

HELLENIC REPUBLIC



SCHOOL OF SCIENCE AND TECHNOLOGY  
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## SCHOOL OF SCIENCE AND TECHNOLOGY

### ANNOUNCEMENT

#### Admission of Graduate Students

#### *“MSc in e-Business and Digital Marketing”*

The School of Science & Technology of the International Hellenic University invites interested parties to apply for the postgraduate programme of studies “MSc in e-Business and Digital Marketing” for the academic year 2023-2024. The courses of the programme are taught exclusively in English. The academic staff comes from Universities in Greece and abroad.

1. The postgraduate studies for this MSc programme lead to the acquisition of a Master’s Degree. The programme curriculum requires the attendance of taught courses for two academic semesters for full-time students and the completion of a Master’s dissertation. The duration of the full-time study programme in order to obtain the MA degree is three (3) academic semesters. For students who so wish, there is also the possibility, upon request, of attending the programme on a part-time basis. In this case, the duration of the MA will be five (5) academic semesters. In addition, it is possible to attend the programme combining distance learning with traditional face-to-face teaching.
2. The International Hellenic University accepts, after a careful selection process, graduates from Greek universities or equivalent institutions from abroad, as well as from Greek Technological Educational Institutes in related subject areas according to Law 4610/2019 and 4957/2022, as applicable.
3. The “MSc in e-Business and Digital Marketing” aims to provide graduate level studies and its objective is e-Business. It is targeted at graduates who wish to acquire expertise in digital technologies and e-business and digital marketing.
4. The selection of postgraduate students will be undertaken in accordance with the provisions of current legislation based on the relevance of the subject of the candidate’s first degree with respect to the subject area of the postgraduate programme, the grades received in first degree qualifications, the grades received on the thesis and undergraduate courses

related to the “MSc in e-Business and Digital Marketing”, the candidate’s certified proficiency in the English language, the candidate’s curriculum vitae and recommendation letters.

5. Interested parties are invited to submit an electronic application through <https://apply.ihu.edu.gr/> by June 30<sup>th</sup>, 2023 or until places are filled.

Application documentation must include the following:

- Copy of degrees (University degree, other postgraduate degree, etc.).
- Copy of the transcript of grades all years of undergraduate as well as any postgraduate studies. Foreign institutions and their degree types should be included in National Registry of Recognized Foreign Higher Education Institutes and in the National Registry of Foreign Recognized Academic Title Types of the Hellenic National Academic Recognition and Information Center (Hellenic NARIC), according to Law 4957/2022 as amended by Law 5029/2023<sup>1</sup>.
- English language knowledge documented with a relevant certificate, corresponding at least to the State Certificate of Language Learning Level B2 or other certificate proving good knowledge of English. Holders of an undergraduate or postgraduate degree at a Foreign University in English are exempt from this obligation.
- At least two (2) recommendation letters. Letters must be signed by faculty members of the candidate’s university or by academics from other educational institutions that are familiar with the candidate's academic background. In case of candidates with significant professional experience, they can also submit letters from people in their professional field.
- A detailed curriculum vitae.
- Any other information that, in the opinion of the candidates, would contribute to their more complete evaluation, such as certificates of participation in summer schools, conferences, student exchange programs, IKY scholarships. or other recognized institutions, prizes in competitions, presentations of papers in scientific conferences, proof of participation in research projects, scientific publications, certificates of professional experience, etc.
- A copy of ID or passport.
- A recent passport size photograph

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<sup>1</sup> According to par. 4 and 5 of art. 304 of Law 4957/2022 as amended by Law 5029/2023:

*"4. The Higher Educational Institutions (HEIs) of the country and the public research centers supervised by the General Secretariat of Research and Innovation are bound by the Registers herein, in order for the relevant bodies to determine whether a foreign institution or a type of title from a foreign institution are recognized for: a) the acceptance of an application and registration for admission to a postgraduate study program or the preparation of a doctoral thesis,.....*

*If the degree is included in the list of article 307, the competent body of the university or research center in addition to the other supporting documents required, must request a Certificate of Place of Study, which is issued and sent by the institution where the studies were carried out or by the institution where the research project is carried out. If Greece is confirmed as the place of studies or a part of them, the degree is not recognized, unless the part of the studies that took place in the Greece is in a public HEI"*

*"5. If an institution or degree has not been registered by the Hellenic NARIC in the registers of par. 1, the Board of Directors of the Hellenic NARIC examines, ex officio or following a request of the bodies of par. 4, whether the conditions of this Chapter are met and with its decision includes them in the registers."*

## 6. Application evaluation - Student Selection Criteria

Candidate selection is done by a three-member Student Selection Committee. The Student Selection Committee as part of the evaluation, may decide to conduct interviews for all or some candidates and/or, after the agreement of the Temporary Department Assembly to conduct additional (internal) examinations for all or some candidates, determining the subject matter and time of the examinations.

The Programme is addressed to high-level candidates whose selection is made taking into account the following qualitative and quantitative criteria:

- a) The grade and type of the candidate' degree, the performance in undergraduate courses directly related to the Programme. with a weighting factor of 50%.. The minimum grade of the Undergraduate Degree must be equivalent to a grade of six (6) on the 0-10 scale. In case the candidate has not yet graduated, then the grade in the courses successfully completed as well as their number are taken into account.
- b) Performance in the degree thesis, if applicable, with a weighting factor of 10%.
- c) Other relevant postgraduate degrees, with a weighting factor of 10%.
- d) Research activity, evidenced by publications, with a weighting factor of 10%.
- e) Length and nature of work experience, with a weighting factor of 5%.
- f) Reference letters, with a weighting factor of 5%.
- g) Personal interview, if required by the Student Selection Committee with a weighting factor of 5%. In this case, five (5) units are deducted from the weighting factor of the degree grade.
- h) Performance in exams, if required the Student Selection Committee with a weighting factor of 10%. In this case, ten (10) units are deducted from the weighting factor of the general diploma/degree grade.
- i) Other information and qualifications attached to the application (scholarships, awards, participation in research projects, etc.) with a weighting factor of 5%.
- j) Knowledge of foreign language, with a weighting factor of 5%.

Based on the performance of the candidates in the above criteria, the total score of each candidate is determined on a scale of 0-100.

Further information is available from the Secretariat and the Programme Manager of the School of Science & Technology of the International Hellenic University (tel. 0030 2310 807529/521, email: [admissions@ihu.edu.gr](mailto:admissions@ihu.edu.gr) ).

***Compliance with the General Data Protection Regulation (GDPR) (EE 2016/679)***

*Prospective students who submit an application and the supporting documents, give their consent to the processing of their personal data for the purpose of assessment of their candidacy in order to become accepted to a postgraduate programme of the International Hellenic University.*

*If a candidate is not selected, his/her details are deleted from the School's archives within a period of 30 days. A candidate whose application is not successful is entitled to receive the documents submitted, otherwise the documents are destroyed within 30 days.*

Thessaloniki, 19 April 2023

The Dean of the School

Associate Professor Christos Tjortjis