and developments which manager's encounter.
- Develop competencies for a wide range of managerial careers.

### Course overview

Today's dynamic environment demands that organisations and their managers adapt and renew themselves continually to succeed over time. Success in this highly competitive business environment requires sound strategic, managerial and entrepreneurial skills.

The programme aims to equip students with the knowledge and skills that will enable them to identify and pursue opportunities either within an organisation or independently by starting a new venture that offers an innovative product or service. Irrespective of the organisational setting, sound managerial skills and knowledge in key functional areas are equally critical for the success of any new project or venture activity.

The programme is addressed but not limited to students who recently acquired their bachelor's degree and would like to upgrade and extend their business studies before becoming entrepreneurs or managers, and to those already working in the profession who wish to improve their management qualifications.

## Programme of studies

Operations and Process Management  
Managing People in Organisations  
Accounting and Finance for Managers  
Strategic Marketing  
Strategy Formulation  
Research Methods for Business  
Performance Management and Leadership  
Entrepreneurship and Innovation

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Business Planning and Consulting*  
*Business Executives*  
*Operations Management*  
*Project Management*  
*Production Management*  
*Government*



This programme is accredited by AMBA. The Association of MBAs' accreditation service is internationally recognised as the global standard for all Masters of Business Administration (MBA), Doctorates in Business Administration (DBA) and Masters in Business and Management (MBM) programmes.

# MSc in Management (Human Resource Management)

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Management (Human Resource Management)** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Understand the foundations of HRM and its impact on current and future business operations.
- Recognise the strategic importance of HRM in modern organisations.
- Synthesise and apply HR policies and practices in various domestic and international organisational contexts.

### Course overview

This programme is designed for students with an interest in people and the alignment of people and business strategy. Managers and employees alike can benefit greatly from a better understanding and knowledge of people at work. This programme provides the knowledge and skills that are needed to compete successfully as both general managers and human resource specialists in today's complex and changing world of business.

The programme is addressed but not limited to students who have acquired their bachelor's degree in business studies, psychology, sociology, political science, social anthropology and social policy.

## Programme of studies

Strategy Formulation  
Research Methods for Business  
Managing People in Organisations  
Accounting and Finance for Managers  
Operations and Process Management  
HR Policies and Practices  
International HR and Leadership  
Strategic Marketing

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*HR Management*  
*HR Consultancy*  
*Careers Advisers*  
*Managers and consultants within large multinational companies, government departments, or in any organization*



This programme is accredited by AMBA. The Association of MBAs' accreditation service is internationally recognised as the global standard for all Masters of Business Administration (MBA), Doctorates in Business Administration (DBA) and Masters in Business and Management (MBM) programmes.

# MSc in Management (Logistics and Supply Chain Management)

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Management (Logistics and Supply Chain Management)** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Acquire knowledge of supply chain theories and practices and become aware of their significant impact on all aspects of business.
- Explore the importance and contribution of logistics in the environmental/green concerns of our times.
- Prepare for positions in the fast growing field of logistics and supply chain management.

### Course overview

The MSc in Logistics and Supply Chain Management (L&SCM) has been designed to develop professionals in the field of logistics and supply chain management. Both fields deal with managing the flow of goods from a company's suppliers, through its facilities, and to its customers. This process of logistics services is of critical importance in establishing a global competitive advantage. Effective performance of the logistics functions can contribute to both lower costs and enhanced customer service. The trend in the industry today is towards integrative job profiles such as supply chain manager and logistics manager. This MSc programme aims to prepare students to successfully compete for these positions.

## Programme of studies

Strategy Formulation  
Operations and Process Management  
Managing People in Organisations  
Accounting and Finance for Managers  
Logistics and Supply Chain Management  
Global Supply Chain Management  
Strategic Marketing  
Research Methods for Business

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Logistics and Supply  
Chain Management*

*Transporting*

*Warehousing*

*Distribution*



This programme is accredited by AMBA. The Association of MBAs' accreditation service is internationally recognised as the global standard for all Masters of Business Administration (MBA), Doctorates in Business Administration (DBA) and Masters in Business and Management (MBM) programmes.

# MSc in Business Analytics and Decision Sciences

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Business Analytics and Decision Sciences** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Industry placement: unique opportunity for students to embark on their career during their studies.
- Understand the latest analytics tools to interpret big data, forecast future trends, automate and streamline decisions and optimise courses of action.
- A range of career opportunities: graduates will be able to take their skills into sectors like finance, telecommunications, shipping, healthcare, logistics and marketing.

### Course overview

The MSc in Business Analytics and Decision Sciences will provide a unique exposure to current business opportunities, challenges and developments in the area of business analytics, big data management and decision sciences.

The programme will equip students with highly sought after analytics skills and prepare them to solve challenging and complex business problems and make optimised decisions in the big data driven environment. More specifically, the programme will provide the latest analytics tools to analyse and interpret data, forecast future trends and optimise courses of action.

### Industry Placement

After successful completion of the taught part of the programme, students are given the opportunity to undertake an industry placement, subject to availability and specific criteria set by the Business Administration & Economics Department.

## Programme of studies

Business Strategy and Analytics  
Programming for Business Analytics  
Big Data Management, Processing and Visualisation  
Econometrics  
Data Analytics for Decision Making  
Simulation and Risk Management  
Digital Marketing Analytics  
Research Methods for Business

### Dissertation /Research Project

*This programme may be subject to minor changes*

## Career Opportunities

*Consultants*

*Decision Modelling or Data Analysts*

*Members of technical/analytics teams supporting the decision making of middle and top management*

# MSc in Web and Mobile Development

**WEEKEND MASTERS**

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year

Part-time: 2 years

Programme delivery mode: **Weekends**

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Web and Mobile Development** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Specialise in contemporary technologies of front-end and back-end development as well as mobile application development.
- Pave your career path towards the high-demand market areas of web and mobile development.
- Flexible delivery mode: classes at weekends.

### Course overview

The software industry has a steadily increasing demand for practitioners who are specialised in web and mobile application development. The programme equips students with a multi-faceted professional profile covering front-end and back-end development, as well as, mobile development. It provides students with excellent knowledge of the technological advancements in these areas, as well as, invaluable knowledge of agile software development practices (Continuous Integration and Delivery) and a solid comprehension of software engineering design (Design Patterns) and implementation techniques.

### Industrial Project

The industrial project provides the opportunity for students to work with real clients on real projects and greatly enhances the graduate's portfolio.

## Programme of studies

Front-end Application Development	<b>One unit from the following:</b>
Mobile Application Development	
Human Computer Interaction and User Experience	Advanced Software Engineering
Continuous and Agile Software Engineering	Information Security Engineering
Advanced Software Development	Cloud Engineering
Techniques	DevOps Engineering
Back-end Application Development	<b>Dissertation</b>
Industrial Project	
Research Skills and Dissertation Preparation	

*This programme may be subject to minor changes*

## Career Opportunities

<i>Front-end Developer</i>
<i>Back-end Developer</i>
<i>Full-stack Developer</i>
<i>Mobile Application Developer</i>
<i>UX/UI Designer</i>
<i>Software Engineer</i>
<i>Software Architect</i>
<i>Software Project Manager</i>
<i>Technology Consultant</i>

# MSc in Software Development

**WEEKEND MASTERS**

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year

Part-time: 2 years

Programme delivery mode: **Weekends**

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Software Development** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Take the opportunity to embark on a new career path and become a software developer.
- Become fully equipped and ready to enter the software development industry.
- Flexible delivery mode: classes on weekends.

### Course overview

The MSc in Software Development programme is a postgraduate programme aimed at students who are graduates from disciplines other than Computer Science and may come from a wide variety of academic backgrounds. The programme provides students with a broad understanding of Computer Science and of core computing skills and prepares graduates for rewarding and challenging careers in the computing industry and technology related fields. The programme has a strong practical dimension through many practical assignments during the studies. Students get essential knowledge and skills in Object-oriented programming, Web programming, Mobile programming, Software Engineering, Databases, Networks, and Artificial Intelligence and get ready to meet any demand as software developers.

## Programme of studies

- Fundamentals of Computer Science
- Object-Oriented Programming
- Software Development for Mobile devices
- Computer Networks
- Database Systems
- Software Engineering
- Web Technologies
- Artificial Intelligence
- Research Skills & Dissertation Preparation

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

- Software Developer*
- Web Developer*
- Mobile Application Developer*
- Software Engineer*
- Technology Consultant*
- Software Project Manager*

# MSc in Software Development with Industry Placement

WEEKEND MASTERS

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year

Part-time: 2 years

Programme delivery mode: **Weekends**

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Software Development with Industry Placement** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Take the opportunity to embark on a new career path and become a software developer.
- Industry placement: unique opportunity for students to embark their career during their studies by working at one of our industrial partner companies.
- Become fully equipped and ready to enter the software development industry.
- Flexible delivery mode: classes on weekends.

### Course overview

The MSc in Software Development with Industry Placement is a postgraduate programme aimed at students who are graduates from disciplines other than Computer Science and may come from a wide variety of academic backgrounds. The programme provides students with a broad understanding of Computer Science and of core computing skills and prepares graduates for rewarding and challenging careers in the computing industry and technology related fields. The programme has a strong practical dimension through many practical assignments during the studies. Students get essential knowledge and skills in Object-oriented programming, Web programming, Mobile programming, Software Engineering, Databases, Networks, and Artificial Intelligence and get ready to meet any demand as software developers.

### Industrial Project

The programme offers students the unique opportunity to start working as a software developers in software development companies and thus enhance their CV, build up their skills, and gain valuable insights from the IT industry and professional experience while studying. The industry placement is an invaluable component within the programme available for all students.

The Computer Science Department will assist students to find a placement among our industrial partners.

## Programme of studies

Fundamentals of Computer Science  
 Object-Oriented Programming  
 Software Development for Mobile devices  
 Computer Networks  
 Database Systems  
 Software Engineering  
 Web Technologies  
 Artificial Intelligence  
 Research Skills & Dissertation Preparation  
 Industry Placement

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Software Developer*  
*Web Developer*  
*Mobile Application Developer*  
*Software Engineer*  
*Technology Consultant*  
*Software Project Manager*

# MSc in Management of Business, Innovation and Technology

**WEEKEND MASTERS**

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

**Weekend mode: 2 years**  
(1 weekend per month) in Sofia-Bulgaria

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Sofia - Bulgaria

### DEGREE TITLE

The title of **Master of Science in Management of Business, Innovation and Technology** is awarded directly by the University of York.

Graduates of the Master's programme in Sofia may also receive the NBU postgraduate degree.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Experience an innovative, multidisciplinary and rigorous curriculum in business management and innovation.
- Develop knowledge and skills to tackle management challenges and seize business opportunities.
- Become an innovative business leader in today's technology-driven and globally competitive marketplace.

### Course overview

Business innovation is the cornerstone of a successful company. In order to identify business opportunities and bring new ideas, business leaders need to possess strategic skills and interdisciplinary knowledge. Targeted at graduates from a wide range of disciplines, the MSc in Management of Business, Innovation and Technology provides an innovative, strategic integration of management, innovation and technology and aims to prepare you for management roles in any type of organisation. By examining cutting-edge and emerging ICT that enables and supports business processes and innovation, combined with a strategic, management-focused approach, the programme builds the necessary knowledge and skills that drives effective strategic management, intelligent decision-making and business innovation.

## Programme of studies

### Bridging Unit:

Fundamentals of Business and ICT

### Core Units:

Innovation and Entrepreneurship

ICT for Strategic Management

Global Virtual Enterprise

Strategic Management in Modern Business

Managing Knowledge-Driven ICT Projects

Research Skills and Dissertation Preparation

### Dissertation

### Two units from the following:

Managing Strategic Change

Accounting and Finance

Digital Marketing

Knowledge Technologies for Innovation

Innovation Management

and New Product Development

*This programme may be subject to minor changes*

## Career Opportunities

*Graduates of the MSc in Management of Business, Innovation and Technology can pursue management careers in a wide variety of industry sectors such as consultancies, services, technology-based firms, telecommunications, education, manufacturing, academia and governmental organisations or start their own company.*

# MSc in Counselling Psychology

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Counselling Psychology** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Get a thorough theoretical grounding in Counselling Psychology.
- Learn how to assist individuals, families and organisations in areas such as personal well-being, relationships, work, recreation and health.
- Prepare to embark on a career in one of the most popular fields of psychology.

### Course overview

Psychology is a science that has as its central theme the study of human and animal behaviour as well as the underlying factors influencing behaviour. Psychological science is concerned with improving the quality of life.

In order to achieve these means, psychologists work in a broad range of topics (this explains the wide range of psychological sub-disciplines). This course will extend student knowledge at the basic level on how society functions, children learn, people behave or misbehave, grow, and how the underlying mechanisms in co-operation with other forces (e.g., environment) explain these phenomena. Many of today's problems, including heart disease, disabilities, unemployment and violence, are the consequences of human behaviour and today, more than ever, there is the need for specialists to help people deal more effectively with their everyday problems. To this end, well trained psychologists with an emphasis on counselling will be able to contribute to helping people solve problems at various levels (e.g., work, school, personal). The MSc in Counselling Psychology will give students the knowledge and skills that will provide a necessary basis for pursuing or advancing a career in this exciting, rewarding, and increasingly growing

## Programme of studies

Applied Counselling Psychology  
Counselling Children and Adolescents  
Psychopathology  
Research Methods in Counselling Psychology  
Personal and Professional Development  
Introduction to Research in Counselling Psychology  
Current Paradigms in Counselling and Psychotherapy  
Counselling Skills

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Psychologists*

*Counsellors*

*Social workers in hospitals, community centres, schools and businesses*

*Therapists*

*Family Counsellors*

*Guidance Counsellors*

**bacp**

British Association for  
**Counselling & Psychotherapy**

The Psychology Department of CITY College, University of York Europe Campus is an Organisational Member of the British Association for Counselling and

# MA in Counselling Psychology with a Practicum

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 2 years (afternoon hours)

Part-time: 3 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Arts in Counselling Psychology with a Practicum** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Develop and apply advanced counselling skills in a real working environment
- Acquire a thorough theoretical and practical grounding in Counselling Psychology
- Learn how to assist individuals, families, and organisations in areas such as personal well-being, relationships, work, recreation and health

### Course overview

The MA in Counselling Psychology with a Practicum focuses on the combination of academic theoretical knowledge with professional experience. It is an innovative Master's programme designed for people interested in further developing their counselling skills through a practicum mode.

Based on the reflex practicing approach, which has been recently introduced in such study programmes in the United Kingdom, it underlines the crucial role of experiential approach through the learning process. The course provides students with basic skills in clinical assessment and counselling interventions on issues such as assessment of risk, history taking, clinical formulation and the relationship between assessment and intervention. Empathic responding, crisis management, challenging, exploration of client's affect and cognitions, problem solving are to be exercised as well. During the practicum, students will also elaborate on the importance of ethical and legal issues in the provision of counselling and therapy.

### Practicum

Students will be eligible to begin the practicum after having successfully completed the units of the first semester of studies. The duration of the Practicum is made up of up to 200 hours in total (50 hours of learning activities and 150 hours of practice) under supervision in a field setting approved by the Faculty.

## Programme of studies

Applied Counselling Psychology  
Counselling Children and Adolescents  
Psychopathology  
Research Methods in Counselling Psychology  
Introduction to Research in Counselling Psychology  
Current Paradigms in Counselling and Psychotherapy  
Personal and Professional Development  
Counselling Skills  
Practicum

*This programme may be subject to minor changes*

## Career Opportunities

*Psychologists*  
*Counsellors*  
*Social workers in hospitals, community centres, schools and businesses*  
*Therapists*  
*Family Counsellors*  
*Guidance Counsellors*

**bacp**

British Association for  
**Counselling & Psychotherapy**

The Psychology Department of CITY College, University of York Europe Campus is an Organisational Member of the British Association for Counselling and

# MA in Clinical Neuropsychology

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 2 years (afternoon hours)

Part-time: 3 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Arts in Clinical Neuropsychology** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Experience world-class teaching and research in the fast developing fields of Neuropsychology and Neuroscience.
- Acquire hands-on experience in neuropsychological assessment methods and cognitive rehabilitation approaches.
- Complete a supervised Practicum in rehabilitation centres, clinics, associations, and other clinical settings.

### Course overview

The MA in Clinical Neuropsychology focuses on the understanding of behavioural and cognitive deficits that follow brain damage in clinical populations, such as individuals with neurodegenerative disorders (e.g. different types of dementia and multiple sclerosis), epilepsy, tumor, stroke, traumatic brain injury, etc., as well as children with neurodevelopmental conditions. Besides an advanced coverage of core areas in Neuropsychology - Neuroscience, the programme includes units focusing on themes at the frontiers of scientific research (e.g. the Neuroscience of Arts unit). Students are also equipped with the skills and knowledge required to efficiently assess individuals, accurately diagnose their conditions and appropriately develop rehabilitation programmes that can improve their cognitive functioning and quality of life. In doing so, students receive training in specialized neuropsychological assessment procedures and are provided with opportunities to become involved in "brain training".

### Practicum

The programme offers its students the opportunity to get a postgraduate British University degree and acquire hands-on experience in Clinical Neuropsychology in the context of a structured Practicum, supervised by specialised staff.

## Programme of studies

Fundamentals of Neuropsychology  
 Introduction to Research Methods in Neuropsychology  
 Neuropsychology of Memory and Dementias  
 Neuropsychological Disorders of Attention and Perception  
 Applied Neuroscience  
 Neuropsychological Assessment and Rehabilitation  
 Advanced Research Methods in Neuropsychology  
 Neurodevelopmental Disorders  
 Practicum

*This programme may be subject to minor changes*

## Career Opportunities

*Graduates of the MA in Clinical Neuropsychology may pursue careers in various clinical settings and rehabilitation centres. Also, they may be employed as consultants for insurance companies or legal services.*

*Graduates can also pursue a PhD or a highly competitive D.Psych position.*

# MSc in Cognitive Neuropsychology

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year (afternoon hours)

Part-time: 2 years (afternoon hours)

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Science in Cognitive Neuropsychology** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Experience world-class teaching and research in the fast developing fields of Cognitive Neuropsychology and Neuroscience.
- Acquire hands-on experience on neuropsychological assessment and rehabilitation techniques.
- Pursue a research career in Neuropsychology and Neuroscience.

### Course overview

The MSc in Cognitive Neuropsychology is a research-oriented degree that provides a strong theoretical background, as well as advanced research skills, supporting students to further pursue a research career or a PhD in the fast developing fields of Neuropsychology-Neuroscience. The programme focuses on the understanding of behavioural and cognitive deficits that follow brain damage in clinical populations, such as individuals with neurodegenerative disorders (e.g. different types of dementia and multiple sclerosis), epilepsy, tumor, stroke, traumatic brain injury, etc., as well as children with neurodevelopmental conditions. Besides an advanced coverage of core areas in Neuropsychology - Neuroscience, the programme includes units focusing on themes in the frontiers of scientific research (e.g. the Neuroscience of Arts unit). Students also receive training in specialized neuropsychological assessment procedures and are provided with opportunities to become involved in the use of state-of-art equipment for "brain training" and the measurement of physiological responses in our Neuroscience Laboratory. The programme offers its graduates the opportunity to get a postgraduate British University degree and acquire advanced research skills, in the context of a Dissertation project in Neuropsychology - Neuroscience that runs in parallel to the taught programme, under the supervision of specialised staff.

## Programme of studies

Fundamentals of Neuropsychology

Introduction to Research Methods in Neuropsychology

Neuropsychology of Memory and Dementias

Neuropsychological Disorders of Attention and Perception

Applied Neuroscience

Neuropsychological Assessment and Rehabilitation

Advanced Research Methods in Neuropsychology

Neurodevelopmental Disorders

### Dissertation

*This programme is subject to final approval*

## Career Opportunities

*Graduates of the MSc in Cognitive Neuropsychology may pursue careers in various research settings, as well as further postgraduate studies or a PhD in Neuropsychology - Neuroscience. They may also be employed as consultants for insurance companies and legal services, or in neuromarketing companies.*

# MA in Applied Linguistics with TESOL\*

WEEKEND MASTERS

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year

Part-time: 2 years

Programme delivery mode: **Weekends**

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Arts in Applied Linguistics with TESOL** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

\* *TESOL: Teaching English to Speakers of Other Languages*

- Combine current theory and practice in language teaching and language learning.
- Gain advanced training in Applied Linguistics
- Enhance your research profile and skills.

### Course overview

The MA in Applied Linguistics with TESOL is a postgraduate programme with particular emphasis on Applied Linguistics and Teaching English to speakers of other languages. The programme is addressed to people with a wide range of academic and professional backgrounds, including educators, both from public and private sector, writers, teacher trainers, researchers in the field of second language acquisition, advertisers, etc. The programme combines current theory and practice in language teaching and language learning, helping students to relate course input to their individual contexts of professional practice. Moreover, it provides students with advanced training in a variety of Applied Linguistics sub-disciplines,

## Programme of studies

Language and Linguistics  
 Language Teaching Methodology  
 Issues in Second Language Acquisition  
 Corpora in Applied Linguistics  
 Discourse Analysis  
 Intercultural Communication  
 Research Methods  
**Dissertation**

**One of the following two units:**  
 EFL Classroom Observed Practice or  
 Management for Language Professionals

*This programme may be subject to minor changes*

## Career Opportunities

*Our graduates may follow a range of career paths in language teaching and testing, material development, advertising and media, publishing, computational linguistics or management positions in various corporations.*

# MA in Translation and Interpreting

WEEKEND MASTERS

## KEY FEATURES

### COURSE DURATION & MODE OF DELIVERY

Full-time: 1 year

Part-time: 2 years

Programme delivery mode: **Weekends**

### LANGUAGE OF INSTRUCTION

English

### LOCATION OF STUDIES

Thessaloniki - Greece

### DEGREE TITLE

The title of **Master of Arts in Translation and Interpreting** is awarded directly by the University of York.

### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

- Become an experienced professional, working in the translation industry.
- Pursue a career in one of the most appealing professions in the globalised market.
- 

### Course overview

The MA in Translation and Interpreting is a postgraduate programme designed to meet the increase in demand for advanced translation and interpreting in industry. Translation Studies as a discipline has witnessed unparalleled changes over the last ten years, with new technologies and research developments rapidly transforming the profession. The programme is addressed to those who aspire to pursue a future career in translation, subtitling and interpreting, as well as in research, teaching or management. The programme combines: the theoretical issues involved in literary, technical, screen, legal, digital, scientific and commercial translation; or in publishing, localisation and management, with the practical aspects of the translation and the mechanics of the interpreting process.

*“Being bilingual does not make you capable of being an interpreter or translator, just as having two hands does not make you a concert pianist”.*

**Tony Guerra, Director of Interpretation Services**

## Programme of studies

Concepts and Approaches in Translation  
 Intercultural Communication  
 Principles of Interpreting  
 Research Methods in Translation Studies  
 Translation Technologies  
 Advanced English - Greek Translation  
 Simultaneous and Consecutive Interpreting  
 Theory and Practice of Subtitling

### Dissertation

*This programme may be subject to minor changes*

## Career Opportunities

*Our graduates may follow a range of career paths as translators, conference or community interpreters, subtitlists, localisers, literary translators, spokespeople, technical/linguistic consultants, editors, applications development consultants, and language project managers.*

# THE PAN-EUROPEAN EXECUTIVE MBA

## The Pan-European Executive MBA

### KEY FEATURES

#### DURATION

2 years, 9 weekend classes at the study destination of your choice, plus:  
1 study trip at the University of York (UK)  
1 study trip at the University of Strasbourg (France)  
1 study trip in Thessaloniki (Greece)

#### LANGUAGE OF INSTRUCTION

English

#### LOCATION OF STUDIES

The programme is offered in **8 study destinations for you to choose** across the region (Thessaloniki, Sofia, Bucharest, Belgrade, Kyiv, Tbilisi, Yerevan, Baku). For more information, please visit our website.

#### DEGREE TITLE

Dual degree programme leading to two degrees:  
**Master in Business Administration** (with specialisation) awarded by the **University of York**  
**Master in Business Administration** (with specialisation) awarded by the **University of Strasbourg** [Master of Business Administration (MBA), Diplôme de l'Université de Strasbourg]

#### ADMISSIONS REQUIREMENTS AND PROCEDURES - see page 64

## Executive MBA

MBA in General Management

MBA in Marketing

MBA in Finance

MBA in Logistics and Supply Chain Management

MBA in Health Care Management

MBA in Human Resource Management

## A world-class dual degree programme

CITY College, University of York Europe Campus jointly with the Faculty of Economics and Management of the University of Strasbourg, offers a unique educational opportunity for today's executives and business professionals: the Pan-European Executive MBA programme across South East & Eastern Europe as well as the Caucasus region, leading to two prestigious MBA degrees awarded by two universities: The University of York (UK) and the University of Strasbourg (France).

The Pan-European Executive MBA is an innovative programme designed for today's managers and business professionals who need to improve their skills and Knowledge for professional, career and personal advancement. The programme leverages local and international perspectives while at the same time balances theory and practice taking a holistic approach to business management education. Distinguished professors from the CITY College Europe Campus, the University of Strasbourg, as well as other well-recognised universities worldwide, and industry experts with significant professional experience bring their knowledge and expertise to the MBA classroom. Participants enrich their experiences and share best practice with people from other cultures, countries and industries. Every year high level managers from leading companies of South-East and Eastern Europe are admitted to our MBA programme. Executives need not give up their positions or interrupt their careers in order to participate in the course as lectures are held in

## Structure of the course

The programme consists of three cycles of lectures, lasting eighteen months and the postgraduate dissertation.

**9 weekend classes** (Friday afternoon, Saturday, Sunday)

**1 unit delivered online**

**1 Study Trip at the University of York** (UK)

**1 Study Trip at the University of Strasbourg** (France)

**1 Study Trip at CITY College, University of York Europe Campus** (Thessaloniki, Greece)

**Dissertation / Industrial Project**

## Accreditations

### Association of MBAs (AMBA)

The Pan-European Executive MBA programme is one of the only 300 MBA programmes across the world accredited by AMBA.



### Chartered Management Institute (CMI)

Our programme is accredited by the Chartered Management Institute (CMI).



### Additional awarding qualifications:

In addition to their dual MBA degree from the University of York and the University of Strasbourg, graduates may additionally obtain the Level 7 Executive Diploma in Strategic Management and Leadership of CMI, as well as the AMBA Certificate from the Association of MBAs.

## Two delivery modes

MBA students may choose from:



**Executive Mode**  
face-to-face delivery  
plus study trips  
plus 1 online unit

OR

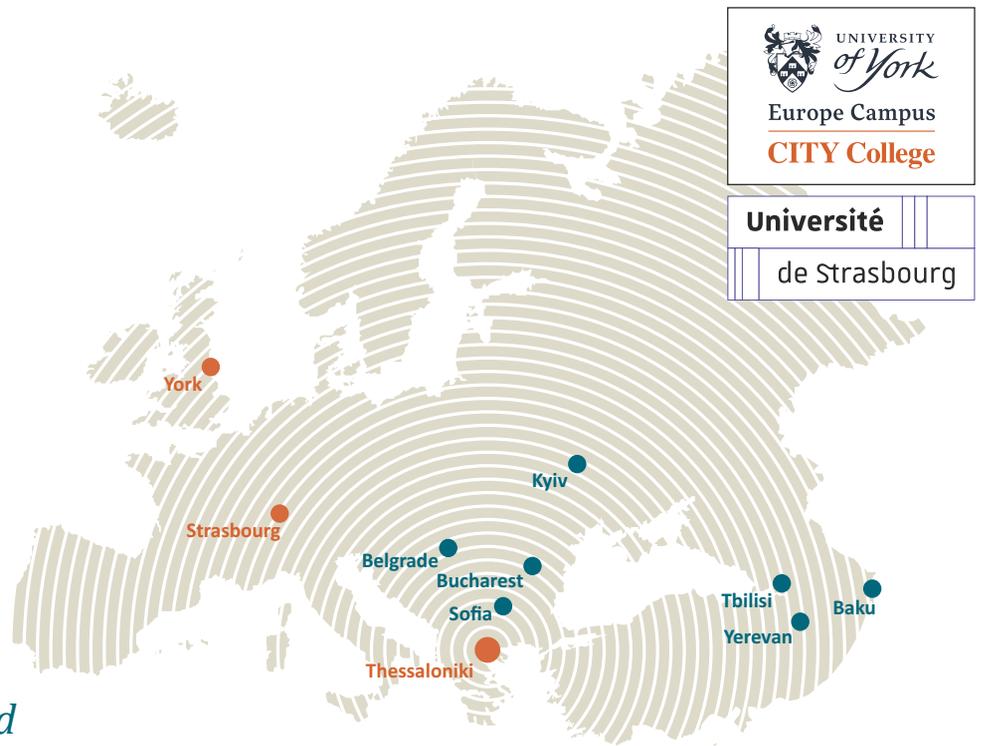


**Executive Mode Blended**  
synchronous online  
delivery plus study trips  
plus 1 online unit

## Three Study Trips in York, Strasbourg, Thessaloniki

### A Unique Learning Experience

MBA participants from all cities attend joint classes during three exciting Study Trips: one in **Thessaloniki** (Greece), one at the University of **York** (UK) and one at the University of **Strasbourg** (France). The Study Trips are truly international educational experience with invaluable networking opportunities.



## Across Europe and beyond



# HOW TO APPLY

## *Ready to join CITY College, University of York Europe Campus?*

### **Submit your application!**

If you have decided to join one of our programmes, you may submit your application form and copies of qualifications to our Admissions Office. After your application has been evaluated, you will receive a formal letter from the Admissions Office notifying you of your status. Applications are considered in priority order, according to the date of submission. After the prescribed quota of places has been taken, no further applications will be accepted.

## *What qualifications do I need to apply?*

### **Applying for a Bachelor's programme**

If you are applying for a Bachelor's programme you will need to hold:

- a High School Diploma or any other high school equivalent diploma or the International Baccalaureate.
- IELTS (6.0) or TOEFL internet based 79 or certain equivalent qualifications (visit our website).  
If you do not hold either of these, you will be required to take a special exam designed to test your level of English.

### **Applying for a Master's programme**

- **A university or equivalent degree**  
Admissions are based on your academic record, experience, motivation and potential. You are expected to hold, or be about to achieve, a good second Class Honours Degree (a minimum of 2.2 or equivalent) from a university or similar institution. Your academic background in areas relevant to the programme of your choice will be taken into account when considering your application.
- **English Language Qualifications**  
Applicants must have a fluent command of the English language  
IELTS (6.5) or TOEFL internet based 87 or certain equivalent qualifications (visit our website).

### **Applying for the Executive MBA**

Executive MBA candidates will need to hold:

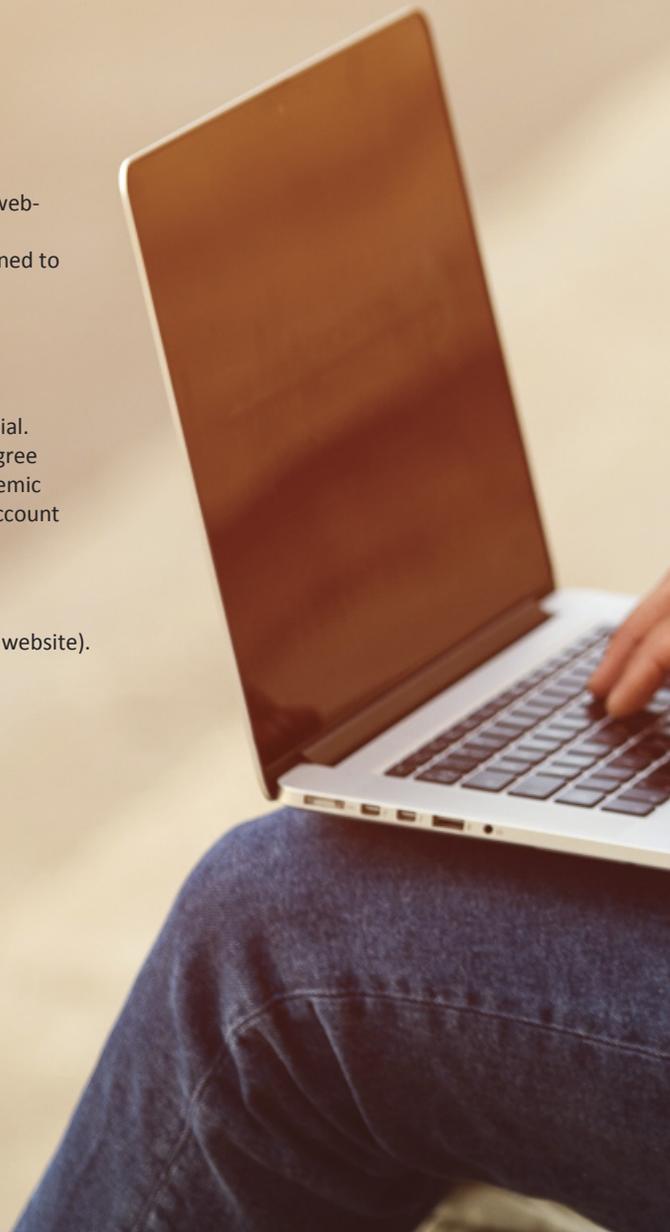
- An undergraduate degree from an accredited institution in any discipline
- English language qualifications (IELTS 6.5 or equivalent qualifications)
- Professional experience

### **For Greek applicants only**

You may fund your studies via the 0.45 programme of OAED. You can find out more from OAED's local offices.

We welcome applications from candidates from different countries throughout the year. Our aim is to make the application process as easy as possible.

For more detailed information, please visit our website.





# CAMPUS MAP



## VISIT OUR CAMPUS

**ADMISSIONS OFFICE**  
LEONTOS SOFOU BUILDING  
3, Leontos Sofou Street,  
546 26 Thessaloniki, Greece  
Tel: (+30) 2310 224 026

**ADMINISTRATION OFFICE**  
STRATEGAKIS BUILDING  
24, Proxenou Koromila Street,  
546 22 Thessaloniki, Greece  
Tel: (+30) 2310 224 186, 275 575  
Fax: (+30) 2310 287 564  
E-mail: [acadreg@york.citycollege.eu](mailto:acadreg@york.citycollege.eu)

[york.citycollege.eu](http://york.citycollege.eu)





UNIVERSITY  
*of York*

Europe Campus

**CITY College**

f @ y t in

citycollegethess

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www.york.citycollege.eu