

Doc. 300.1.2

Date:

Higher Education Institution's response

- **Higher education institution:**
KES College
- **Town:** Nicosia
- **Programme of study (Name, ECTS, duration, cycle)**

In Greek: "Ιατρικοί Επισκέπτες (3 Έτη / 180 ECTS, Ανώτερο Δίπλωμα)"

In English: "Medical Representatives (3 Years / 180 ECTS, Higher Diploma)"

- **Language of instruction:** Greek
- **Programme's status**
New programme:
Currently operating:

The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 and 2016” [N. 136 (I)/2015 and N. 47(I)/2016].

A. Guidelines on content and structure of the report

- *The Higher Education Institution based on the External Evaluation Committee’s evaluation report (Doc.300.1.1) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*
- *All comments, observations, and recommendations of the EEC have to be answered.*
- *The structure of the response has to follow the systematic recording of the comments, observations, and recommendations of the EEC and the response of the institution after each of the EEC’s comments.*

1. Study programme and study programme's design and development (ESG 1.1, 1.2, 1.8, 1.9)

1.1 Areas of improvement and recommendations

"Areas of improvement should include more active student participation and also the program should involve more practical training which important for its success" (page 4)

Actions taken by KES College

In page 3, EEC's findings underline that *"moreover, the College Administration team collects all the appropriate feedback for this study programme from both students and the teaching personnel. Furthermore, the college management team analyses the feedback and provides suggestions based on this. The academic staff assures that the program is regularly evaluated in order to ensure, and further enhance, the overall quality of the learning experience for all students."*

We would like to emphasize that KES College's students actively participate in the relevant procedures for the further improvement of the programme by systematically taking part into College's survey that is conducted in the KES College's premises. The students give their feedback via suitable questionnaires delivered to them in each semester in paper form in order to have increased response rate and secure the best quality of the results.

Furthermore, there are student representatives in various College's Committees, such as the College Internal Quality Assurance Committee, the School of Health Studies Internal Quality Assurance Committee, and the Administration Committee etc.

Regarding the practical training, following the EEC recommendation, we have increased the weekly periods of the practical training in the 6th semester, from 6 to 8. Please see Annex "1" in page 9. The Modified Programme Structure "Medical Representatives" (3 years/180 ECTS, Higher Diploma). Changes are in yellow.

1.2 Quality indicators/criteria

1.2.1 (Indicator/criterion 1.3.5): *"The internal quality assurance processes are well described overall with exception that no sufficient information has been provided on students' participation procedures for the improvement of the program" (page 6).*

Actions taken by KES College

Please see our response in regards to students' participation procedures for the improvement of the program in the paragraph 1.1 above where we emphasize that KES College's students actively participate in procedures for the improvement of the programme improvement via the use of the questionnaires. In addition, we referred to student representatives in various College committees, such as the College Internal Quality Assurance Committee, the School of Health Studies Internal Quality Assurance Committee, and the Administration Committee etc.

1.2.2 (Indicator/criterion 1.5.6): *"The balance between theory and practice is not fully justified. The program is designed to involve increased teaching time" (page 6).*

Actions taken by KES College

One of the measures taken in order to improve the balance between theory and practice is that of increasing the periods of the practical training in the 6th semester, from 6 to 8, as stated in paragraph 1.1 above.

We have also modified the overall approach of two courses from being purely theoretical to a combination of theoretical and practical, by making a few amendments to the syllabus respectively. In this way the opportunity is given to the students to have more practical experience. These courses are the following:

- a) PHRM221 Medical Devices
- b) COMM203 Professional Communication

Please see the slightly modified syllabi of the above courses in Annex “2” in page 12. Changes are in yellow.

1.2.3 (Indicator/criterion 1.5.7): *“The research orientation of the program is very low. However, it needs to be highlighted that such research orientation is not necessary for the under review vocational program” (page 6).*

Actions taken by KES College

The aim of the newly established KES Research Centre is to primarily increase the number of research activities for both the teaching staff and the students. Despite the fact that EEC considers that the research orientation of the under review vocational program is not necessary, KES Research Centre gives opportunities to all teaching staff to participate in applied research projects which can also involve students of all programmes of study.

It is worth mentioning that the programme under evaluation has been modified from its current running form accordingly, by adding two new courses that are relevant to research: These are PRCT320 Research Methods in Medicine and Health Science in the fifth (5th) semester and PRCT321 Final Project in the sixth (6th) semester.

1.2.4 (Indicator/criterion 1.9): *“New research results are embodied in the content of the programme of study” (page 6).*

Actions taken by KES College

Please see our response in the paragraph 1.2.3 above.

2. Teaching, learning and student assessment (ESG 1.3)

2.1 Areas of improvement and recommendations

“The only recommendation proposed by the panel is that the program should take more concrete measures to enhance students enquire learning” (page 8).

Actions taken by KES College

As explained to the EEC, KES College employs a highly qualified educational officer (PhD in Education) on a permanent basis. Her main role is to improve the quality of teaching and learning at the College by organizing continuous in-service training activities for the teaching staff. The student-centred approach is promoted and a variety of contemporary teaching methods including inquiry-based learning are presented to the teaching staff. The Educational officer systematically visits the teaching staff in classrooms during the lesson and supports each one of them by giving constructive feedback on his / her methods of teaching and their teaching approach.

We can note that our approach in systematically educating teaching staff in instructional technology and contemporary teaching methods has positive effects on students learning.

2.2 Quality indicators/criteria

2.2.1 (Indicator/criterion 2.10): *“The panel was not provided with sufficient information of how teaching and learning are continuously enriched by research” (page 9).*

Actions taken by KES College

As explained in paragraph 1.2.3 above, two new research-oriented courses, a) PRCT320 Research Methods in Medicine and Health Sciences and b) PRCT321 Final Project were introduced, comparing to the current running form of the programme. Therefore, it is expected that teaching and learning will be enriched when the programme will be offered in its new form, soon after the accreditation. Additionally, the newly established KES Research Centre gives opportunities to all teaching staff to participate in applied research projects which can involve students of all programmes of study.

2.2.2 (Indicator/criterion 2.11): *“It is not sufficiently clear how the program promotes student research skills and enquiring learning. However, research skills are not considered compulsory for the specific vocational program” (page 9).*

Actions taken by KES College

Please see our response in the paragraphs 1.2.3 (relevant to research) and 2.1 (about inquiry learning) above.

3. Teaching Staff (ESG 1.5)

3.1 Quality indicators/criteria

3.1.1 (Indicator/criterion 3.2.2): *“Research and Publications of teaching staff are modest. However, this do not affect the ability for productive contribution towards the programme learning outcome” (page 12).*

Actions taken by KES College

Please see our response in paragraph 1.2.3 above

3.2.2. (Provide information on the following): *“In every programme of study the special teaching staff should not exceed 30% of the permanent teaching staff. However, in the present program only 8 out of 18 teaching staff (45%) holds a permanent position” (page 12).*

We are very optimistic about the future of the programme due to the very recent introduction of the General Healthcare System (GHS) in Cyprus. The small number of students in the programme under evaluation today is due to the temporary uncertainty that exists for the potential students due to the pre-implementation phase of GHS. Due to this uncertainty, the ratio of the permanent and part-time teaching staff has changed disproportionately (decrease of the number of permanent staff comparing to the part- time staff).

4. Students (ESG 1.4, 1.6, 1.7)

4.1 Quality indicators/criteria

4.1.1 (Indicator/criterion 4.2): “KES College does not provide a diploma supplement. However, they provide an analytical description of modules and marks for the entire program” (page 15).

Actions taken by KES College

KES College has taken all necessary measures so that Diploma Supplement will be provided to all eligible students graduating from any programme of study, effective of the academic year 2019 – 2020.

5. Resources (ESG 1.6)

5.1 Areas of improvement and recommendations

The suggested literature for each course should be updated with recent publications (e.g. books, articles) (page 17).

Actions taken by KES College

Altogether, 39 new book titles of recent publications were added in the programme literature.

See a list of new books in Annex “3” in page 106, together with the courses where each of books has been added.

In Annex “2” (page 12), the new publications appear in yellow in the syllabi of the courses.

6. Additional for distance learning programmes (ALL ESG)

NA

7. Additional for doctoral programmes (ALL ESG)

NA

8. Additional for joint programmes (ALL ESG)

NA

MODIFIED PROGRAM OF STUDY STRUCTURE COURSE DISTRIBUTION PER SEMESTER

ANNEX “1”

| No | Course Type | Course Name | Course Code | Periods per week | Period duration | No of weeks/ Academic semester | Total periods/ Academic semester | Number of ECTS |
|-------------------|-------------|---------------------------------|-------------|------------------|-----------------|--------------------------------|----------------------------------|----------------|
| Semester 1 | | | | | | | | |
| 1. | Compulsory | Human Anatomy | MEDI102 | 3 | 55' | 14 | 42 | 6 |
| 2. | Compulsory | General and Inorganic Chemistry | CHEM102 | 3 | 55' | 14 | 42 | 6 |
| 3. | Compulsory | Cell-Biology and Development | BIOL102 | 2 | 55' | 14 | 28 | 4 |
| 4. | Compulsory | Public Relations I | PURE102 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Computers I | COMP113 | 2 | 55' | 14 | 28 | 2 |
| 6. | Compulsory | General English I | ENGL101 | 2 | 55' | 14 | 28 | 4 |
| 7. | Compulsory | Greek Language | GREK116 | 2 | 55' | 14 | 28 | 4 |
| Total : | | | | 16 | | | | 30 |
| Semester 2 | | | | | | | | |
| 1. | Compulsory | Physiology I | MEDI115 | 3 | 55' | 14 | 42 | 6 |
| 2. | Compulsory | Organic chemistry | CHEM106 | 2 | 55' | 14 | 28 | 4 |
| 3. | Compulsory | Introduction to Microbiology | MEDI109 | 2 | 55' | 14 | 28 | 4 |
| 4. | Compulsory | Principles of Marketing | MRKT100 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Computers II | COMP128 | 2 | 55' | 14 | 28 | 2 |
| 6. | Compulsory | General English II | ENGL112 | 2 | 55' | 14 | 28 | 4 |
| 7. | Compulsory | Medical Greek Terminology | GREK106 | 2 | 55' | 14 | 28 | 4 |
| 8. | Compulsory | Elements of Biotechnology | PHRM102 | 1 | 55' | 14 | 14 | 2 |
| Total : | | | | 16 | | | | 30 |

MODIFIED COURSE DISTRIBUTION PER SEMESTER (Continued)

| No | Course Type | Course Name | Course Code | Periods per week | Period duration | No of weeks/ Academic semester | Total periods/ Academic semester | Number of ECTS |
|-------------------|-------------|--|-------------|------------------|-----------------|--------------------------------|----------------------------------|----------------|
| Semester 3 | | | | | | | | |
| 1. | Compulsory | Physiology II | MEDI202 | 3 | 55' | 14 | 42 | 6 |
| 2. | Compulsory | Chemistry of Pharmaceutical and Natural Products | CHEM201 | 2 | 55' | 14 | 28 | 4 |
| 3. | Compulsory | Pharmacology I | PHRM203 | 3 | 55' | 14 | 42 | 6 |
| 4. | Compulsory | Consumer Behaviour | MRKT207 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Public Relations II | PURE200 | 1 | 55' | 14 | 14 | 2 |
| 6. | Compulsory | Principles of Pharmaceutical Technology | PHRM200 | 2 | 55' | 14 | 28 | 4 |
| 7. | Compulsory | English Medical Terminology | MEDI208 | 1 | 55' | 14 | 14 | 2 |
| 8. | Compulsory | Medical Devices | PHRM221 | 1 | 55' | 14 | 14 | 2 |
| Total : | | | | 15 | | | | 30 |
| Semester 4 | | | | | | | | |
| 1. | Compulsory | Principles of Biopharmaceutics and Pharmacokinetics | PHRM209 | 2 | 55' | 14 | 28 | 4 |
| 2. | Compulsory | Pharmacology II | PHRM211 | 3 | 55' | 14 | 42 | 6 |
| 3. | Compulsory | Pharmaceutical Marketing (Promotion and Distribution of Pharmaceuticals) | MRKT208 | 2 | 55' | 14 | 28 | 4 |
| 4. | Compulsory | Professional Communication | COMM203 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Nosology | MEDI111 | 2 | 55' | 14 | 28 | 4 |
| 6. | Compulsory | Pharmacy Law and Ethics | LAWS200 | 1 | 55' | 14 | 14 | 2 |
| 7. | Compulsory | Medical - Scientific Publications | MEDI204 | 2 | 55' | 14 | 28 | 4 |
| 8. | Compulsory | Domestic Pharmaceutical Formulations | PHRM214 | 1 | 55' | 14 | 14 | 2 |
| Total : | | | | 15 | | | | 30 |

MODIFIED COURSE DISTRIBUTION PER SEMESTER (Continued)

| No | Course Type | Course Name | Course Code | Periods per week | Period duration | No of weeks/ Academic semester | Total periods/ Academic semester | Number of ECTS |
|-------------------|-------------|--|-------------|------------------|-----------------|--------------------------------|----------------------------------|----------------|
| Semester 5 | | | | | | | | |
| 1. | Compulsory | Elements of Biochemistry | CHEM300 | 3 | 55' | 14 | 42 | 6 |
| 2. | Compulsory | Integrated Marketing Communications | MRKT305 | 2 | 55' | 14 | 28 | 4 |
| 3. | Compulsory | Pharmacy Law and deontology – GDPR | LAWS304 | 2 | 55' | 14 | 28 | 3 |
| 4. | Compulsory | Basic Principles of Administration | MGMT309 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Research Methods in Medicine and Health Sciences | PRCT320 | 2 | 55' | 14 | 28 | 6 |
| 6. | Compulsory | Interpersonal Communication | COMM300 | 2 | 55' | 14 | 28 | 4 |
| 7. | Compulsory | Introduction to Public Health | MEDI304 | 2 | 55' | 14 | 28 | 3 |
| Total : | | | | 15 | | | | 30 |
| Semester 6 | | | | | | | | |
| 1. | Compulsory | Specialised Pharmacology: Formulation | PHRM308 | 2 | 55' | 14 | 28 | 4 |
| 2. | Compulsory | <i>Introduction to Nutrition</i> | MEDI302 | 2 | 55' | 14 | 28 | 4 |
| 3. | Compulsory | Effective organization and sales administration | BUSS309 | 2 | 55' | 14 | 28 | 4 |
| 4. | Compulsory | e – Marketing | MRKT313 | 2 | 55' | 14 | 28 | 4 |
| 5. | Compulsory | Final project | PRCT321 | 1 | 55' | 14 | 14 | 6 |
| 6. | Compulsory | Practical Training | PRCT305 | 8 | 55' | 14 | 84 | 8 |
| Total : | | | | 17 | | | | 30 |

COURSE DESCRIPTION

ANNEX “2”

a) List of courses

| No. | Code | Course | Page number |
|-------------------|---------|---------------------------------|-------------|
| Semester 1 | | | |
| 1. | MEDI102 | Human Anatomy | 15 |
| 2. | CHEM102 | General and Inorganic Chemistry | 18 |
| 3. | BIOL102 | Cell-Biology and Development | 22 |
| 4. | PURE102 | Public Relations I | 24 |
| 5. | COMP113 | Computers I | 26 |
| 6. | ENGL101 | General English I | 28 |
| 7. | GREK116 | Greek Language | 30 |
| Semester 2 | | | |
| 8. | MEDI115 | Physiology I | 32 |
| 9. | CHEM106 | Organic chemistry | 35 |
| 10. | MEDI109 | Introduction to Microbiology | 38 |
| 11. | MRKT100 | Principles of Marketing | 41 |
| 12. | COMP128 | Computers II | 43 |
| 13. | ENGL112 | General English II | 46 |
| 14. | GREK106 | Medical Greek Terminology | 48 |
| 15. | PHRM102 | Elements of Biotechnology | 50 |

List of courses (continued)

| No. | Code | Course | Page number |
|-------------------|---------|--|-------------|
| Semester 3 | | | |
| 16. | MEDI202 | Physiology II | 52 |
| 17. | CHEM201 | Chemistry of Pharmaceutical and Natural Products | 55 |
| 18. | PHRM203 | Pharmacology I | 57 |
| 19. | MRKT207 | Consumer Behaviour | 60 |
| 20. | PURE200 | Public Relations II | 62 |
| 21. | PHRM200 | Principles of Pharmaceutical Technology | 64 |
| 22. | MEDI208 | Medical English Terminology | 66 |
| 23. | PHRM221 | Medical Devices | 68 |
| Semester 4 | | | |
| 24. | PHRM209 | Principles of Biopharmaceutics and Pharmacokinetics | 70 |
| 25. | PHRM211 | Pharmacology II | 72 |
| 26. | MRKT208 | Pharmaceutical Marketing (Distribution and Promotion of Pharmaceuticals) | 75 |
| 27. | COMM203 | Professional Communication | 78 |
| 28. | MEDI111 | Nosology | 81 |
| 29. | LAWS200 | Pharmacy Law and Ethics | 83 |
| 30. | MEDI204 | Medical - Scientific Publications | 86 |
| 31. | PHRM214 | Domestic Pharmaceutical Formulations | 88 |

List of courses (continued)

| No. | Code | Course | Page number |
|-------------------|---------|--|-------------|
| Semester 5 | | | |
| 32. | CHEM300 | Elements of Biochemistry | 90 |
| 33. | MRKT305 | Integrated Marketing Communications | 92 |
| 34. | LAWS304 | Pharmacy Law and deontology – GDPR | 96 |
| 35. | MGMT309 | Basic Principles of Administration | 98 |
| 36. | PRCT320 | Research Methods in Medicine and Health Sciences | 100 |
| 37. | COMM300 | Interpersonal Communication | 102 |
| 38. | MEDI304 | Introduction to Public Health | 104 |
| Semester 6 | | | |
| 39. | PHRM308 | Specialised Pharmacology: Formulation | 106 |
| 40. | MEDI302 | Introduction to Nutrition | 109 |
| 41. | BUSS309 | Effective Organization and Sales Administration | 111 |
| 42. | MTKT313 | e – Marketing | 113 |
| 43. | PRCT321 | Final project | 115 |
| 44. | PRCT305 | Practical Training | 116 |

b) Course syllabi

1.

| | | | | | |
|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Human Anatomy | | | | |
| Course Code | MEDI102 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st year/ 1 st semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to enable students to understand the construction of the human body and be able to refer to the main bones of the human skeleton structure as well as to the anatomical levels of the body. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Distinguish the concepts of cell, tissue, organs and systems; • Describe the main joints of the human body; • Identify, name and list the main bones of the human trunk; • Identify, name and list the main bones of the human head; • Identify, name and list the main bones of the human upper and lower limbs; • Report various anatomy levels of the human body. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Introduction to the following:</p> <ul style="list-style-type: none"> • Human Body • The skin • The skeletal system - Bones of the skull and chest • The spine and the pelvic zone • The upper limb skeleton • The lower limb skeleton • The joints of the skeleton • The muscular system • The respiratory system • The circulatory system • The lymphatic system • The nervous system | | | | |

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| | <ul style="list-style-type: none"> • The endocrine system • The digestive system • The urinary system • Reproductive system |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Μαρκιτανή, Κωνσταντίνα (2018) Ανατομία Ανθρώπινου Σώματος, KES College. • Aldersey-Williams, Huge (2017) Ανατομίες: το ανθρώπινο σώμα, τα μέρη του και οι ιστορίες που διηγούνται, Ροπή, ISBN: 978-618-5289-07-2. • Lieberman, Daniel E. (2015) Η ιστορία του ανθρώπινου σώματος: υγεία, ασθένεια και φυσική επιλογή, το νέο επίπεδο εξελικτικής ιατρικής, Κάτοπτρο, ISBN: 978-618-5111-41-0. • Παρασκευάς, Γεώργιος Κ. (2008), Ανατομία του ανθρώπου, University Studio Press, Θεσσαλονίκη, ISBN: 9789601216645. • Τσουνιάς, Δημήτρης (2007) Στοιχεία ανατομίας και φυσιολογίας του ανθρώπου, Ιατρικές Εκδόσεις, ISBN: 978-960-372-114-7. • Gest, Thomas R. (2016), Συνοπτική έγχρωμη ανατομία: Ράχη, άνω άκρο και κάτω άκρο, Παρισιάνου Α.Ε., ISBN 978-960-583-057-1. • Καμμάς, Αντώνης (2010), Μαθήματα ανατομικής, Βήτα Ιατρικές Εκδόσεις, ISBN 978-960-452-107-4. <p>English Bibliography</p> <ul style="list-style-type: none"> • Vaughn, Philip (2016) Anatomy and Physiology: made easy: a concise learning guide to master the fundamentals, Create Space Independent Publishing, ISBN: 978-1534635319. • Saladin, Kenneth (2018) Anatomy and Physiology: the unity of form and function, 7th edition, McGraw- Hill Education, ISBN: 978-0073403717. • Kapit, Wynn (2014) The Anatomy, 4th edition, Pearson, ISBN: 978-03218320116. • Marieb, Elaine N. , Hoehn, Katja N. (2012) Human Anatomy and Physiology, 9th edition, Pearson, ISBN: 978-0321743268. • Waugh, Anne (2010) Ross and Wilson anatomy and physiology in health and illness, Churchill Livingstone, Edinburgh, ISBN: 978-0-7020-3227-1. • Connor, Jeanine (2006) Anatomy and physiology for therapists, Heinemann, Oxford, ISBN: 978-0-435449-40-7. |

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| | <ul style="list-style-type: none"> • Hull, Ruth (2009) Anatomy and physiology: For beauty and complementary therapies, The write idea, Cambridge, ISBN: 978-0-9559011-1-9. • Tucker, Louise (2009) An introductory guide to Anatomy and Physiology, Ems publishing, London, ISBN: 9781903348284. • Wood, Yvonne (2008), Anatomy and physiology: The essential study and revision guide for the write idea, Cambridge, ISBN: 9780955901102. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

2.

| | | | | | |
|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | General and Inorganic Chemistry | | | | |
| Course Code | CHEM102 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 1 st Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | 0 |
| Course Purpose and Objectives | The main purpose of the course is to provide students with basic knowledge of General and Inorganic Chemistry which are essential for the understanding and consolidation of the knowledge required by a Medical Representative. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Explain the use and properties of water; • Distinguish the various elements and know the main features associated with them; • List the similarities, differences and peculiarities between acids, bases and salts; • Explain the basic principles of atomic and electronics theory; • Analyze the main properties and characteristics of the solutions; • Know, understand and explain through modeling the structure of molecules and the molecular bonds; • Understand the importance of Chemistry and its' relationship with Pharmacy; • Understand and explain the chemical basis of water pollution. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Course outline</p> <p>Introduction to Chemistry</p> <ul style="list-style-type: none"> • Chemical substances • Chemical element and chemical compound – Definition • The characteristics of mixtures <p>Atom and its structure</p> <ul style="list-style-type: none"> • Atomic Philosophers • Structure of the atom • Atomic Theories • Electronic structure of atoms • Valence of elements • Isotopic elements • Atomic mass <p>Molecules – bonds</p> <ul style="list-style-type: none"> • The concept of the molecule • Covalent bond • Double and triple bond • The size of molecules • Chemical formulas • Gram-molecule and molar volume • Heteropoly or ionic bond • Forces Van der Waals • Hydrogen Bond | | | | |

Solutions - general concepts

- The concept of solution
- Solubility
- Gas in liquid solutions
- Characteristics of the solutions
- The colloidal solutions
- The suspensions

Water, importance to human

- Generally for water
- Natural waters
- Hard and soft water
- Softening of water
- Chlorination of water
- Sterilization of water
- Thermal waters
- Dehydration of the human body
- Water as a solvent
- Which substances dissolve water
- Crystallizing Water – Plaster

Water pollution

- Generally for water pollution
- Organic pollutants of natural origin
- Organic pollutants of artificial origin
- Inorganic pollutants

Solutions - Special cases

- Ionic solutions
- Equivalent weights - chemical equivalents
- Normal and molecular solutions
- Dissolution
- Osmosis and its importance in humans
- Osmomolarity
- Isotonic solutions – Haemolysis
- How the artificial kidney works

Acids - Bases – Salts

- Generally for acids
- Electrolytic indicators
- Acidity - The concept of pH – Indicators
- The ideal neutral substance
- Definition of pH
- Types of acids and their names
- What are bases
- Electrolytic dimension
- Generally for salts
- Accentual balance in the body
- Regulating systems
- Causes of acidosis and alkalosis

Oxygen

- Generally for oxygen
- Properties – production
- Oxides and their behavior

- Classification of oxides
- Hydrogen peroxide
- Generally for ozone
- Physical requirements for oxygen

Nitrogen – Phosphorus

- Generally for nitrogen
- Nitrogen in nature
- Production of nitrogen
- Nitrogen in the human body
- Inorganic nitrogen compounds - nitrous oxide
- Phosphorus
- Phosphorus in the human body

Sulfur and its compounds

- General about the brimstone
- Sulfur properties
- Sulfur dioxide
- Sulfuric acid
- The sulfur in the human body

Halogens

- General characteristics of halogen
- The importance of fluoride in humans
- Fluorination of water

Aluminum

- Aluminum
- Aluminum compounds
- Aluminum in the human body

Iron

- Existence and properties of iron
- Iron items
- Iron compounds
- The role of iron in breathing
- Anemia
- Blood transfusion
- Iron - Human element

Copper

- Generally for copper
- What are alloys
- Copper as a trace element
- Copper as a medicine
- Copper compounds as radio protective agent

Silver-Gold-Mercury

- Silver
- Gold
- Mercury – Generally
- Amalgam
- Mercury halides
- The toxicity of mercury

Dremonstrations

Testing of electrical conductivity of sodium chloride solution; Detection of electrical conductivity of sugar solution; Melting of wax; boiling of water; Sublimation of iodine; LPG burning and detection of produced water and carbon dioxide; melting of paraffin; Observation of the produced soot proving

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| | the presence of atmospheric air; Selection of certain materials (salt, soda, sugar, sand, oil, alcohol, acetone) and a test of their solubility in water; Dissolving a) a potassium permanganate granule; and b) dropping ink in water, preparing solutions of indicators by extracting plant substances (e.g. red cabbage, tea, etc.); Addition of lemon, vinegar and dilute hydrochloric acid juice to these extracts; Determination of the pH of the above aqueous solutions using pH paper; Effect of dilute acid solutions on soda, marble and certain metals (zinc, iron, etc.). |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. Laboratory demonstrations are also planned. |
| Bibliography | <p>Greek Bibliography:</p> <ul style="list-style-type: none"> • Θεοχάρους, Σπύρος (2014) Ανόργανη χημεία: KES College, Λευκωσία. • Ebbing, Darrell D., Gammon, Steven D., (2014) Σύγχρονη Γενική Χημεία: αρχές και εφαρμογές, 10η έκδοση, Εκδόσεις Τραυλός, ISBN 978-618-5061-02-9. • Σπηλιόπουλος, Ιωακείμ (2010) Εργαστηριακές τεχνικές και πειράματα οργανικής χημείας, Σταμούλης Α.Ε., ISBN:978-960-351-836-5. • Huheey, James (2012), Ανόργανη χημεία: Αρχές δομής και δραστηριότητα, Εκδόσεις Ίων, ISBN: 9789603193081. • Λαλία- Καντούρη, Μαρία (2014), Γενική και ανόργανη χημεία: Αρχές & εργαστηριακές ασκήσεις, Εκδόσεις Ζήτη, ISBN: 9789604563357. • Μανουσάκης, Γεώργιος (2016), Γενική και ανόργανη χημεία, Εκδόσεις Κυριακίδη, ISBN: 9789605990091. <p>English Bibliography:</p> <ul style="list-style-type: none"> • Timberlake, Karen (2015) Chemistry: an introduction to general, organic and biological chemistry, Global Edition, 12th edition, Pearson, ISBN: 978-1292061320. • McMurry, John (2010), Fundamentals of general, organic, and biological chemistry, Prentice Hall, Upper Saddle River, NJ, ISBN: 978-0-13-815228-4. • Voet, Donald (2006), Fundamentals of biochemistry, Wiley, New York, ISBN: 0-471-21495-7. • Housecroft, CatherineE (2006), Chemistry: An introduction to organic, inorganic, and physical chemistry, Pearson Prentice Hall, Harlow, England, ISBN: 0-13-1257567-4. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

3.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Cell-Biology and Development | | | | |
| Course Code | BIOL102 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year/ 1 st Semester | | | | |
| Teacher's Name | Sarris Dimitrios | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to cover basic aspects of Cell Biology so that the students can adequately understand the structure and function of the cell. Emphasis is placed on the organic structure of the cell as well as on cell biomolecules (proteins, polysaccharides, lipids and nucleic acids). | | | | |
| Learning Outcomes | By the end of the course, students are expected to be able to: <ul style="list-style-type: none"> • Analyze the structure and functions of cells and tissues • Review the structure and function of major biomolecules • Identify the differences between eukaryotic and prokaryotic cells | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Cell theory (cell definition) • Size and shape of the cell • Parts of the cell / cellular organelles • Cell building blocks • Cellular or plasma membrane • Cell membrane permeability • Eukaryotic and prokaryotic cells • Cell nucleus • Chromatin, chromosomes • Cell division • Mitosis • Meiosis • DNA, RNA • The Gene | | | | |
| Teaching Methodology | The content of this course will be taught through: presentations using PowerPoint and online material, guided discussions with active student participation, individual and teamwork student tasks. | | | | |

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| Bibliography | <p>Greek Bibliography:</p> <ul style="list-style-type: none"> • Κεβρεκίδης, Θόδωρος Δ. (2018), Βιολογία: Δομή και λειτουργία των οργανισμών, 2η έκδ., University Studio Press, ISBN 978-960-12-2389-6. • Θωμόπουλος, Γεώργιος Ν. (2006) Ρυθμιστικοί μηχανισμοί κυτταρικής λειτουργίας: ειδικά θέματα βιολογίας κυττάρου, University Studio Press, Θεσσαλονίκη, ISBN: 978-960-12-1549-5. • Χατζηαντωνίου Α. (2004), Βιολογία: Η μελέτη της ζωής, Εκδόσεις Σταμούλη, Αθήνα, ISBN: 960-3515-47-7. • Καστρίτσης, Κώστας Δ., Δημητριάδης, Βασίλης Κ., Σιβροπούλου, Αφροδίτη Θ. (2015) Εισαγωγή στη βιολογία, Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN: 978-960-602-002-5. • Campbell, Neil A (2015), Βιολογία: Η χημεία της ζωής - το κύτταρο – γενετική, Πανεπιστημιακές Εκδόσεις Κρήτης, ISBN: 9789605243067. • Χατζημόσχου, Αθανάσιος (2015), Βιολογία, Smart Learn, ISBN: 9789609892643. <p>English Bibliography:</p> <ul style="list-style-type: none"> • Norman Robert I. (2007), Flesh and Bones of Medical Cell Biology, Publisher Mosby, ISBN: 9780723433675. • Alberts Bruce (2014), Essential Cell Biology, Publisher Garland Science, ISBN: 9780815344551. • Papachristodoulou, Despo (2014), Biochemistry & molecular biology, Oxford University Press, ISBN: 9780199609499. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

4.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Public Relations I | | | | |
| Course Code | PURE102 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 1 st Semester | | | | |
| Teacher's Name | Moti Vasiliki | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The scope of the course is to introduce students to public relations and orientate its unique definition especially with regard to other related concepts. At this introductory level, the students will have to learn the basic principles of human relationships and separate public relations from advertisement and marketing. Students will also get to understand the important role of public relationships within the context of their own working environment. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Appreciate the basic principles of human relationships and their importance in modern society; • Understand and analyze the basic model and different types of communication; • Describe the concept, content and importance of public relations; • Distinguish public relations from other related concepts; • Appreciate the value and role of the different departments / units of public relations and their respective programs of action; • Understand the importance of public relations in the more general medical environment; • Organize public related programs. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Principles of the human relations • Needs and motives within the professional environment • Maslow's Hierarchy of Needs Theory • The Basic Communication Model: communication types, group communication human resource management and communication • The nature and history of public relations • Defining and distinguishing public relations with regard to advertisement, marketing promotion and publicity • Doctors: their schedule, organization and public relations • Public relations: objectives, advisors and different departments / units | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a | | | | |

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| | variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Morris, Trevor (2017), Σύγχρονες δημόσιες σχέσεις, Κλειδάριθμος, ISBN: 9789604617739. • Αλβανός, Ραϋμόνδος (2016) Δημόσιες σχέσεις: θεωρία και πρακτική της επαγγελματικής επικοινωνία, Επίκεντρο, Θεσσαλονίκη, ISBN:978-960-458-674-5. • Jefkins, Frank (2008), Δημόσιες Σχέσεις, Κλειδάριθμος, Αθήνα, ISBN: 960-209-235-1. • Παπαλεξανδρή, Νάνσυ Α. (2014) Οι δημόσιες σχέσεις: η λειτουργία της επικοινωνίας στους σύγχρονους οργανισμούς, Ε. Μπέου, Αθήνα, ISBN: 978-960-359-112-2. • Μαγνησάλης, Κώστας Γ. (2004), Οι δημόσιες σχέσεις του γιατρού, Interbooks, ISBN: 9603901369. • Πρωτοπαπαδάκης, Ιωάννης (2014), Δημόσιες σχέσεις, Αθ.Σταμούλης, ISBN: 978-960-351-957-7. • Αρναούτογλου, Ελευθερία (2015), Δημόσιες σχέσεις: μία σύγχρονη προσέγγιση, Rosili, ISBN: 978-960-7745-37-8. <p>English Bibliography</p> <ul style="list-style-type: none"> • Heath, Robert L. (2006), Today's public relations, Sage publications, London, ISBN: 1-4129-2635-1 • Knapp, Mark L. (2005), Interpersonal communication and human relationships, Pearson Allyn and Bacon, ISBN: 0-205-41493-1. • Gregory, Anne (2004), Public Relations in Practice, Kogan Pages, London, ISBN: 0-7494-3381-7. • Smith, Ron (2016), Public relations: The basics, Routledge, ISBN: 9780415675833. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

5.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Computers I | | | | |
| Course Code | COMP113 | | | | |
| Course Type | Theoretical & Practical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 1 st Semester | | | | |
| Teacher's Name | Pratzioti Sofia. | | | | |
| ECTS | 2 | Lectures / week | 1 | Laboratories / week | 1 |
| Course Purpose and Objectives | The purpose of the course is to introduce the students to the basic concepts of computer science and in particular (as a practical lesson) to give students the opportunity to familiarize themselves with the use of computers. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Have theoretical background of computer use (hardware, software) • Understand and use the computer operating system, manage files and folders, and use word processing applications) | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Using the Computer and Managing Files</p> <ul style="list-style-type: none"> • Operating System <ul style="list-style-type: none"> ○ Set up, working with GUI, Windows • Managing Files <ul style="list-style-type: none"> ○ Basic Concepts, Files and folders, cut, copy, paste, delete, restore, search • Utilities <ul style="list-style-type: none"> ○ Compression, Anti-virus • Printing Preparation <p>Word Processing</p> <ul style="list-style-type: none"> • Using the Application <ul style="list-style-type: none"> ○ Working with documents, improving productivity • Document creation • Text input, selection, editing • Formatting <ul style="list-style-type: none"> ○ Text, paragraphs, styles • Objects | | | | |

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| | <ul style="list-style-type: none"> ○ Table creation and formatting, graphical objects ● Printing Preparation <ul style="list-style-type: none"> ○ Configuration, check and printing |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> ● Γουλιθίδης, Χρήστος (2013) Βασικές έννοιες πληροφορικής και επικοινωνιών, Κλειδάριθμος, Αθήνα, ISBN: 978-960-461-533-9. ● Ξαρχάκος, Κωνσταντίνος Ι. (2012) Πλήρης οδηγός για το δίπλωμα ECDL, Αβακας, Αθήνα, ISBN: 9789606789120. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 1, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-2-9. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 2, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-3-6. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 3, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-4-3. <p>English Bibliography</p> <ul style="list-style-type: none"> ● Severance, Charles, Blumenberg, Sue,[etc] (2015) Introduction to networking: how to internet works, Createspace Independent Publishing, ISBN: 978-1511654944 ● McNeil, Patrick (2010) The web designer's idea book: More of the best themes, trends and styles in website desing, How Books, Cincinnati, Ohio, ISBN: 978- 1600619724. ● Shelly, Gary B. (2008) Windows's internet explorer 7: Introductory concepts and techniques, Thomson, USA, ISBN: 978-0-619-20216-3. ● Miller, Michael (2014), Computer basics, Pearson Education, ISBN: 9780789752338. ● White, Ron (2015), How computers work, QUE Publishing, ISBN: 9780789749840. |
| Assessment | <ul style="list-style-type: none"> ● Class Participation 10% ● Assignments / Projects 20% ● Intermediate Written Examination 20% ● Final Written Examination 50% |
| Language | Greek |

6.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | General English I | | | | |
| Course Code | ENGL 101 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st year / 1 st Semester | | | | |
| Teacher's Name | Panteli Maria | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The objective of the course is to introduce and familiarize students with the English language, and further development their writing and oral skills. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know the basic grammatical and syntactical rules of the English language at Pre-Intermediate level; • determine the necessity of the use of the English Language in practicing the profession of Medical Representative; • recognize the basic and elemental vocabulary of the English language at Pre-Intermediate level; • acquire the basic knowledge for the use of the English language in both writing and speaking; • comprehend the necessity of constant and systematic contact with the English language. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Transport, Places in a city, Household chores, Food and Drinks, Cooking methods, natural disasters; • Grammar: Adverbs of manner, Present Simple/ Present Continuous, Stative verbs, Comparisons, infinitive/-ing form; • Vocabulary: Jobs, character adjectives, Hobbies, Sports, Applying for a job; • Grammar: Past Continuous, Past Continuous vs Past Simple, Used to, Past Perfect, Past Perfect Continuous; • Vocabulary: Cultural activities and experiences, travel experiences, the Internet, Types of performances, Types of books, Tourist attractions; • Grammar: Will, going to, Present Continuous/Present Simple with future meaning, time clauses, Conditionals Wishes; • Vocabulary: the weather, extreme activities, types of accommodation, outdoor leisure activities. | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |

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| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Παντελή, Μαρία (2018) Αγγλική ορολογία, KES College. <p>English Bibliography</p> <ul style="list-style-type: none"> • Leith, Sam (2018) Write to the Point: how to be clear, connect, and persuasive on the page, Profile books, ISBN: 9781615194629. • Williams, Phil, Wright, Bob (2014) The English Tenses Practical Grammar Guide, Phil Williams, ISBN: 978-0993180804. • Virginia Evans, Jenny Dooley (2012), Prime Time (Intermediate), Express Publishing. • Cressy, Susan (2008) Illustrated beauty therapy dictionary, Heinemann, Essex, ISBN: 978-0-435449-12-4. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

7.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Greek Language | | | | |
| Course Code | GREK116 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 1 st Semester | | | | |
| Teacher's Name | Christodoulou Andri | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aims of the course is to further develop student's skills in the correct use of the language, both orally and in writing, with emphasis on developing fluency and avoiding common mistakes within the daily professional use of the language. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know and apply the basic grammatical and syntax rules of the Greek language; • realize the importance of the correct use of the Greek language as a communication tool for the fulfillment of their duties as medical representatives; • acquire and use the basic Greek vocabulary required in their professional daily life; • have the basic understanding and prerequisites to use the Greek language correctly both in written and spoken communication; • realize the need for continuous and systematic interaction with the Greek language. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Introduction.</p> <p>The weak points in the language, which reduce the quality of the speech.</p> <p>Typical cases of alterations in demotic Greek.</p> <p>Names</p> <p>Incorrect utilization of nouns</p> <p>Inappropriate application of nouns</p> <p>Nomenclature identification determinations</p> <p>Indefinite article</p> | | | | |

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| | <p>Verbs</p> <p>Incorrect utilization of verbs</p> <p>Verb form of –ντας</p> <p>Frequent errors in the use of the Greek language</p> <p>Basic vocabulary and grammatical rules</p> <p>Foreign words</p> <p>How to use the comma</p> <p>The suffix n (v)</p> <p>The adverbs</p> <p>Incorrect utilization of adverbs</p> <p>Adverbial definitions</p> <p>The effectiveness of speech - Words omissions</p> <p>The referral word ‘που’</p> <p>Refer and analyse articles which are published in the news</p> |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p><i>Greek Bibliography</i></p> <ul style="list-style-type: none"> • Αρβανιτάκης, Κλεάνθης (2015) Επικοινωνήστε ελληνικά 1, Δέλτος, ISBN: 978-960-8464-13-1. • Αρβανιτάκης, Κλεάνθης (2017) Επικοινωνήστε ελληνικά 2, Δέλτος. • Γαβριήλ, Μηνάς (2009), Βελτιώστε τα ελληνικά σας, Ένωση συντακτών Κύπρου, ISBN: 978-9963-685-09-7. • Μαρωνίτης, Δ. Ν. (2013), Εγχειρίδιο της ορθής γραφής, Δημοσιογραφικός Οργανισμός Λαμπράκη, ISBN: 9789605032821. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

8.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Physiology I | | | | |
| Course Co+de | MEDI115 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st year/ 2 nd semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | 0 |
| Course Purpose and Objectives | The course aims to offer in-depth understanding of the physiological processes of the human body and familiarize students with the physiological functions of the cells, organs and the main human systems. Students will gain an understanding of the main elements of physiology of the circulatory, digestive, lymphatic and respiratory systems of the human body. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Outline and describe the general and basic elements of human physiology; • Describe the main processes of the physiology of the circulatory system in the human body; • Describe the main processes of the physiology of the digestive system in the human body; • Describe the main processes of the physiology of the lymphatic system in the human body; • Describe the main processes of the physiology of the respiratory system in the human body; • Describe the main processes of the physiology of the liver and the pancreas in the human body. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>The circulatory system</p> <ul style="list-style-type: none"> • Heart • Blood circulation <p>The main blood vessels</p> <ul style="list-style-type: none"> • Names and locations of the main arteries • The main veins <p>The blood</p> <ul style="list-style-type: none"> • Blood Pressure • Amorphous and amorphous blood components <p>The lymphatic system and spleen</p> | | | | |

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| | <p>The digestive tract and digestion of food</p> <ul style="list-style-type: none"> • Oral cavity (salivary glands and saliva) • The pharynx and the oesophagus • Stomach and gastric digestion • Small intestine and intestinal digestion • Small intestine glands • The large intestine and defecation • The peritoneum <p>The liver, gallbladder and pancreas</p> <p>The Respiratory System/Respiratory routes</p> <ul style="list-style-type: none"> • The lungs • The physiology of breathing • Rhythm and control of breathing |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Guyton, Arthur C. (2017), Ιατρική φυσιολογία: Guyton and Hall, Παρισιάνου Α.Ε., ISBN 978-960-583-175-2. • Βαρσαμίδης, Κωνσταντίνος (2016) Φυσιολογία του ανθρώπου, UniversityStudioPress, Θεσσαλονίκη, ISBN: 978-960-12-2269-1. • Schmid, Robert F. (2010) Συνοπτική φυσιολογία του ανθρώπου, Εκδόσεις Π. Χ. Πασχαλίδης, ISBN: 978-960-489-078-1. • Χανιώτης, Φραγκίσκος Ι. (2009), Φυσιολογία, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN: 978-960-372-1239 • McGeown, J.G. (2009) Συνοπτική φυσιολογία του ανθρώπου, Ιατρικές Εκδόσεις Π. Χ. Πασχαλίδης, ISBN: 978-960-399-665-1. • Τσούνιας, Δημήτρης (2007) Στοιχεία ανατομίας και φυσιολογίας του ανθρώπου, Ιατρικές Εκδόσεις Λίτσας, ISBN: 978-960-372-114-7. • Hansen, John T. (2004), Άτλας βασικών ιατρικών επιστημών: Φυσιολογία του ανθρώπου, Ιατρικές εκδόσεις Π.Χ.Πασχαλίδης, Αθήνα, ISBN: 960-399-152-X. • Χατζημπούγιας, Ιωάννης (2003), Στοιχεία Ανατομικής του Ανθρώπου, 3η Έκδοση, GM Design, Αθήνα, ISBN: 960-7898-02-8. • Tortora, Gerard J. (2007), Φυσιολογία του ανθρώπινου σώματος, Έλλην, Τόμος Α & Β, ISBN: 9789602869536, ISBN: 9789602869170. <p>English Bibliography</p> <ul style="list-style-type: none"> • Oday, Erin, Norris, Maggie A. (2017) Anatomy and physiology for dummies, 3rd edition, ISBN: 978-1119345235. • McKinley, Michael, O'Loughlin, Valerie, Bidle, Theresa (2016) Anatomy and Physiology: An integrative approach, McGraw- Hill Education, ISBN: 9781259255076. |

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| | <ul style="list-style-type: none"> • Waugh, Anne (2010) Ross and Wilson anatomy and physiology in health and illness, Churchill Livingstone, Edinburgh, ISBN: 978-0-7020-3227-1. • Hall, John E. (2016) Guyton and Hall textbook of medical physiology, 13th edition, Saunders, ISBN: 9781455770052. • Wood, Yvonne (2008) Anatomy and physiology: The essential study and revision guide for the write idea, Cambridge, ISBN: 9780955901102. • Tucker, Louise (2009) An introductory guide to Anatomy and Physiology, Ems publishing, London, ISBN: 9781903348284. • Hull, Ruth (2010) Anatomy and physiology: For beauty and complementary therapies, The write idea, Cambridge, ISBN: 978-0-9559011-2-6. • Connor, Jeanine (2006) Anatomy and physiology for therapists, Heinemann, Oxford, ISBN: 978-0-435449-40-7. • Guyton, Arthur C (2006) Textbook of Medical Physiology, Elsevier Saunders, Philadelphia, ISBN: 0-7216-0240-1. • Hall, John E. (2006) Guyton and Hall physiology review, Elsevier Saunders, Edinburgh, ISBN: 0-7216-8307-X. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

9.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Organic Chemistry | | | | |
| Course Code | CHEM106 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 2 nd Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The main objective of the course is for students to acquire basic knowledge of Organic Chemistry with the final result of having the knowledge necessary for the profession of Medical Representative. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> List the main characteristics of the carbon atom; Know the theoretical basis for the creation of organic compounds; Analyze the main properties and characteristics of saturated and unsaturated hydrocarbons; Know and apply the rules of the organic compounds nomenclature; Understand the importance of Organic Chemistry and its relationship with Pharmacy; Understand and explain the chemical basis of hydrocarbons, alcohols, ethers, aldehydes, ketones, amines, organic acids and aromatic compounds; Outline the main points regarding enzymes. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Organic compounds</p> <ul style="list-style-type: none"> Generally for organic compounds Organic compounds Classification of organic compounds Homogeneous rows Generally for isomer General principles of the nomenclature <p>Saturated and Unsaturated Hydrocarbons</p> <ul style="list-style-type: none"> Generally for saturated hydrocarbons Equilibrium of saturated hydrocarbons General alkane properties Unsaturated hydrocarbons – Generally Ethylene Acetylene <p>Alcohols</p> <ul style="list-style-type: none"> Generally for alcohol Alcohol properties | | | | |

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| | <ul style="list-style-type: none"> • Methyl alcohol • Ethyl alcohol • Alcoholic fermentation • Synthetic and denatured alcohol • Glycerin <p>Ethers-Aldehydes-Ketones-Amines</p> <ul style="list-style-type: none"> • Generally for ethers • Generally for carbonyl compounds • Formaldehyde • Acetaldehyde – Acetone • Generally for amines • Urea <p>Organic acids</p> <ul style="list-style-type: none"> • General characteristics of acids • Acetic acid • Other biologically interesting acids <p>Aromatic compounds</p> <ul style="list-style-type: none"> • Generally for aromatic compounds • Benzene and derivatives • Phenol and derivatives • Aromatic amines • Aromatic acids • Polycyclic aromatic systems <p>Enzyme</p> <ul style="list-style-type: none"> • Generally for enzymes • Elementary mechanism of enzymatic activity • Enzyme antagonists or inhibitors • Enzyme classification and designation <p>Enzymes as a diagnostic tool</p> |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Wade, Leroy G. (2018), Οργανική χημεία, Τζιόλα, ISBN 978-960-418-804-8. • Συλλογικό Όργανο, Clayden, Jonathan, Greeves, Nick, Warren, Stuart (2016) Οργανική χημεία, Utopia, Αθήνα, ISBN: 978-618-51732-0-3. • McMurry, John (2015) Οργανική Χημεία, Πανεπιστημιακές Εκδόσεις Κρήτης, ISBN: 978-960-524-054-7. • Κούρτης, Δημήτρης (2008) Οργανική χημεία: βασική θεωρία, χημικές αντιδράσεις, μηχανισμοί, SPIN, Αθήνα, ISBN: 978-960-8250-53-6. • Γεωργάτσος Ι. (2005), Εισαγωγή στη βιοχημεία, εκδ. Γιαχούδη, Θεσσαλονίκη, ISBN: 960-7425-02-2. • Μανουσάκης, Γεώργιος (2015), Χημεία ιατρικών επιστημών, Εκδόσεις Κυριακίδης, ISBN: 9789605990121. |

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| | <ul style="list-style-type: none"> • Σπηλιόπουλος, Ιωακείμ (2008) Βασική οργανική χημεία, Σταμούλης Α.Ε., ISBN:978-960-351-751-1. <p>English Bibliography</p> <ul style="list-style-type: none"> • Barrett-Hill, Florence (2009), Cosmetic Chemistry, Virtual Beauty Corporation, New Zealand, ISBN: 9780473124670. • Voet, Donald (2006), Fundamentals of biochemistry, Wiley, New York, ISBN: 0-471-21495-7. • Housecroft, Catherine E (2006), Chemistry: An introduction to organic, inorganic, and physical chemistry, Pearson Prentice Hall, Harlow, England, ISBN: 0-13-1257567-4. • Patrick, Graham L. (2005), An Introduction to Medicinal Chemistry, Oxford University Press, Oxford, ISBN: 0-19927500-9. • Patrick, Graham (2017), Organic chemistry, Oxford University press, ISBN: 9780198759775. • McMurry, John (2010), Fundamentals of general, organic, and biological chemistry, Pearson Prentice Hall, Upper Saddle River, NJ, ISBN: 978-0-13-815228-4. • Graham, Patrick (2017) Organic Chemistry: a very short introduction, Oxford University Press, ISBN: 978-0198759775. | | | | | | | | |
| Assessment | <table> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td>Assignments / Projects</td> <td>20%</td> </tr> <tr> <td>Intermediate Written Examination</td> <td>20%</td> </tr> <tr> <td>Final Written Examination</td> <td>50%</td> </tr> </table> | Class Participation | 10% | Assignments / Projects | 20% | Intermediate Written Examination | 20% | Final Written Examination | 50% |
| Class Participation | 10% | | | | | | | | |
| Assignments / Projects | 20% | | | | | | | | |
| Intermediate Written Examination | 20% | | | | | | | | |
| Final Written Examination | 50% | | | | | | | | |
| Language | Greek | | | | | | | | |

10.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Introduction to Microbiology | | | | |
| Course Code | MEDI109 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year/ 2 st Semester | | | | |
| Teacher's Name | Sarris Dimitrios | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to introduce students to the basic principles of Microbiology with specific focus on aspects of Microbiology that affect humans. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Understand the structure and classification of micro-organisms; • Understand the basic theory of microscopy and stains used in microbiology; • Know the basic principles of the physiology of pathogenic microorganisms; • Understand the concepts of immunization; • Understand the scientific names and characteristics of the major micro-organisms; • Discuss about pathogenic microorganisms and the transmission of infectious diseases; • Discuss the main differences between the different types of microorganisms. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Introduction, Object and History of Microbiology • Prokaryotic and eukaryotic cells • Classification, Morphology and Structure of Microorganisms • Physiology, Nutrition and Nutrition of Microorganisms (in general) • Colors - Gram stain • Reproduction of bacteria • Host-parasite relationship • Host defense - Immune system • Non-pathogenic micro-organisms • Symbiotic microorganisms | | | | |

- Pathogenic microorganisms
- Physiological flora of the gastrointestinal tract
- Natural flora of the genital system
- Elements of the immune system
- Inflammation
- Phagocytosis
- Antigens
- Cellular immunity
- Chemical immunity
- Antigen-antibody
- Active and passive immunity
- Interferons (IFN)
- Clinical Microbiology
- Gram positive
- Staphylococcus
- Streptococcus
- Listeria
- Bacillus
- Corynebacterium
- Neisseria
- Gram negative bacteria
- Haemophiles
- Enterobacteriaceae
- Vibrios
- Helicobacter pylori
- Mycobacteria and related microorganisms
- Other Gram negative bacteria
- Anaerobic bacteria
- Spirochaetae
- Legionella
- Chlamydia
- Rickettsia
- Fungi
- Parasites
- Protozoa
- Helminths

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| | <ul style="list-style-type: none"> • Antimicrobial therapies and chemotherapeutic agents • Genetic microbes and resistance to antibiotics • Viruses – Bacteriophage • Viruses - Viral infections |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Συλλογικό έργο (2018), Εγχειρίδιο κλινικής μικροβιολογίας, University Studio Press, ISBN 978-960-12-2391-9. • Καγκούνη-Κύρτσου, Αμαλία Δ. (2012) Γενική μικροβιολογία, Σταμούλη Α.Ε., ISBN:978-960-351-904-1. • Καλκάνη-Μπουσιάκου Δρ. Ελένη (2006), Γενική Μικροβιολογία, Εκδόσεις Έλλην, ISBN: 960-286-899-6. • Μαυρίδου, Αθηνά Θ. (2012), Γενική μικροβιολογία, Εκδόσεις Πασχαλίδη, ISBN: 9789604891634. <p>English Bibliography</p> <ul style="list-style-type: none"> • Norman Robert I. (2007), Flesh and Bones of Medical Cell Biology, Publisher Mosby, ISBN: 9780723433675. • Alberts Bruce (2014), Essential Cell Biology, 4th edition, Publisher Garland Science, ISBN: 9780815344551. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

11.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Principles of Marketing | | | | |
| Course Code | MRKT100 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year / 2 nd Semester | | | | |
| Teacher's Name | Kyriakidou Stella | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The course aims at providing the providing students with understanding of the theoretical and practical implementation of the various modern, customer-centered, marketing principles in businesses. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know of the terminology, methods, trends and meanings of marketing; • understand the modern marketing principles and theories and how these are applied nationally and internationally; • be able to apply marketing skills and competencies in their organizations especially with regards to: <ul style="list-style-type: none"> - decisions to be taken for the marketing mix tool; - the steps to be followed for market segmentation; • acquire knowledge of all the ethical and corporate social responsibility issues that companies have to deal with especially in relation to their marketing actions. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Marketing in a changing world</p> <ul style="list-style-type: none"> • The creation of customer value and satisfaction • Strategic planning and the process of marketing • The marketing environment • Marketing information and research • Consumer markets and the buyer behavior process (B2C) • Business markets and the buyer behavior process (B2B) • Market segmentation • Market orientation and targeting for the development of competitive advantages • Strategies for products and services • Development of new products and services and strategies that relate to the different stages of the product life cycle <p>Pricing</p> <ul style="list-style-type: none"> • Factors and approaches for pricing products and services • Pricing strategies • Delivery channels and the management of logistics • Wholesaling and retailing <p>Holistic marketing communication strategy</p> | | | | |

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| | <ul style="list-style-type: none"> • Personal selling • Sales management • Advertising • Public relations <p>Face to face and digital marketing</p> |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek bibliography</p> <ul style="list-style-type: none"> • Πασχαλούδης, Δημήτριος (2018), Εισαγωγή στο μάρκετινγκ, Τζιόλα, ISBN 978-960-418-798-0. • Μαλλιάρης, Πέτρος (2001) Εισαγωγή στο Μάρκετινγκ, Σταμούλη Α.Ε., Αθήνα, ISBN: 9603513679. • Δημητριάδης, Σέργιος (2010), Μάρκετινγκ: Αρχές, Στρατηγικές, Εφαρμογές, Rosili, Αθήνα, ISBN: 9789607745286. • Kotler, Philip (2005), Αρχές του Μάρκετινγκ, Δεύτερη Ευρωπαϊκή Έκδοση, Κλειδάριθμος, Αθήνα, ISBN: 960-209-468-0. • Σιώμκος, Γεώργιος Ι. (2004), Στρατηγικό Μάρκετινγκ, Σταμούλης, Αθήνα, ISBN: 960-351-474-8. • Σιώμκος, Γεώργιος Ι. (2011), Συμπεριφορά καταναλωτή & στρατηγική μάρκετινγκ, Αθ. Σταμούλης, ISBN: 9789603514565. • Αλεξανδρής, Κωνσταντίνος (2016), Αρχές μανάτζμεντ και μάρκετινγκ: Οργανισμών και επιχειρήσεων αθλητισμού και αναψυχής, Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-106-0. <p>English bibliography</p> <ul style="list-style-type: none"> • Pushkov, Sergey (2016) Internet marketing: top 10 most effective strategies, Createspace Independent Publishing, ISBN: 978-1523698394. • Kotler, Philip (2012), Marketing management, Prentice Hall, New Jersey, ISBN: 9780132102926. • Kotler, Philip, Armstrong, Gary (2012) Principles of marketing, Pearson Prentice Hall, New Jersey, ISBN: 9780132167123. • Ferrell, O.C., Hartline, Michael D. (2010) Marketing Strategy, 5th edition, South- Western, ISBN: 978-053846738 |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

12.

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|-------------------------------|--|-----------------|------|---------------------|
| Course Title | Computers II | | | |
| Course Code | COMP128 | | | |
| Course Type | Theoretical and Practical | | | |
| Level | Diploma | | | |
| Year / Semester | 1 st Year / 2 nd Semester | | | |
| Teacher's Name | Pratzioti Sofia | | | |
| ECTS | 2 | Lectures / week | 2 | Laboratories / week |
| Course Purpose and Objectives | The purpose of the course is to introduce students to the basic concepts and their implementation of using a presentation application, e-mailing system, as well as the use and navigation of the Internet to find information through relevant web pages. | | | |
| Learning Outcomes | By the end of the course, students are expected to be able to: <ul style="list-style-type: none"> • Have theoretical and practical background of using a presentation application; • Understand and use the computer for emailing and Internet searching. | | | |
| Prerequisites | None | Required | None | |
| Course Content | <p>Presentations</p> <ul style="list-style-type: none"> • Using the Application <ul style="list-style-type: none"> ◦ Working with presentations, improving productivity • Presentation creation <ul style="list-style-type: none"> ◦ Slide Layout, editing, Master Slide • Formatting <ul style="list-style-type: none"> ◦ Text, lists, styles, tables • Charts <ul style="list-style-type: none"> ◦ Using Charts and Hierarchy / Organisation charts • Objects <ul style="list-style-type: none"> ◦ Inserting – formatting - editing • Printing Preparation <ul style="list-style-type: none"> ◦ Configuration, check and printing <p>Information & Communication</p> <p>Part 1 – Web Browsing</p> <ul style="list-style-type: none"> • The Internet • Concepts, Terms, Safeguards • Using the Web Browser | | | |

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| | <ul style="list-style-type: none"> ○ Basic browsing, settings, navigation, favorites ○ Web results ● Using the Web <ul style="list-style-type: none"> ○ Forms, search ● Web results <ul style="list-style-type: none"> ○ File Storage, preparation and printing <p>Part 2 - Communication</p> <ul style="list-style-type: none"> ● Electronic Communication <ul style="list-style-type: none"> ○ Concepts, terms, safeguards ○ electronic mail application ● Using Email <ul style="list-style-type: none"> ○ Send and receive e-mail, improve productivity ● E-mail management <ul style="list-style-type: none"> ○ Organization, address book |
| Teaching Methodology | <p>The content of this subject will be taught through: presentations, guided discussions with the active participation of students, student individual and team work, as well as the use of a variety of multimedia and other teaching aid as required.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> ● Γουλιθής, Χρήστος (2013) Βασικές έννοιες πληροφορικής και επικοινωνιών, Κλειδάριθμος, Αθήνα, ISBN: 978-960-461-533-9. ● Ξαρχάκος, Κωνσταντίνος Ι. (2012) Πλήρης οδηγός για το δίπλωμα ECDL, Άβακας, Αθήνα, ISBN: 9789606789120. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 1, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-2-9. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 2, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-3-6. ● Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 3, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-4-3. <p>English Bibliography</p> <ul style="list-style-type: none"> ● Severance, Charles, Blumenberg, Sue,[etc] (2015) Introduction to networking: how to internet works, Createspace Independent Publishing, ISBN: 978-1511654944 ● McNeil, Patrick (2010) The web designer's idea book: More of the best themes, trends and styles in website desing, How Books, Cincinnati, Ohio, ISBN: 978- 1600619724. ● Shelly, Gary B. (2008) Windows's internet explorer 7: Introductory concepts and techniques, Thomson, USA, ISBN: 978-0-619-20216-3. ● Miller, Michael (2014), Computer basics, Pearson Education, ISBN: 9780789752338. ● White, Ron (2015), How computers work, QUE Publishing, ISBN: 9780789749840. |

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| Assessment | <ul style="list-style-type: none">• Class Participation 10%• Assignments / Projects 20%• Intermediate Written Examination 20%• Final Written Examination 50% |
| Language | Greek |

13.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | General English II | | | | |
| Course Code | ENGL 112 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st year / 2 nd Semester | | | | |
| Teacher's Name | Panteli Maria | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The objective of the course is the investigation of the knowledge of the English language (beyond the Pre-Intermediate Level) by the students and the further development of the skills of the language use in both oral and written form. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know the basic grammatical and syntactical rules of the English language at Intermediate level; • determine the necessity of the use of the English Language in practicing the profession of Medical Representative; • recognize the basic and elemental vocabulary of the English language at Intermediate level; • acquire the basic knowledge and presumptions for the use of the English language in both writing and speaking; • comprehend the necessity of constant and systematic contact with the English language. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Grammar: Modal Verbs, Past modals, Relative clauses • Vocabulary: Health problems and technology, illnesses, remedies and solutions, Phobias and fears • Grammar: Present Perfects vs Past Simple, Present Perfect Continuous • Vocabulary: Gestures and Body Language Bad habits, Cultural differences, Physical appearance and character, cultural traditions and customs • Grammar: the passive, the causative, reflexive pronouns, reported speech • Vocabulary: Crime and technology, cyber crime, types of art, Politics | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <ul style="list-style-type: none"> • Leith, Sam (2018) Write to the Point: how to be clear, connect, and persuasive on the page, Profile books. • Williams, Phil, Wright, Bob (2014) The English Tenses Practical Grammar Guide, Phil Williams, ISBN: 978-0993180804 | | | | |

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| | <ul style="list-style-type: none"> • Virginia Evans, Jenny Dooley (2012), Prime Time (Intermediate), Express Publishing. • Παντελή, Μαρία (2018) Αγγλική ορολογία, KES College. • Cressy, Susan (2008) Illustrated beauty therapy dictionary, Heinemann, Essex, ISBN: 978-0-435449-12-4. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

14.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Medical Greek Terminology | | | | |
| Course Code | GREK106 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st year/ 1 st semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to familiarise students with the relative terminology and develop both their verbal and written skills, to be able to understand and explain medical terminologies and circumstances likely to be encountered in the medical environment. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Understand the Medical terminology in Greek; • Understand and explain the main scientific vocabulary related to the anatomy of the human body, human skin, aseptic procedures, the first aid department, hospital chambers, the process of breathing and blood circulation (pulses); • Provide effective and correct scientific communication in Greek for issues related to pharmaceutical practices. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Greek Terminology and definitions for:</p> <p>Respiratory</p> <p>Cardiovascular system</p> <p>Digestive system</p> <p>Nervous system</p> <p>Endocrine System</p> <p>Reproductive system</p> <p>Urinary system</p> <p>Diabetes</p> <p>Cancer</p> <p>Bones</p> <p>Skin, Eye, Ear</p> | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a | | | | |

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| | variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πανουτσόπουλος, Γεώργιος Ι. (2016) Αγγλική ορολογία για επιστήμονες υγείας, Δίσιγμα, ISBN: 978-960-9495-93-6. • Κουσουρής, Παύλος (2014) Μέγα σύγχρονο γερμανοελληνικό λεξικό ιατρικής ορολογίας, Αγγελάκη Εκδόσεις, ISBN: 978-618-5011-66-6. • Αποστολίδης, Πάνος Δ. (2010), Ιπποκρατική ιατρική ορολογία, Παρασκήνιο, ISBN: 978-960-8342-85-9 • Davey, Patrick (2006), Παθολογία με μια Ματιά, Επιστημονικές Εκδόσεις Παρισιάνου Α.Ε., Αθήνα, ISBN: 960-394-399-1. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

15.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Elements of Biotechnology | | | | |
| Course Code | PHRM102 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 1 st Year/ 2 st Semester | | | | |
| Teacher's Name | Georgiou Marina | | | | |
| ECTS | 2 | Lectures / week | 1 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to provide students with a general understanding of the modern achievements of Biotechnology and its relevant concepts as well as their practical application. | | | | |
| Learning Outcomes | By the end of the course, students are expected to be able to: <ul style="list-style-type: none"> • Recognize and describe the main methods used in modern biotechnology; • Identify practical applications of the achievements of Biotechnology; • Identify the advantages and limitations of Biotechnology. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Chromosomes and extrachromosomal prokaryotic cell elements • Genotype and phenotype (Genotype, Phenotype) • Genes and Cistrons • Mutations • Eukaryotic cell chromosomes • Mitosis • Meiosis • Principles of genetics • Restriction enzymes • Hybridization of nucleic acids • Cloning of DNA • Determination of the nucleotide sequence of cloned fragments • PCR method • Electrophoresis | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |

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| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Καλημέρης, Δημήτριος Π. (2018), Η "επική" καθημερινότητα της σύγχρονης βιοτεχνολογίας: Μελέτες αφηγηματικής βιοηθικής, Σμίλη, ISBN 978-960-6880-91-9. • Lesk, Arthur M. (2017) Εισαγωγή στη γονιδιωματική, Υτορία, ISBN: 978-618-5173-18-0. • Τριανταφυλλίδης, Κωνσταντίνος Δ. (2017) Οικονομία - δίκαιο στη Βιολογία: Έμφαση στη βιοτεχνολογία, Εκδόσεις Κυριακίδη, ISBN: 978-960-599-017-6. • Lieberman, Daniel E. (2015) Η ιστορία του ανθρώπινου σώματος: υγεία, ασθένεια, και φυσική επιλογή: το νέο εξελικτικό πεδίο της ιατρικής, Κάτοπτρο, ISBN: 978-618-5111-41-0. • Χατζημόσχου, Αθανάσιος, Οικονομικός, Νικόλαος, Μαυρομματίδης, Βασίλειος (2015) Βιολογία γενικής παιδείας, Smart Lean, ISBN: 978-960-99508-3-1. • Λιακοπούλου - Κυριακίδου Μαρία (2004), Βιοτεχνολογία με στοιχεία βιοχημικής μηχανικής, Εκδόσεις Ζήτη, Θεσσαλονίκη, ISBN: 960-431-900-0. • Χατζηαντωνίου Α. (2004), Βιολογία: Η μελέτη της ζωής, Εκδόσεις Σταμούλη, Αθήνα, ISBN: 960-3515-47-7. <p>English Bibliography</p> <ul style="list-style-type: none"> • Crowe, Jonathan, Brandshaw, Tony (2014) Chemistry for the biosciences: The essential concepts, 3rd edition, OUP Oxford, ISBN: 978- 0199662886. • Papachristodoulou, Despo, Snape, Alison, Elliot, William E. (2014) Biochemistry and Molecular Biology, 5th edition, OUP Oxford, ISBN: 978-0199609499. • Norman Robert I. (2007), Flesh and Bones of Medical Cell Biology, Publisher Mosby, ISBN: 978-0723433675. • Alberts Bruce (2014), Essential Cell Biology, Publisher Garland Science, ISBN: 9780815344551. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

16.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Physiology II | | | | |
| Course Code | MEDI202 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd year/ 3 rd semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of this course is to familiarize the students with the main elements of physiology of the nervous, endocrine, urinary and genital (reproductive) systems in the human body. The concepts of metabolism and the physiology of human sensory organs are also addressed. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Outline and describe the basic elements of human metabolism and homeostasis; • Describe the main processes of physiology of the nervous, urinary, reproductive, endocrine and sensory organs in the human body; • Describe the main processes of the urinary system physiology in the human body; • Describe the main processes of the reproductive system physiology in the human body; • Describe the main processes of physiology of sensory organs in the human body; <ul style="list-style-type: none"> • Describe the main processes of physiology of the endocrine system in the human body. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Metabolism</p> <ul style="list-style-type: none"> • Metabolism of carbohydrates • Metabolism of proteins • Maintaining body temperature <p>The endocrine system</p> <ul style="list-style-type: none"> • Pituitary gland • The thyroid gland • Parathyroid glands • Adrenal glands • Pancreas (exocrine and endocrine fate) | | | | |

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| | <p>The skin</p> <ul style="list-style-type: none"> • Skin functions <p>The urinary system</p> <ul style="list-style-type: none"> • Kidney function <p>The organs of the reproductive system</p> <ul style="list-style-type: none"> • Female reproductive organs • The mammary glands • The urogenital tract in the male • Playback <p>The nervous system</p> <ul style="list-style-type: none"> • Cerebrospinal nervous system (CNS and PNS) • The Autonomic Nervous System (Sympathetic and Parasympathetic) <p>Organs of special sensation</p> <ul style="list-style-type: none"> • Olfaction -sense of smell • Eye - Vision • Ear - Hearing • Skin - Touch, pressure, pain • Flavors - Taste |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Guyton, Arthur C. (2017), Ιατρική φυσιολογία: Guyton and Hall, Παρισιάνου Α.Ε., ISBN 978-960-583-175-2. • Βαρσαμίδης, Κωνσταντίνος (2016) Φυσιολογία του ανθρώπου, UniversityStudioPress, Θεσσαλονίκη, ISBN: 978-960-12-2269-1. • Schmid, Robert F. (2010) Συνοπτική φυσιολογία του ανθρώπου, Εκδόσεις Π. Χ. Πασχαλίδης, ISBN: 978-960-489-078-1. • Χανιώτης, Φραγκίσκος Ι. (2009), Φυσιολογία, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN: 978-960-372-1239 • McGeown, J.G. (2009) Συνοπτική φυσιολογία του ανθρώπου, Ιατρικές Εκδόσεις Π. Χ. Πασχαλίδης, ISBN: 978-960-399-665-1. • Τσούνιας, Δημήτρης (2007) Στοιχεία ανατομίας και φυσιολογίας του ανθρώπου, Ιατρικές Εκδόσεις Λίτσας, ISBN: 978-960-372-114-7. • Hansen, John T. (2004), Άτλας βασικών ιατρικών επιστημών: Φυσιολογία του ανθρώπου, Ιατρικές εκδόσεις Π.Χ.Πασχαλίδης, Αθήνα, ISBN: 960-399-152-X. • Χατζημπούγιας, Ιωάννης (2003), Στοιχεία Ανατομικής του Ανθρώπου, 3η Έκδοση, GM Design, Αθήνα, ISBN: 960-7898-02-8. • Tortora, Gerard J. (2007), Φυσιολογία του ανθρώπινου σώματος, Έλλην, Τόμος Α & Β, ISBN: 9789602869536, ISBN: 9789602869170. <p>English Bibliography</p> |

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| | <ul style="list-style-type: none"> • O'dya, Erin, Norris, Maggie A. (2017) Anatomy and physiology for dummies, 3rd edition, ISBN: 978-1119345235. • McKinley, Michael, O'Loughlin, Valerie, Bidle, Theresa (2016) Anatomy and Physiology: An integrated approach, McGraw- Hill Education, ISBN: 9781259255076. • Waugh, Anne (2010) Ross and Wilson anatomy and physiology in health and illness, Churchill Livingstone, Edinburgh, ISBN: 978-0-7020-3227-1. • Hall, John E. (2016) Glynton and Hall Textbook of Medical Physiology, 13th edition, Saunders, ISBN: 9781455770052. • Wood, Yvonne (2008) Anatomy and physiology: The essential study and revision guide for the write idea, Cambridge, ISBN: 9780955901102. • Tucker, Louise (2009) An introductory guide to Anatomy and Physiology, Ems publishing, London, ISBN: 9781903348284. • Hull, Ruth (2010) Anatomy and physiology: For beauty and complementary therapies, The write idea, Cambridge, ISBN 978-0-9559011-2-6. • Connor, Jeanine (2006) Anatomy and physiology for therapists, Heinemann, Oxford, ISBN: 978-0-435449-40-7. • Guyton, Arthur C (2006) Textbook of Medical Physiology, Elsevier Saunders, Philadelphia, ISBN: 0-7216-0240-1. • Hall, John E. (2006) Guyton & Hall physiology review, Elsevier Saunders, Edinburgh, ISBN: 0-7216-8307-X. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

17.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Chemistry of Pharmaceutical and Natural Products | | | | |
| Course Code | CHEM201 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 3 rd Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course to educate students of the basic chemical characteristics of substances used in pharmacy. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> List the main chemical characteristics of compound groups used in pharmacy; know the theoretical basis of the principles of nuclear chemistry; analyze the main properties and characteristics of trace elements; Understand and explain the chemical basis of antibiotics, alkaloids, vitamins, drugs for digestive, nervous and circulatory disorders, analgesics and steroids; List and describe the main chemical characteristics of natural products such as amino acids, peptides, proteins, sugars, terpenes, fats and nucleic acids. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Antibiotics-Alkaloids-Vitamins Drugs for circulatory system diseases NSAIDs and analgesics Benzodiazepines and drugs that act on the nervous system Steroids Chemistry of Natural Products Nuclear Chemistry Elements Trace elements in human health</p> | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> Πουλή, Νικολαΐς (2018), Μαθήματα φαρμακευτικής χημείας: Κατασταλτικά ΚΝΣ - ψυχοφάρμακα, αντιϊσταμινικά, βιταμίνες, | | | | |

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| | <p>αντιβακτηριακά φάρμακα, Παρισιάνου Α.Ε., ISBN 978-960-583-252-0.</p> <ul style="list-style-type: none"> • Nahar, Lutfun (2015), Στοιχεία χημείας για φαρμακοποιούς: Γενική χημεία, οργανική χημεία και χημεία φυσικών προϊόντων, Παρισιάνου Α.Ε., ISBN 978-960-583-032-8. • Συλλογικό Όργανο, Clayden, Jonathan, Greeves, Nick, Warren, Stuart (2016) Οργανική χημεία, Υτορία, Αθήνα, ISBN: 978-618-51732-0-3. • Μανουσάκης, Γεώργιος (2015) Χημεία Ιατρικών Επιστημών, Εκδόσεις Κυριακίδης, ISBN: 978-960-599-012-1 • Ρέκκας, Α.Ε., Κουρουνάκης, Π.Ν. (2015) Φαρμακευτική χημεία: φάρμακα που δρουν στο κεντρικό νευρικό σύστημα, Φωτεινή Χατζηπάντου, ISBN: 978-960-98594-7-9. • Γερονικάκη, Αθηνά (2013) Ορμόνες, φαρμακευτική χημεία, Ζυγός, ISBN: 978-960-8065-98-7. • Κούρτης, Δημήτρης (2008) Οργανική χημεία: βασική θεωρία, χημικές αντιδράσεις, μηχανισμοί, SPIN, Αθήνα, ISBN: 978-960-8250-53-6. • Γεωργάτσος Ι. (2005), Εισαγωγή στη βιοχημεία, εκδ. Γιαχούδη, Θεσσαλονίκη, ISBN: 960-7425-02-2. • Μανουσάκης, Γεώργιος (2015), Χημεία ιατρικών επιστημών, Εκδόσεις Κυριακίδης, ISBN: 9789605990121. <p>English Bibliography</p> <ul style="list-style-type: none"> • McMurry, John, Ballantine, David S. [etc] (2010), Fundamentals of general, organic, and biological chemistry, 6th edition, Pearson Prentice Hall, Upper Saddle River, NJ, ISBN: 978-0-13-815228-4. • Barrett-Hill, Florence (2009), Cosmetic Chemistry, Virtual Beauty Corporation, New Zealand, ISBN: 9780473124670. • Voet, Donald (2006), Fundamentals of biochemistry, Wiley, New York, ISBN: 0-471-21495-7. • Housecroft, Catherine E (2006), Chemistry: An introduction to organic, inorganic, and physical chemistry, Pearson Prentice Hall, Harlow, England, ISBN: 0-13-1257567-4. • Patrick, Graham L. (2005), An Introduction to Medicinal Chemistry, Oxford University Press, Oxford, ISBN: 0-19927500-9. • Champe, Pamela C. (2005), Biochemistry, Lippincott Williams & Wilkins, Philadelphia, ISBN: 0-7817-2265-9. • Gaw, Allan (2013), Clinical biochemistry, Churchill Livingstone, Edinburgh, ISBN: 9780702051791. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

18.

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|-------------------------------|--|-----------------|------|--------------------|---|
| Course Title | Pharmacology I | | | | |
| Course Code | PHRM203 | | | | |
| Course type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2o Year / 3o Year | | | | |
| Teacher's name | Filippou Elli | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories/ week | 0 |
| Course Purpose and Objectives | The course's aim is to introduce the science of Pharmacology to the students, preparing them for future clinical practice. The students will get to know the various categories and mechanisms of action of medicines that are used for the management of inflammation, pain, basic diseases of the nervous, cardiovascular, digestive and respiratory system. | | | | |
| Learning outcomes | By the end of the course, students are expected to be able to: <ul style="list-style-type: none"> • the basic principles of Pharmacology; • the medical use (mainly indications and mechanism of action) of drugs (active compounds) that act on the autonomic nervous system; • the medical use (mainly indications and mechanism of action) of drugs (active compounds) that act on the Central Nervous System (CNS); • the medical use (mainly indications and mechanism of action) of drugs (active compounds) that act on the cardiovascular, renal and digestive system as well as, the main actions of vitamins. | | | | |
| Prerequisites | None | Required | None | | |
| Course content | <p>Basic principles of pharmacology:</p> <ul style="list-style-type: none"> • Pharmacodynamics – effects of the drug on specific sites (receptors, second messengers, signaling mechanisms) • Routes of drug administration • Pharmacokinetics: Absorption, distribution, metabolism, and elimination • Half-life and bioavailability • Side effects and interactions <p>Drugs that act on the Autonomic Nervous system:</p> <ul style="list-style-type: none"> • The Autonomic Nervous System • Cholinergic transmission: cholinoreceptor- activating and blocking drugs • Adrenergic transmission: Adrenoreceptor agonist and antagonist drugs | | | | |

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| | <p>Drugs that act on the Central Nervous System:</p> <ul style="list-style-type: none"> • Therapy of Parkinson's disease • Anxiolytics and Sedative-Hypnotic drugs • Antidepressant agents • Antipsychotic agents (Schizophrenia) • Opioid analgesics and antagonists • Medications for the management of epilepsy - antiseizure drugs • CNS stimulants • General Anaesthetics and local anaesthetics <p>Drugs that act on the Cardiovascular system:</p> <ul style="list-style-type: none"> • Drugs used in Heart failure • Agents used in cardiac Arrhythmias • Vasodilators and the treatment of Angina Pectoris • Antihypertensive agents • Drugs used to treat diseases of the blood (drugs used in disorders of coagulation, anticoagulants, antiplatelet agents, fibrinolytic drugs, drugs used in bleeding disorders, agents used in anemias) • Agents used in hyperlipidemia <p>Drugs that act on the renal system:</p> <ul style="list-style-type: none"> • Diuretic agents <p>Drugs that act on the digestive system - gastrointestinal tract:</p> <ul style="list-style-type: none"> • Proton pump inhibitors (PPIs) • H2-histamine receptor antagonists • Antacids • Antidiarrheal agents • Laxatives • Antiemetic agents • Vitamins |
| Teaching methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Τσιφτσόγλου, Αστέριος (2018), Επίτομη μοριακή και κλινική φαρμακολογία: Βασικές αρχές της δράσης των φαρμάκων, University Studio Press, ISBN 978-960-12-2394-0. • Αρτούρος Ισσέγιεκ (2016), Φαρμακολογία I, KES College. • Edmunds, MarilynW. (2003) Εισαγωγή στην κλινική φαρμακολογία, 3η έκδοση, Παρισιάνου Α.Ε., ISBN 9603941573. • Rang, H. P. & Dale, M. M. (2013) Φαρμακολογία, Παρισιάνου Α.Ε., ISBN: 9789603949237. • Ιατρικές Εκδόσεις Λίτσας (2011), Ιατροφαρμακευτικός Οδηγός, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN 978-9603721024. |

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| | <ul style="list-style-type: none"> • Katzung, Bertram G. (2009), Βασική και κλινική φαρμακολογία, Αθήνα, Ιατρικές Εκδόσεις Π.Χ. Πασχαλίδης, ISBN: 978-960-399-816-7. • Μαρσέλος, Μάριος (2009), Ιατρική Φαρμακολογία: Ερωτήσεις και Απαντήσεις, Εκδόσεις Gutenberg, Αθήνα, ISBN: 9789600112955. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία I: Γενική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-28-3. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία II: Ειδική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-29-1. • Mycek, MaryJ. &Harvey, RichardA. (2007), Φαρμακολογία, 3η έκδοση, Παρισιάνου, ISBN: 978-960-394-502-4. • Raffa, Robert B. (2007), Άτλας βασικών Ιατρικών Επιστημών: Φαρμακολογία, Αθήνα, Ιατρικές Εκδόσεις Π.Χ. Πασχαλίδης, ISBN 960-399-152-X. <p>English Bibliography</p> <ul style="list-style-type: none"> • Wiffen, Philip, Mitchell, Marc, Snelling, Melanie, Stoner, Nicola (2017) Oxford handbook of Clinical Pharmacy, 3rd edition, OUP Oxford, ISBN: 978-0198735823. • Katzung, Bertram G., Trevor, Anthony I. (2007) Basic and Clinical Pharmacology, 13th edition, McGraw-Hill Education/Medical, ISBN: 9780071451536. • Roach, Sally S. (2008) Introductory clinical pharmacology, Lippincott Williams & Wilkins, Philadelphia, ISBN: 9780781775953. • Katzung, Bertram G. (2007) Basic and clinical pharmacology, Lange Medical Books/McGraw Hill, New York, ISBN: 9780071451536. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

19.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Consumer behavior | | | | |
| Course Code | MRKT207 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 3 rd Semester | | | | |
| Teacher's Name | Kyriakidou Stella | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The purpose of the course is for the students to understand the principles, definitions and theories of different behavioral sciences. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Acquire knowledge of the terminology, methods, trends and meanings of consumer behavior; • Understand the fundamental issues related to the modern principles and theories of consumer behavior both with regard to national and international marketing; • Know all the methods for customer satisfaction and detainment; <p>Create the basis for further studies with regard to consumer behavior.</p> | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Introduction to Consumer Behavior: The study and research of consumer behavior • The consumer decision making process: Elements that have to be included in the consumer decision making process and the examination of information regarding brand appraisal • Consumer perceptions and strategic marketing: Selective perception functions and perceptual mapping • Consumer understanding and involvement: product placing, marketing strategies and low to high consumer involvement • The design, measurement and change of trends: theories of adjustment and measurement of attitudes and the relationship between behavior and attitude • Consumer demographic characteristics: The major demographic trends and methods of analyzing them for marketing purposes • Consumer psychographic characteristics: Life typologies and value systems • Market segmentation and product placement <p>Consumer behavior research: methodologies for data collection; the impact of culture and social classes; effect of groups and teams; situation effects;</p> | | | | |

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| | marketing communication and advertisement; customer satisfaction and detainment |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Solomon, Michael R. (2018), Συμπεριφορά καταναλωτή: Αγοράζοντας, έχοντας και ζώντας, Τζιόλα, ISBN 978-960-418-811-6. • Μπάλας, Γεώργιος, Παπασταθοπούλου, Πολίνα (2013) Συμπεριφορά καταναλωτή, 2η έκδοση, Εκδοτικός Οίκος Rosili, ISBN: 978-960-7745-30-9. • Μαλλιάρης, Πέτρος (2001) Εισαγωγή στο Μάρκετινγκ, Σταμούλη Α.Ε., ISBN: 9603513679. • Σιώμκος, Γεώργιος Ι. (2011), Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ, 3η έκδοση, Εκδόσεις Σταμούλη, Αθήνα, ISBN: 978-9603514565. • Δημητριάδης, Σέργιος (2010), Μάρκετινγκ: Αρχές, Στρατηγικές, Εφαρμογές, Rosili, Αθήνα, ISBN: 9789607745286. • Αλεξανδρής, Κωνσταντίνος (2016), Αρχές μανάτζμεντ και μάρκετινγκ: Οργανισμών και επιχειρήσεων αθλητισμού και αναψυχής, Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-106-0. <p>English Bibliography</p> <ul style="list-style-type: none"> • Solomon, Michael R., Bamossy, Gary, [etc] (2016) Consumer Behavior: A European perspective, 6th edition, Pearson, ISBN: 978-1292116722. • Solomon R. Michael (2012), Consumer Behavior, Prentice Hall, 10th edition, ISBN: 9780132671842. • Schiffman G. Leon & Kanuk, Lazar Leslie (2010), Consumer Behavior, 10th edition, Prentice Hall, ISBN: 0137006705. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

20.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Public Relations II | | | | |
| Course Code | PURE200 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 3 rd Semester | | | | |
| Teacher's Name | Moti Vasiliki | | | | |
| ECTS | 2 | Lectures / week | 1 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to further understand and analyze the concepts related to public relations and enhance students' familiarity with the organization of public relations in the modern internal and external professional environment. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Distinguish the different public relations types of audience categories; • Understand the way different mass media function; • Appreciate the relationship between public relations and mass media; • Understand the process of designing business documents and appreciate their role within the internal environment; • Appreciate the importance of internal communication as well as the techniques for internal public relations; • Organize public relations programs and appraise their results; • Understand the basic public relations deontological principles. | | | | |
| Prerequisites | PURE102 | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Public and market types within public relations • Mass media and social media • Private / internal means of communication especially with regard to the management of employees • Budget planning for public relations • Organization of public relations programs • Public relations deontological principles <p>Understanding the appraising public relations performance</p> | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Morris, Trevor (2017), Σύγχρονες δημόσιες σχέσεις, Κλειδάριθμος, ISBN: 9789604617739. | | | | |

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| | <ul style="list-style-type: none"> • Αλβανός, Ραϋμόνδος (2016) Δημόσιες σχέσεις: θεωρία και πρακτική της επαγγελματικής επικοινωνία, Επίκεντρο, Θεσσαλονίκη, ISBN:978-960-458-674-5. • Cameron, WilcoxD. (2014) Δημόσιες σχέσεις: στρατηγικές και τακτικές, 10η έκδοση, Εκδοτικός Όμιλος ΙΩΝ, ISBN: 978-960-508-153-9. • Παπαλεξανδρή, Νάνσυ Α. (2014) Οι δημόσιες σχέσεις: η λειτουργία της επικοινωνίας στους σύγχρονους οργανισμούς, Ε. Μπέου, Αθήνα, ISBN: 978-960-359-112-2. • Jefkins, Frank (2008), Δημόσιες Σχέσεις, Κλειδάριθμος, Αθήνα, ISBN: 960-209-235-1. • Μαγνησάλης, Κώστας Γ. (2004), Οι δημόσιες σχέσεις του γιατρού, Interbooks, ISBN: 9603901369. • Wilcox, Dennis L. (2014), Δημόσιες σχέσεις: Στρατηγικές και τεχνικές, Ιων, ISBN: 9789605081539. <p>English Bibliography</p> <ul style="list-style-type: none"> • Tench, Ralph (2017) Exploring Public Relations: global strategic communications, 4th edition, Pearson, ISBN: 978-1292112182. • Smith, Ron (2014) Public Relations: the basics, ISBN: 978-0415675833. • Heath, Robert L. (2006), Today's public relations, Sage publications, London, ISBN: 1-4129-2635-1 • Knapp, Mark L. (2005), Interpersonal communication and human relationships, Pearson Allyn and Bacon, ISBN: 0-205-41493-1. • Gregory, Anne (2004), Public Relations in Practice, Kogan Pages, London, ISBN: 0-7494-3381-7. <p>Websites</p> <ul style="list-style-type: none"> • Public Relations Society of America: http://www.prsa.org • Chartered Institute of Public Relations UK: http://www.cipr.org.uk |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

21.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course title | Principles of Pharmaceutical Technology | | | | |
| Course code | PHRM200 | | | | |
| Course type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 ^o Year / 3 ^o Semester | | | | |
| Teacher's name | Ziambara Ioli | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | This course is aiming to introduce students to the wide variety of different dosage forms of medicines and pharmaceutical products used in the pharmaceutical practice, along with information on their physicochemical and pharmaceutical texture. | | | | |
| Learning outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Point out, compare and describe the various dosage forms; • understand the theoretical background of the advances in dosage form manufacturing technology; • make correct use (application) of dosage forms; • point out the advantages and disadvantages of each dosage form; • use correctly the basic pharmaceutical and technological equipment and be aware of the needs for their maintenance; • Understand the precautions in dosage forms storage; • know of the abbreviations used in the pharmaceutical practice. | | | | |
| Prerequisites | None | Required | None | | |
| Course content | <p>Natural phenomena that influence the solid pharmaceutical dosage forms</p> <p>Pulverization and solid mixing</p> <p>Drying</p> <p>Dissolution</p> <p>Filtration</p> <p>Sterilization</p> <p>Tablets</p> <ul style="list-style-type: none"> • Preparation • Granulation • Different types of compressed tablets • Coating of tablets <p>Capsules</p> <ul style="list-style-type: none"> • Hard-shell capsules and soft-shell capsules • Preparation method | | | | |

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| | <p>Aqueous pharmaceutical solutions</p> <ul style="list-style-type: none"> • Aromatic waters • Syrups <p>Suspensions and Emulsions</p> <ul style="list-style-type: none"> • Preparation and pharmaceutical use • Emulsifying agents <p>Suppositories; Ointments and cremes; Aerosols; Ophthalmic preparations; Solutions for injection</p> | | | | | | | | |
| Teaching methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> | | | | | | | | |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Perrie, Yvonne (2016), Φαρμακευτική τεχνολογία: Μεταφορά και στοχευμένη δράση φαρμάκων, Παρισιάνου Α.Ε., ISBN 978-960-583-091-5. • Μπαλτζίδης, Αναστάσιος (2012), Στοιχεία Φαρμακευτικής Τεχνολογίας, KES COLLEGE. • Παπαιωάννου Γεώργιος Θ. (2007), Φαρμακευτική Τεχνολογία Ι, Επιστημονικές εκδόσεις Παρισιανού Α.Ε., ISBN: 9789603944874. • Μανουσάκης, Γεώργιος (2015) Χημεία Ιατρικών Επιστημών, Εκδόσεις Κυριακίδης, ISBN: 978-960-599-012-1 • Ebbing, DarrellD., Gammon, StevenD., (2014) Σύγχρονη Γενική Χημεία: αρχές και εφαρμογές, 10η έκδοση, Εκδόσεις Τραυλός, ISBN 978-618-5061-02-9. <p>English Bibliography</p> <ul style="list-style-type: none"> • Hansen, Steen H. (2012) Introduction to the Pharmaceutical Chemical Analysis, Wiley-Blackwell, ISBN: 978-0470661222. • Pandit, Nita K. (2007) Introduction to the Pharmaceutical Sciences, Publisher Lippincott Williams and Wilkins, ISBN: 0781744784. • Macheras, Panos (2006) Modeling in Biopharmaceutics, Pharmacokinetics and Pharmacodynamics: Homogeneous and Heterogeneous Approaches (Interdisciplinary Applied Mathematics), Springer, New York, ISBN: 0387281789. • Jacobs, Terry. (2005) Good Design Practices for GMP Pharmaceutical Facilities (Drugs & the Pharmaceutical Sciences S.), Publisher Taylor & Francis, ISBN: 0824754638. | | | | | | | | |
| Assessment | <table border="0"> <tr> <td>• Class Participation</td> <td>10%</td> </tr> <tr> <td>• Assignments / Projects</td> <td>20%</td> </tr> <tr> <td>• Intermediate Written Examination</td> <td>20%</td> </tr> <tr> <td>• Final Written Examination</td> <td>50%</td> </tr> </table> | • Class Participation | 10% | • Assignments / Projects | 20% | • Intermediate Written Examination | 20% | • Final Written Examination | 50% |
| • Class Participation | 10% | | | | | | | | |
| • Assignments / Projects | 20% | | | | | | | | |
| • Intermediate Written Examination | 20% | | | | | | | | |
| • Final Written Examination | 50% | | | | | | | | |
| Language | Greek | | | | | | | | |

22.

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|-------------------------------|---|----------|------|------|---|
| Course Title | English Medical Terminology | | | | |
| Course Code | MEDI208 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 3 rd Semester | | | | |
| Teacher's Name | Panteli Maria | | | | |
| ECTS | 2 | ECTS | 2 | ECTS | 2 |
| Course Purpose and Objectives | The purpose of the course is for students to be acquainted with the Greek medical terminology in the healthcare sector and to develop their oral and writing skills so they can comprehend and provide clarification where needed. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know of the English medical vocabulary; • explain the scientific vocabulary associated to the: anatomy of the human body, skin, aseptic procedures, first aid sector, hospital departments, respiratory system and circulatory system; • communicate and apply the correct scientific terminology in the healthcare sector. | | | | |
| Prerequisites | ENGL101 ENGL112 | Required | None | | |
| Course Content | <p><u>Medical Terminology:</u></p> <p>Parts of the body Respiratory System Circulatory System Digestive System Common abbreviations Bones Skin Nervous System Endocrine System Reproductive System Urinary System Diabetes Cancer Heart Disease Neurology</p> | | | | |

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| | <p>Diabetes</p> <p>Cancer</p> <p>Heart Disease</p> <p>Traumatic Injuries</p> <p>Infections</p> <p>Surgery</p> | | | | | | | | |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> | | | | | | | | |
| Bibliography | <ul style="list-style-type: none"> • Virginia Evans, Jenny Dooley, Trang M. Tran, M.D., (2012), Career Paths: Medical Express Publishing. • Gylys, Barbara A. (2011), Medical terminology express: A short-course approach by body system, F.A. Davis Company, ISBN: 9780803626096. • Frucht, Suzanne S. (2017) Medical terminology: get connected, Pearson, ISBN: 9780134318134. | | | | | | | | |
| Assessment | <table border="0"> <tr> <td>• Class Participation</td> <td>10%</td> </tr> <tr> <td>• Assignments / Projects</td> <td>20%</td> </tr> <tr> <td>• Intermediate Written Examination</td> <td>20%</td> </tr> <tr> <td>• Final Written Examination</td> <td>50%</td> </tr> </table> | • Class Participation | 10% | • Assignments / Projects | 20% | • Intermediate Written Examination | 20% | • Final Written Examination | 50% |
| • Class Participation | 10% | | | | | | | | |
| • Assignments / Projects | 20% | | | | | | | | |
| • Intermediate Written Examination | 20% | | | | | | | | |
| • Final Written Examination | 50% | | | | | | | | |
| Language | Greek | | | | | | | | |

23.

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|-------------------------------|---|-----------------|------|---------------------|-----|
| Course Title | Medical Devices | | | | |
| Course Code | PHRM221 | | | | |
| Course Type | Theoretical and Practical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd year/ 3 rd semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 2 | Lectures / week | 0.5 | Laboratories / week | 0.5 |
| Course Purpose and Objectives | The aim of the course is to provide necessary understanding for the available categories of the medical devices and cover the basic information on their correct use and operation. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Know how each product works; • Explain the use of various types of medical aids; • Categorize a medical device; • Explain the differences in precision measurements in each category; • Be aware of the basic provisions of the current legislation. • Demonstrate ability to use basic medical devices and take measures | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Introduction to medical devices and history of medical technology. • Essential legislative provisions in force in Europe (CE) for medical devices. • Thermometers: types of thermometers, use and precision in measurements. • Stethoscopes: stethoscope articles, use. • Hearing aid device operating mode and suitability. • Otoscopes: • Blood pressure monitors: sphygmomanometers, use and measurement precision. • Types of lipometers, use and precision in measurements. • Sugar metering devices: categories and mode of operation, use and precision in measurements. • Oximeters: types of oximeters, use and mode of operation. • Spirometers: categories, usage and mode of operation. • Nebulizers: categories, use and mode of operation. | | | | |

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| | <ul style="list-style-type: none"> • Defibrillators: categories, use, fitness, and mode of operation. • Drug delivery devices • First aid consumables |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πλούμης, Θωμάς (2002), Τεχνολογία οργάνων ιατρικών εργαστηρίων: Βασικές αρχές, University Studio Press, ISBN 960-12-1080-6. • Σεργιάδης, Γεώργιος Δ. (2009), Βιοϊατρική τεχνολογία, University Studio Press, ISBN 978-960-12-1774-1. • Αγγελής, Γεώργιος (2017), Μικροβιολογία και μικροβιακή τεχνολογία, Unibooks, ISBN 978-618-5304-12-6. <p>English Bibliography</p> <ul style="list-style-type: none"> • Robert R. Harr (2019), Medical Laboratory Science Review, , 5th Edition, F.A. Davis Company, ISBN: 978-0803668270. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

24.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course title | Principles of Biopharmaceutics and Pharmacokinetics | | | | |
| Course code | PHRM209 | | | | |
| Course type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 ^o Year / 4 ^o Semester | | | | |
| Teacher's name | Savidou Antria | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | This course is aiming to provide students with the basic medical and scientific knowledge for the various principles of Biopharmaceutics and Pharmacokinetics, as well as, the basic guidelines involved in the bioequivalence studies of generic drugs. | | | | |
| Learning outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Understand the importance and contribution of <i>biopharmaceutics and pharmacokinetics</i> to improve drug <i>therapy</i>; • differentiate the basic parameters involved in absorption, distribution, metabolism and elimination of drugs; • explain bioavailability and use it in a practical manner (calculation of drug doses and route of administration of drugs); • be familiar with the theory of bioequivalence of generic drugs. | | | | |
| Prerequisites | None | Required | None | | |
| Course content | <ul style="list-style-type: none"> • Dissolution of drugs • Drug absorption • Plasma protein binding • Drug metabolism • Drug elimination • Pharmacokinetic models – Introduction – General principles • 1-compartment model • 2-compartment model • Bioequivalence studies of generic drugs | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <i>Greek Bibliography</i> | | | | |

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| | <ul style="list-style-type: none"> • Aldersey-Williams, Hugu (2017) Ανατομίες: το ανθρώπινο σώμα, τα μέρη του και οι ιστορίες που διηγούνται, Ροπή, ISBN:978-618-5289-07-2. • Edmunds, Marilyn W. (2003) Εισαγωγή στην κλινική φαρμακολογία, 3η έκδοση, Παρισιάνου Α.Ε., ISBN 9603941573. • Rang, H. P. & Dale, M. M. (2013) Φαρμακολογία, Παρισιάνου Α.Ε., ISBN: 9789603949237. • Βιζιριανάκης, Ιωάννης Σ. (2016) Κλινική Φαρμακοκινητική: βασικές αρχές της φαρμακευτικής αγωγής στην κλινική πράξη, Σταύρος Αντ. Σαρτίνας, ISBN: 978-618-5161-29-3. • Ιατρικές Εκδόσεις Λίτσας (2011), Ιατροφαρμακευτικός Οδηγός, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN 978-9603721024. • Μαρσέλος, Μάριος (2009), Ιατρική Φαρμακολογία: Ερωτήσεις και Απαντήσεις, Εκδόσεις Gutenberg, Αθήνα, ISBN: 9789600112955. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία I: Γενική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-28-3. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία II: Ειδική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-29-1. <p>English Bibliography</p> <ul style="list-style-type: none"> • Wiffen, Philip, Mitchell, Marc, Snelling, Melanie, Stoner, Nicola (2017) Oxford handbook of Clinical Pharmacy, 3rd edition, OUP Oxford, ISBN: 978-0198735823. • Katzung, Bertram G. (2007) Basic and clinical pharmacology, Lange Medical Books/McGraw Hill, New York, ISBN: 9780071451536. • Roach, Sally S. (2008) Introductory clinical pharmacology, Lippincott Williams & Wilkins, Philadelphia, ISBN: 9780781775953. • Katzung, Bertram G. (2007), Basic and clinical pharmacology, Lange Medical Books/McGraw Hill, New York, ISBN: 9780071451536. • Goodman, Louis (2006), Goodman & Gilman's the pharmacological basis of therapeutics, McGraw-Hill, New York, ISBN: 0-07-142280-3. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

25.

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|-------------------------------|--|-----------------|------|-----------------------|---|
| Course Title | Pharmacology II | | | | |
| Course Code | PHRM211 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 ^o Year / 4 ^o Semester | | | | |
| Teacher's name | Filippou Elli | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories/ week | 0 |
| Course Purpose and Objectives | The course aims to introduce students to the science of Pharmacology, preparing them for future clinical practice. Students will get to know the various categories and actions of medicines used for the management of inflammation, pain, basic diseases of the nervous, cardiovascular, digestive and respiratory system. | | | | |
| Learning outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know of the medical use (mainly indications and mechanism of action) of drugs (active compounds) that act on the endocrine and respiratory system; • know of the medical use (mainly indications and mechanism of action) of chemotherapeutic and cancer chemotherapeutical drugs as well as, immunosuppressive agents (active compounds); • know of the medical use (mainly indications and mechanism of action) of analgesic and anti-inflammatory drugs (active compounds); • know of the medical use (mainly indications and mechanism of action) of drugs used in the management of Alzheimer's disease, erectile dysfunction, osteoporosis, migraine and obesity. | | | | |
| Prerequisites | MEDI102, MEDI115, MEDI202, PHRM203 | Required | None | | |
| Course content | <p>Endocrine drugs:</p> <ul style="list-style-type: none"> • Pituitary hormones • Thyroid and Antithyroid drugs • Insulin and Antidiabetic drugs • Steroid hormones (gonadal hormones, corticosteroids) <p>Chemotherapeutic agents:</p> <ul style="list-style-type: none"> • Principles of antimicrobial agents • Folic acid inhibitors • Inhibitors of cell wall synthesis • Inhibitors of protein synthesis • Quinolones και urinary tract infection medications/antiseptics • Antimycobacterial drugs | | | | |

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| | <ul style="list-style-type: none"> • Antifungal agents • Antiprotozoal drugs • Anthelmintic drugs • Antiviral agents <p>Drugs that act on the respirator system:</p> <ul style="list-style-type: none"> • Drugs used in the management of asthma • Drugs used in the management of rhinitis • Drugs used in the management of COPD • Drugs used in the management of cough (dry and productive) <p>Analgesic and anti-inflammatory drugs:</p> <ul style="list-style-type: none"> • Non-Steroidal Anti-Inflammatory Drugs (NSAIDs) • Non-narcotic analgesics • Drugs used in the management of arthritis • Drugs used in the management of gout <p>Immunosuppressive agents</p> <p>Cancer Chemotherapy</p> <p>Drugs used in the management of:</p> <ul style="list-style-type: none"> • Alzheimer's disease • Erectile dysfunction • Osteoporosis • Migraine • Obesity |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p><i>Greek Bibliography</i></p> <ul style="list-style-type: none"> • Τσιφτσόγλου, Αστέριος (2018), Επίτομη μοριακή και κλινική φαρμακολογία: Βασικές αρχές της δράσης των φαρμάκων, University Studio Press, ISBN 978-960-12-2394-0. • Αρτούρος Ισσέγιεκ (2016), Φαρμακολογία II, KES College. • Edmunds, Marilyn W. (2003) Εισαγωγή στην κλινική φαρμακολογία, 3η έκδοση, Παρισιάνου Α.Ε., ISBN 9603941573. • Rang, H. P. & Dale, M. M. (2013) Φαρμακολογία, Παρισιάνου Α.Ε., ISBN: 9789603949237. • Ιατρικές Εκδόσεις Λίτσας (2011), Ιατροφαρμακευτικός Οδηγός, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN 978-9603721024. • Katzung, Bertram G. (2009), Βασική και κλινική φαρμακολογία, Αθήνα, Ιατρικές Εκδόσεις Π.Χ. Πασχαλίδης, ISBN: 978-960-399-816-7. • Μαρσέλος, Μάριος (2009), Ιατρική Φαρμακολογία: Ερωτήσεις και Απαντήσεις, Εκδόσεις Gutenberg, Αθήνα, ISBN: 9789600112955. |

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| | <ul style="list-style-type: none"> • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία I: Γενική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-28-3. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία II: Ειδική φαρμακολογία, Λύχνος, Αθήνα, ISBN: 960-6607-29-1. • Mycek, MaryJ. &Harvey, RichardA. (2007), Φαρμακολογία, 3η έκδοση, Παρισιάνου, ISBN: 978-960-394-502-4. • Raffa, Robert B. (2007), Άτλας βασικών Ιατρικών Επιστημών: Φαρμακολογία, Αθήνα, Ιατρικές Εκδόσεις Π.Χ. Πασχαλίδης, ISBN 960-399-152-X. <p>English Bibliography</p> <ul style="list-style-type: none"> • Wiffen, Philip, Mitchell, Marc, Snelling, Melanie, Stoner, Nicola (2017) Oxford handbook of Clinical Pharmacy, 3rd edition, OUP Oxford, ISBN: 978-0198735823. • Katzung, Bertram G., Trevor, Anthony I. (2007) Basic and Clinical Pharmacology, McGraw-Hill Education/Medical, ISBN: 9780071451536. • Roach, Sally S. (2008) Introductory clinical pharmacology, Lippincott Williams & Wilkins, Philadelphia, ISBN: 9780781775953. • Katzung, Bertram G. (2007) Basic and clinical pharmacology, Lange Medical Books/McGraw Hill, New York, ISBN: 9780071451536. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

26.

| | | | | | |
|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Pharmaceutical Marketing (Distribution and Promotion of Pharmaceuticals) | | | | |
| Course Code | MRKT208 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 4 th Semester | | | | |
| Teacher's Name | Yerokostas Costas | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to prepare students to apply the principles of marketing within the Pharmaceutical field. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Understand the importance and uniqueness of marketing within the pharmaceutical context; • Understand the decision making process with regard to the creation and purchase of prescriptions; • Understand the segmentation process within the pharmaceutical context; • Understand the targeting strategies of pharmaceutical companies; • Appreciate the importance of the communication and relationship established between doctors and medical representatives. | | | | |
| Prerequisites | MRKT100, MRKT207 | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Introduction to pharmaceutical marketing and the uniqueness of its environment • Consumer behavior for pharmaceutical products • The decision making process for prescriptions and purchase of pharmaceutical products • Marketing strategy • The essence and characteristics of the pharmaceutical industry and market • Segmentation of the pharmaceutical market and relative positioning strategies • Marketing mix in the pharmaceutical industry • The uniqueness and typology of pharmaceutical and other related products • The process of discovering and developing pharmaceutical products • Strategic characteristics of pharmaceutical products • Pharmaceutical products and the product life cycle characteristics | | | | |

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| | <ul style="list-style-type: none"> • The pharmaceutical product portfolio of a company • Pricing policies with regard to pharmaceutical products • The advertisement, distribution and promotion of pharmaceutical and other related products • Public relations, publicity and sponsorship in the pharmaceutical industry • Corporate crises within the pharmaceutical industry and methods of managing them • Corporate Social Responsibility and moral issues within the pharmaceutical industry • Personal selling of pharmaceutical and other related products • The application of Key Account Management from pharmaceutical companies • E-Health and pharmaceutical marketing • E-detailing: the upcoming method for updating pharmaceutical related information • The role of social media within pharmaceutical marketing • How to prepare the way for entering the digital pharmaceutical marketing world • Deontological principles, codes and control mechanisms of digital pharmaceutical marketing • Strategies for the development of the pharmaceutical companies • Market research and the forecasting of sales |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p><i>Greek Bibliography</i></p> <ul style="list-style-type: none"> • Μαλλιάρης, Πέτρος (2001) Εισαγωγή στο Μάρκετινγκ, Σταμούλη Α.Ε., Αθήνα, ISBN: 9603513679. • Καζάζη, Νίκος (2011), Pharma Marketing: Φαρμακευτικό μάρκετινγκ θεωρία, πρακτική, δεοντολογία, Εκδόσεις Σταμούλη, ISBN 9603518716. • Δημητριάδης, Σέργιος (2010), Μάρκετινγκ: Αρχές, Στρατηγικές, Εφαρμογές, Rosili, Αθήνα, ISBN: 9789607745286. • Bird, Tom (2016), Επιτυχημένη πώληση, Rosili, ISBN 978-618-5131-21-0. <p><i>English Bibliography</i></p> |

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| | <ul style="list-style-type: none"> • Pushkov, Sergey (2016) Internet marketing: top 10 most effective strategies, Createspace Independent Publishing, ISBN: 978-1523698394. • Holdford, David A. (2007) Marketing for pharmacists, American Pharmaceutical Association, ISBN: 9781582121062. • Kotler, Philip & Keller, Kevin Lane (2012), Marketing management, 14th edition, Prentice Hall, ISBN: 9780132102926. • Doyle, Peter (2006), Marketing management and strategy, Prentice Hall, ISBN: 0-273-69398-0. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

27.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Professional Communication | | | | |
| Course Code | COMM203 | | | | |
| Course Type | Theoretical and Practical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd year/4 th semester | | | | |
| Teacher's Name | Sophocleous Xanthi | | | | |
| ECTS | 4 | Lectures / week | 1 | Laboratories / week | 1 |
| Course Purpose and Objectives | The aim of the course is to provide the students with the theoretical and the practical knowledge required for a medical representative to be able to visit a doctor or a health professional face to face, placing emphasis on the professional and communication skills required before, during and after the visit. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • prepare a visit plan to the doctor/health professional; • know the procedures of how to present data for pharmaceutical products; • use successfully medical samples, marketing and informative aids during the product presentation; • communicate successfully with health professionals; • follow up with the doctor or health professional in support of the pharmaceutical product he/she is representing. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Purpose, characteristics and abilities of a medical representative. • Doctors specialties. • How to plan the visit. • Finding the connection between doctor, patient and pharmaceutical product. • Strategies for professional and scientific update. • Social style of doctors. • How to develop the purpose of each visit and the discussion path with the doctor/ health professional. • Sales tracking. • Observational skills. • Question techniques. • Listening techniques. • How to develop interesting conversation. • How to use the detail aid. • Benefits and restrictions. • How to provide balanced scientific information. • How to use the medical samples • How to deal with doctors reservations regarding the pharmaceutical product. | | | | |

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| | <ul style="list-style-type: none"> • How to close the visit. • How to provide scientific information for more than one pharmaceutical products. • How to follow up with the doctor. • Basic characteristics of body language communication – position of the body, gestures, facial expressions, eye contact, use of space • Role playing |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. Experiential and interactive exchange of the roles of the medical representative and a doctor (roleplaying) between two students. The rest of the class engages with the following: observation, discussion, suggestions for change in behaviour, conclusions.</p> |
| Bibliography | <p><i>Greek Bibliography</i></p> <ul style="list-style-type: none"> • Αλβανός, Ραϋμόνδος (2016), Δημόσιες σχέσεις, Θεωρία και πρακτική της επαγγελματικής επικοινωνίας, Επίκεντρο, ISBN: 9789604586745. • Ζαΐρης, Α. & Ιακωβίδης Ν. (2001), Ιατρικός Επισκέπτης: Η έννοια του επιστημονικού συνεργάτη στον 21ο αιώνα, Εκδόσεις Σύγχρονη Εκδοτική, Αθήνα, ISBN 960-8165-08-3. • Γιαννουλέας, Μιχάλης Π. (2011), Συμπεριφορά και διαπροσωπική επικοινωνία στον εργασιακό χώρο, Εκδόσεις Πεδίο, ISBN: 9789609552745. • Cornelissen, Joep (2016), Εταιρική επικοινωνία, Δίαυλος, ISBN: 9789605313548. • Harvard Business Essentials (2011), Εταιρική επικοινωνία, Μοντέρνοι Καιροί, ISBN: 9789604940080. • Pease, Allan (2017), Το απόλυτο βιβλίο για τη γλώσσα του σώματος, Ιβίσκος, ISBN 978-618-5093-52-5. <p><i>English Bibliography</i></p> <ul style="list-style-type: none"> • Issaias, P. (2004), Pharmadetailings: The Science of Dialectic Pharmatherapeutic Detailing, Athens, ISBN: 960-91949-1-5. • Melfa, Frank A. (2005), Pharmaceutical Landing: How To Land The Pharmaceutical Sales Job You Want And Succeed In It!, Power Writings, ISBN: 0-9641640-9-4. • Lidstone John (2003), Presentation Planning and Media Relations for the Pharmaceutical Industry, Gower Publishing Company, ISBN: 0-566-08536-4. • Peters Sandra M. & Peters Vincent F (2000), Selling to Specialist Physicians, Black Dog Publishing Company, ISBN: 0-9656231-5-7. • Farb Daniel & Gordon Bruce (2005) Powerful Pharmaceutical Sales Guidebook, University Of Health Care, ISBN: 1-59491-263-7. |

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| | <ul style="list-style-type: none"> Griffin, Em (2015), A first look at communication theory, Mc Graw Hill Education, ISBN: 9780073523927. |
| Assessment | <ul style="list-style-type: none"> Class Participation 10% Assignments / Projects 20% Intermediate Written Examination 20% Final Written Examination 50% |
| Language | Greek |

28.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course Title | Nosology | | | | |
| Course Code | MEDI111 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd year/ 4 th semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to teach students about the main diseases that occur in humans, the clinical symptoms for a number of them along with the associated precautions to prevent them and remedies for recovering from them. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Possess the theoretical background of the development of the main and most common diseases in humans; • List the various systemic and organ-related diseases in humans; • Outline the symptoms of basic diseases in humans; • Associate information and description about diseases with corresponding data and information in other related courses attended (e.g. Pharmacology); <ul style="list-style-type: none"> • Provide basic information and advice on issues related to the treatment of diseases in humans. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Infectious Diseases (Influenza, Mumps, Red, Mumps, Transplant Disease, Rheumatic Fever, Staphylococcal Infections, Meningitis, Pertusis, Diphtheria, Tetanus, Tuberculosis, Infectious Mononucleosis, Herpes Zoster). • Respiratory diseases (Bronchitis, Bronchial asthma, Pleuritis, Atelectasis, Chronic Obstructive Pulmonary Disease, Pulmonary embolism, Lung carcinoma). • Digestive system diseases (stomach and duodenal ulcer, gastro-oesophageal reflux, Irritable Bowel Syndrome, Celiac disease, Crohn's Disease, Ulcerative Colitis, Jaundice, Cholelithiasis, Liver Cirrhosis, Pancreatitis, Stomach Cancer, large intestine Cancer). • Kidney Diseases (Acute renal failure, Chronic renal failure, Pyelonephritis, Nephropathy by analgesics). • Endocrine Gland Diseases (Hyperthyroidism, Hypothyroidism, Thyroid Cancer, Diabetes Mellitus, Osteoporosis, Obesity, Polycystic Ovary Syndrome (PCOS), Infertility). • Rheumatic diseases (Rheumatoid arthritis, Gout, Osteoarthritis, Ankylosing spondyloarthritis, Lupus erythematosus). | | | | |

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| | <ul style="list-style-type: none"> • Heart and vascular diseases (Heart Failure, Arrhythmias, Angina, Congenital Heart Diseases, Coronary Artery Disease, Pericarditis, Arterial Hypertension). • Blood diseases (Iron deficiency anemia, Megaloblastic anemia, Aplastic anemia, Acute leukemia, Chronic leukemias). • Sexually Transmitted Diseases (Hepatitis, HIV / AIDS, HPV / Warts, Chlamydia). |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ol style="list-style-type: none"> 1. Χαράτση – Γιωτάκη, Ελένη (2014) Σύγχρονη εσωτερική παθολογία, Ελένη Χαράτση – Γιωτάκη, ISBN:978-960-93-5096-9. 2. Χανιώτης Φραγκίσκος (2008 -2002), Νοσολογία-Παθολογία, Τόμοι Α,Β,Γ,Δ , εκδ. Λίτσας, Αθήνα, ISBN: 960-372-057-7, ISBN: 960-372-058-5, ISBN: 960-372-059-3, ISBN: 960-372-060-7 3. Macleod, John (2006), Macleod's Κλινική Εξέταση 11η έκδοση, ΠΑΡΙΣΙΑΝΟΥ Α.Ε., Αθήνα, ISBN: 960-394-434-3. 4. Davey, Patrick (2006), Παθολογία με μια Ματιά, Επιστημονικές Εκδόσεις Παρισιάνου Α.Ε., Αθήνα, ISBN: 960-394-399-1 5. Χαροκόπος, Νικόλαος (2005) Στοιχεία νοσολογίας, Φιλομάθεια, ISBN: 960-87710-5-6 6. Γκρεκ, Ιωάννα (2005), Αισθητικά προβλήματα από ενδοκρινολογικά νοσήματα, Βήτα Ιατρικές εκδόσεις, Αθήνα, ISBN: 960-8071-83-6. 7. Συλλογικό έργο (2017), Θέματα εσωτερικής παθολογίας: Τιμητικός τόμος καθηγητή Πάνου Μεταξά, University Studio Press, ISBN 978-960-12-2323-0. <p>English Bibliography</p> <ol style="list-style-type: none"> 1. Gaw, Allan (2013), Clinical biochemistry: an illustrated colour,5th edition, Churchill Livingstone, ISBN: 978-0702051791 2. Green, David (2011) Psychic self defence: the health and safety of spirituality, Dodo Publishing, ISBN: 978-1471632198. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

29.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Pharmacy Law and Ethics | | | | |
| Course Code | LAWS200 | | | | |
| Course type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 ^o Year / 4 ^o Semester | | | | |
| Teacher's name | Filippou Elli | | | | |
| ECTS | 2 | Lectures / week | 1 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is provide students with the essential knowledge of important legal regulations concerning the medical and pharmaceutical practice. The students will be prepared to work as medical representatives following the up-to-date existing regulations. Furthermore, students will get in touch with several aspects of Bioethics, ethical dilemmas and considerations of issues that are emerging from biomedical advances. | | | | |
| Learning outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • know of the theory of the European Pharmaceutical law; • Understand the various topics that are connected with the legal regulations of pharmaceutical products; • Explain basic information about matters that concern the pharmaceutical law; • Understand and adjust to the relative pharmaceutical regulations connected to his/her profession; • understand bioethics- ethical dilemmas in the modern society. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Medicinal products for human use, laws 2001 - 2012 (Quality monitoring, Supplies and Pricing)</p> <p>The narcotic drugs and Psychotropic substances laws</p> <p>The medical representative laws 74 (I) 2002 and the Modified Law 248(I) 2004</p> <p>The food supplements law of 2004</p> <p>Ethical guidelines in pharmaceutical products promotion</p> <p>Introduction – Principles of Bioethics</p> <p>International and national Bioethics committees and connected regulations</p> <p>Discussion about the following matters:</p> <p>Cloning (reproductive cloning and therapeutic cloning)</p> <p>Assisted reproductive technology (techniques, methods, ethical dilemmas)</p> <p>Euthanasia</p> <p>Organ transplantations – Brain death</p> | | | | |

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| | <p>Abortion – interruption of pregnancy</p> <p>Principles of Bioethical theories</p> <p>Biomedical Ethics</p> <p>Application of economics in health care</p> <p>The role and position of Christian Orthodoxy in modern bioethical issues</p> |
| <p>Teaching Methodology</p> | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| <p>Bibliography</p> | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Παπαδάκη, Λίνα (2017), Ζητήματα ηθικής φιλοσοφίας και βιοηθικής: Καντιανές προσεγγίσεις, Νήσος, ISBN 978-960-589-059-9. • KES College (2012), Φαρμακευτική Νομοθεσία, Οι Περί Φαρμάκων Ανθρώπινης Χρήσης (Έλεγχος Ποιότητας, Προμήθειας και Τιμών) Νόμοι του 2001 έως 2010 και οι διδασκόμενες συναφείς νομοθεσίες της Κυπριακής Δημοκρατίας. • Καπώνη Π. (2006), Επίτομος Φαρμακευτική Νομοθεσία, Εκδόσεις Φαρμακευτικός Κόσμος, Αθήνα, ISBN: 9608682924. • Γκόλνα Χ. (2005), Φαρμακευτική πολιτική στην Ελλάδα και την Ευρώπη, Εκδόσεις Παπαζήση, Αθήνα, ISBN: 9600218404. • Αλαχιώτης, Σταμάτης (2004), Βιοηθική: Αναφορά στους Γενετικούς και Τεχνολογικούς Νεωτερισμούς, Εκδόσεις Ελληνικά Γράμματα, ISBN: 960-406-955-1. • Νικολαΐδης, Απόστολος (2006), Από τη γένεση στη γενετική: Εγχειρίδιο βιοηθικής, Εκδ. Γρηγόρη, Αθήνα. • Kuczewski, Mark (2000), Βιοηθική: Αρχαία θέματα σε σύγχρονους προβληματισμούς, Τραυλός, Αθήνα, ISBN: 978-960-6640-27-8. • Κουμάντος, Γιώργος (2003), Προβλήματα Βιοηθικής, ΠΟΛΙΣ, Αθήνα, ISBN: 960-435-021-8. • Engelhard, Tristram H. (2007), Τα θεμέλια της βιοηθικής, Αρμός, Αθήνα, ISBN: 978-960-527-431-3. • Συλλογικό έργο (2014), Εισαγωγή στη βιοηθική: Ιστορικές και συστηματικές προσεγγίσεις, Σύγχρονη Παιδεία, ISBN 978-960-357-119-3. <p>English Bibliography</p> <ul style="list-style-type: none"> • Moini, Jahangir (2010), Law & Ethics for Pharmacy Technicians, Delmar Cengage Learning, Clifton Park, NY, ISBN: 978-1-4283-1102-2. • Plomer, Aurora (2005), The law and ethics of medical research, Cavendish, London, ISBN: 1-85941-687-X. • Singer Peter & Kuhse Helga (2006), Bioethics: An Anthology, Publisher Blackwell Publishing, ISBN: 1405129484. |

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| | <ul style="list-style-type: none"> • Engelhardt H. Tristram Jr, (2000), The Foundations of Christian Bioethics, Publisher Swets & Zeitlinger, ISBN: 902651557X. • Mepham, Ben T. (2005), Bioethics: an introduction for the biosciences, Oxford University Press, Oxford, ISBN: 0-19-926715-4. • Breck, John (2005), Stages on life's way: Orthodox thinking on bioethics, St Vladimir's seminary press, Grestgood, ISBN: 0-88141-299-6. • Singer, Peter A. (2008), The Cambridge textbook of Bioethics, Cambridge University Press, Cambridge, ISBN: 978-0-521-69443-8. • Valverde, J. L. (2005), The challenges of the new EU pharmaceutical legislation, IOS Press, ISBN: 1586035215. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

30.

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|-------------------------------|--|-----------------|------|---------------------|---|
| Course Title | Medical - Scientific Publications | | | | |
| Course Code | MEDI204 | | | | |
| Course Type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 nd Year / 4 th Semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | 0 |
| Course Purpose and Objectives | The aim of the course is to train students in reading, understanding and explaining information from scientific and medical journals and other publications. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Read and comprehend scientific publications in the Greek and English language; • Understand and explain the content of a scientific publication; • Identify the important information from a scientific publication; • Present and explain important information of a publication to an audience. | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <p>Understanding and analysis of scientific publications from different sources such as:</p> <ul style="list-style-type: none"> • Pubmed • The New England Journal of Medicine • The Lancet • Ιατρικό Βήμα • Φάρμακα και Συνταγογραφία • Φαρμακευτικός Κόσμος | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <p><i>Greek Bibliography</i></p> <p><i>Scientific Journals in the Greek Language</i></p> <ul style="list-style-type: none"> • Αριστοτέλης - Σύλλογος Απόφοιτων Φαρμακοποιών Αριστοτελείου | | | | |

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| | <ul style="list-style-type: none"> • Αρχεία Ελληνικής Ιατρικής - Ιατρική Εταιρεία Αθηνών • Ιατρική Κύπρος - Παγκύπριος Ιατρικός Σύλλογος • Ιατρικό Βήμα - Εκδόσεις Καύκας • Υψιπετής - Ίδρυμα Προώθησης Έρευνας • Φάρμακα και Συνταγογραφία - Εκδόσεις ΕΟΦ • Φαρμακευτική – Album • Φαρμακευτική Αγωγή - Μ. Πιτσιλίδης Α.Ε. • Φαρμακευτικός Κόσμος - Βιβλιοσυνεργατική Α.Ε.Π.Ε.Ε. <p>English Bibliography</p> <p>Scientific Journals in the English Language</p> <ul style="list-style-type: none"> • Pubmed • The Lancet • The New England Journal of Medicine • Anticancer research - International Institute of Anticancer Research • Health & Fitness - The Publishing House • Health News - ΔΙΑΣ ΛΤΔ • Middle east pharmacy/Pharmacy.me - Pharmedia International • Pharma news - Μ. Πιτσιλίδης Α.Ε. • Pharmaceutical executive - Advanstar Publication • Pharmaceutical journal - Royal Pharmaceutical Society • Pharmaceutical representative - Advanstar Publication • Pharmaceutical technology - Advanstar Publication |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

31.

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|-------------------------------|---|-----------------|------|---------------------|---|
| Course title | Domestic Pharmaceutical Formulations | | | | |
| Course code | PHRM214 | | | | |
| Course type | Theoretical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2 ^o Year / 4 ^o Semester | | | | |
| Teacher's name | Ziambara Ioli | | | | |
| ECTS | 2 | Lectures / week | 1 | Laboratories / week | 0 |
| Course Purpose and Objectives | This course aims to inform and educate students of the local and national pharmaceutical products regarding the medical and scientific aspects (marketing name of products, active compounds, classification and categories of drugs, medical uses of drugs). | | | | |
| Learning outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Distinction of drugs – classification of drugs; • Names of the main pharmaceutical products from each drug category; • Active compounds of the basic pharmaceutical products; • Understand the medical use of the pharmaceutical products depending on the class they belong to; • Identify products based on their type and brand-name. | | | | |
| Prerequisites | PHRM203 | Required | None | | |
| Course content | <p>Pharmaceutical products used for the following:</p> <ul style="list-style-type: none"> • Diseases of the digestive system • Diseases of the cardiovascular system • Diseases of the respiratory system • Diseases of the Central Nervous System • Infections • Diseases of the endocrine system • Blood disorders • Eye disorders • Skin disorders • Management of arthritis and musculoskeletal disorders • Gynecological disorders • Analgesics and Antipyretic agents | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |

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| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Κουρουνάκης, Πάνος Ν., Ρέκκα, Ελένη Α. (2014) Γνωριμία με τη συναρπαστική επιστήμη των φαρμάκων, Εκδόσεις Κυριακίδη Μονοπρόσωπη ΙΚΕ, ISBN: 978-618-80941-6-1. • Ιατρικές Εκδόσεις Λίτσας (2011), Ιατροφαρμακευτικός Οδηγός, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN: 978-960-372102-4. • Mysek, MaryJ. &Harvey, RichardA. (2007), Φαρμακολογία, 3η έκδοση, Παρισιάνου, ISBN: 978-960-394-502-4. • Aulton, Michael E. (2017), Aulton φαρμακευτική: Σχεδιασμός και παρασκευή φαρμάκων, Παρισιάνου Α.Ε., ISBN 978-960-583-216-2. <p>English Bibliography</p> <ul style="list-style-type: none"> • Rutter, Paul (2017), Community pharmacy: symptoms, diagnosis and treatment, 4th edition, Elsevier, ISBN: 978-0702069970 • British Medical Association (2018), BNF 75, British Medical Association, ISBN: 978-0857113313. • Waterfield, Jon (2008) Community Pharmacy handbook, Pharmaceutical Press, ISBN: 978-0853697169. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

32.

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|-------------------------------|--|-----------------|---|---------------------|---|
| Course Title | Elements of Biochemistry | | | | |
| Course Code | CHEM300 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Pieridou Galatia | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | - |
| Course Purpose and Objectives | The aim of this course is to introduce the students to the main principles of biochemistry and identify the structure and function of proteins, enzymes, amino acids and nucleic acids as well as understand the different biological oxidation processes and the chemical pathways of metabolism. | | | | |
| Learning Outcomes | <p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> Identify the structure and functions of proteins, amino acids, enzymes and lipids Comprehend biological oxidation processes and the Krebs cycle. Comprehend the metabolic pathways of carbohydrates, lipids and amino acids. Identify the structure and metabolism of nucleic acids as well as the technology of recombinant DNA. Comprehend which are the basic inorganic compounds in biological systems and how they are transferred within the human organism. | | | | |
| Prerequisites | General and Inorganic Chemistry (CHEM102) Organic Chemistry (CHEM106) | Required | - | | |
| Course Content | <ul style="list-style-type: none"> Structure and functions of proteins, enzymes, amino acids Enzymes: classification and identification Cytochromes and coenzymes Biological oxidations and the Krebs cycle (respiratory chain) Metabolism of carbohydrates: glycoproteins, catabolism of glucose, biosynthesis of glucose, gluconeogenesis, photosynthesis Metabolism of lipids: phospholipids, glycolipids, cell membranes, lipoproteins and their removal from the blood, biosynthesis of the triglycerides and bile acids, biosynthesis and catabolism of lipid acids, synthesis and metabolism of the steroid hormones and vitamin D Metabolism of the amino acids | | | | |

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| | <ul style="list-style-type: none"> • Structure and metabolism of the nucleic acids: DNA and RNA biosynthesis, DNA replication, DNA transcription • Technology of recombinant DNA • Inorganic compounds in biological systems: water, transfer of water and inorganic ions through membranes, sodium and potassium, calcium, iron, zinc and acid-base balance of the human organism |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Γεωργιάτσου, Ι.Γ. (2005), Εισαγωγή στη βιοχημεία, Γιαχούδη, ISBN: 960-7425-02-2. • Διαμαντίδης, Γρηγόρης Χρ. (2015), Εισαγωγή στη βιοχημεία, University Studio Press, ISBN: 9789601216249. • Καλογιάννης, Σταύρος (2018), Εισαγωγή στη βιοχημεία, Τζιόλα, ISBN 978-960-418-722-5. <p>English Bibliography</p> <ul style="list-style-type: none"> • Champe, Pamela C. (2005), Biochemistry: Lippincotts' illustrated reviews, Lippincott Williams & Wilkins, ISBN: 0-7817-2265-9. • Gaw, Allan (2013), Clinical biochemistry, Churchill Livingstone, ISBN 9780702051791. • Voet, Donald (2006), Fundamentals of biochemistry, Wiley, ISBN: 0-471-21495-7. • Papachristodoulou, Despo (2014), Biochemistry & molecular biology, Oxford University Press, ISBN: 9780199609499. • Champe, Pamela C. (2005), Biochemistry, Lippincott Williams & Wilkins, Philadelphia, ISBN: 0-7817-2265-9. • Gaw, Allan (2013), Clinical biochemistry, Churchill Livingstone, ISBN: 9780702051791. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50%% |
| Language | Greek |

33.

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|-------------------------------|--|-----------------|---|---------------------|--|
| Course Title | Integrated Marketing Communication | | | | |
| Course Code | MRKT305 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Kyriakidou Stella | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | |
| Course Purpose and Objectives | The aim of this course is to offer to the students, practical knowledge which will help them understand how a business develops and applies integrated marketing communication programs. The course will also help the students to understand how they can successfully manage a project, how to develop a fruitful relationship with the customer and how to sell their own ideas as employees of a business. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Acquire the necessary knowledge for the effective communication of messages that give added value to a product or service for the customers • Understand the role of the elements entailed in the marketing communication mix for the design of an integrated marketing communication system within a company • Develop creative, analytical and critical skills through the practical application of the five elements entailed in the marketing communication mix of the company | | | | |
| Prerequisites | Principles of Marketing (MRKT100) | Required | - | | |
| Course Content | <p>1. Integrated marketing communication</p> <p> Competition in international markets</p> <p> Thorough analysis of the available means of communication</p> <p> Specific methods of communication that are required</p> <p> Developing trends especially in relation to the changing roles between customer service employees and the managers responsible for the trademarks</p> <p>2. Corporate image and management of trademarks</p> <p> Management of trademarks</p> <p> Issues which relate to the development and promotion of the trademarks and logos</p> <p> The importance of proper packaging and labelling</p> | | | | |

Development of corporate strategies which relate to the position of the company in a specific market

3. Consumer behavior

The process of understanding consumer markets and their surrounding environment

Recent and current trends of consumer behavior

Internal buying process

4. Promotions opportunity analysis

The process of analyzing promotion opportunities

Specific promotion opportunities and actions

Segments within specific consumer markets

Internal segmentation programs

5. Advertising management

Advertising management

The process of choosing an advertising company

Management of the advertising campaign

6. Advertising design

Advertising design

Advertising challenges

7. Advertising design

Message strategies

Executorial frameworks

Company representatives for the press

Principles of effective advertising

8. Traditional media channels

Media planning and strategies

Selection and purchase of media

Internal and external selection of media

9. E-Active marketing

Advertising design

Internet and culture

International customers and competition

Digital marketing

Internal digital trade

Interactive marketing methods

10. Alternative marketing

The decreasing importance of traditional methods

The increasing importance of contemporary methods

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| | <p>Knowledgeable consumers</p> <p>Alternative approaches</p> <p>Marketing within the store</p> <p>11. Database and direct response marketing</p> <p>Database marketing</p> <p>Creation of database for the storage of data</p> <p>Encoding and analysis of data</p> <p>Retraction of data</p> <p>Directed marketing based on databases</p> <p>Customer relationship management</p> <p>Immediate responses to marketing</p> <p>12. Sales promotions</p> <p>Consumer promotion</p> <p>Trade promotion</p> <p>Changing trademark appeal</p> <p>Product life cycle</p> <p>13. Public relations and sponsorship programs</p> <p>Public relations and their functions</p> <p>Sponsorships</p> <p>Event marketing</p> <p>14. Regulations and ethical concerns and considerations</p> <p>The legal environment</p> <p>Ethics and social responsibility</p> <p>15. Evaluating an integrated marketing program</p> <p>The evaluation of messages, criteria, behaviors, public relations and the overall integrated marketing communications program</p> |
| <p>Teaching Methodology</p> | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| <p>Bibliography</p> | <p>Greek Bibliography:</p> <ul style="list-style-type: none"> • Belch, George E. (2018), Διαφήμιση και προώθηση: Ολοκληρωμένη επικοινωνία μάρκετινγκ, Τζιόλα, ISBN 978-960-418-533-7. • Μπόγκα-Καρτέρη, Καίτη (2005), Επικοινωνία: Ανθρώπινη/ επιχειρησιακή θεωρία και εφαρμογές, University studio press, ISBN: 960-12-1408-9. • Cornelissen, Joep (2016), Εταιρική επικοινωνία, Δίαυλος, ISBN: 9789605313548. • Harvard Business Essentials (2011), Εταιρική επικοινωνία, Μοντέρνοι Καιροί, ISBN: 9789604940080. |

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| | <p>English Bibliography:</p> <ul style="list-style-type: none"> • Rob Nolasco (2011), Marketing communications: Integrating offline and online with social media, Kogan Page, ISBN: 9780749461935. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

34.

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|-------------------------------|---|-----------------|---|---------------------|---|
| Course Title | Pharmacy Law – Deontology – GDPR | | | | |
| Course Code | LAWS304 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Philippou Ellie | | | | |
| ECTS | 3 | Lectures / week | 2 | Laboratories / week | - |
| Course Purpose and Objectives | The aim of this course is to introduce students to themes that relate to the structure, organization and function of the legal and judiciary power of the Republic of Cyprus. The course examines the historic path of the European Union and introduces its institutions and policies as well as its organization and functioning. It also has a particular focus on international organizations that are involved with health related issues. Moreover, this course discusses the most important Ethics issues as well as the European regulations with regard to the management of personal data (GDPR). | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Possess the theoretical background of the pharmaceutical legislation in force in the European Union • Understand the organization and operation of the Cypriot state • Be aware of the two state powers (Legislative and Judicial). • Know the structures and institutions of the EU • Be aware of the competences and special committees of the EU • Understand and be conscious of personal data management issues | | | | |
| Prerequisites | Pharmacy Law and Bio-Ethics (LAWS200) | Required | - | | |
| Course Content | <ul style="list-style-type: none"> • The structure, organization and functioning of the state of Cyprus • The institutional structure, the functioning of the Republic of Cyprus especially after the 1963-1964 developments • The structure of the state of Cyprus: central government, independent authorities, semi-governmental organizations, local authorities • The organization and structure of the Parliament (legal power) and of justice (judiciary power) • The structure of the ministries • The council for the registration of professions • The physical entities of public justice (36 semi-governmental organizations) • Basic information for the European Union • Purpose of the European Union | | | | |

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| | <ul style="list-style-type: none"> • History and basic principles of the European Union • European Union institutions, organizations and services • Special organizations and decentralized parts of the European Union • Responsibilities of the European Union • International organizations that deal with health issues • Regulatory framework for the conduct of studies on people within the European Union and our own country • European regulation for the management of personal data (GDPR) |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • KES College (2012), Φαρμακευτική Νομοθεσία, Οι Περί Φαρμάκων Ανθρώπινης Χρήσης (Έλεγχος Ποιότητας, Προμήθειας και Τιμών) Νόμοι του 2001 έως 2010 και οι διδασκόμενες συναφείς νομοθεσίες της Κυπριακής Δημοκρατίας. • Καπώνη Π. (2006), Επίτομος Φαρμακευτική Νομοθεσία, Εκδόσεις Φαρμακευτικός Κόσμος, Αθήνα, ISBN: 9608682924. • Γκόλνα Χ. (2005), Φαρμακευτική πολιτική στην Ελλάδα και την Ευρώπη, Εκδόσεις Παπαζήση, Αθήνα, ISBN: 9600218404. • Καζάζη, Νίκος (2011), Pharma marketing: Φαρμακευτικό μάρκετινγκ θεωρία, πρακτική, δεοντολογία, Αθ. Σταμούλης, ISBN: 9789603518716. • Συλλογικό έργο (2018), Γενικός κανονισμός για την προστασία των προσωπικών δεδομένων (GDPR): Νομική διάσταση και πρακτική εφαρμογή, Νομική Βιβλιοθήκη, ISBN 978-960-622-453-9. <p>English Bibliography</p> <ul style="list-style-type: none"> • Plomer, Aurora (2005), The law and ethics of medical research, Cavendish, London, ISBN: 1-85941-687-X. • Valverde, J. L. (2005), The challenges of the new EU pharmaceutical legislation, IOS Press, ISBN: 1586035215. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

35.

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|-------------------------------|--|-----------------|----------|---------------------|--|
| Course Title | Basic Principles of Management | | | | |
| Course Code | MGMT309 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Zachariadou Mara | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | |
| Course Purpose and Objectives | The purpose of this course is to introduce the students to the different management concepts, including the basic principles of decision making, planning and control. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to understand:</p> <ul style="list-style-type: none"> • The managerial process and the basic functions of management within an organization • The organizational structure and culture • The impact that the environmental context has on management • The essence and meaning of Corporate Social Responsibility (CSR) • Planning and decision making • Communication, its nature and informal channels of communication within the organization • Techniques for the decrease in employee resistance during periods of change | | | | |
| Prerequisites | | | Required | | |
| Course Content | <ul style="list-style-type: none"> • Managers and management • Managerial environment • Basic principles in the decision making process • Organizational culture and structure • Basic principles of behavior • Understanding and formation of teams and groups • Employee motivation and rewards • Leadership and trust • Communication and interpersonal skills • Basic principles of control • The basic functions of management | | | | |

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| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Γεροκώστας, Κώστας (2018), Γεροκώστας, Κώστας, KES College, ISBN: 9789603591245 . • Κινicki, Williams (2017), Διοίκηση επιχειρήσεων: Μια πρακτική εισαγωγή, Επίκεντρο, ISBN: 9789604587025. • Πετρίδου, Ευγενία (2016), Διοίκηση – μάνατζμεντ: Μια εισαγωγική προσέγγιση, Εκδόσεις Σοφία, ISBN: 9789606706486. • Παπαλεξανδρή, Νάνσυ (2016), Διοίκηση ανθρώπινου δυναμικού, Εκδόσεις Ε. Μπένου, ISBN: 9789603591245. • Dessler, Gary (2015), Διοίκηση ανθρώπινου δυναμικού: Βασικές έννοιες και σύγχρονες τάσεις, Εκδόσεις Κριτική, ISBN: 9789605860769. • Πολύζος, Νικόλαος Μ. (2014), Διοίκηση και οργάνωση υπηρεσιών υγείας, Εκδόσεις Κριτική, ISBN: 9789602189429. • Τζωρτζάκης, Κώστας & Τζωρτζάκη, Αλεξία-Μαίρη (2007), Οργάνωση & διοίκηση: Το μάνατζμεντ της νέας εποχής, Rosili, ISBN: 9789607745217. <p>English Bibliography</p> <ul style="list-style-type: none"> • Lovelock, Christopher H. (2002), Principles of service marketing and management, Prentice Hall, ISBN: 0-13-040467-5. • Robbins, Stephen P. (2011), Fundamentals of Management, Prentice Hall, ISBN: 9780136109822. • Alexander, Keith (2005), Facilities management, Taylor & Francis, ISBN: 0-419-20580-2. • Bank, John (2000), The essence of total quality management, Financial Times Prentice Hall, ISBN: 0-13-573114-3. • Armstrong, Michael (2017), Armstrong's handbook of human resource management practice, Kogan Page, ISBN: 9780749474119. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

36.

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|-------------------------------|---|-----------------|---|---------------------|---|
| Course Title | Research Methodology in Health Sciences | | | | |
| Course Code | PRCT320 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 6 | Lectures / week | 2 | Laboratories / week | - |
| Course Purpose and Objectives | The purpose of this course is to give students the opportunity to acquire the knowledge and skills necessary for the formulation of a proper research question, to conduct a research project and to present, justify and defend the results and assess their impact. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Define and evaluate the level of clarity of a research problem • Define the specific research question under consideration • Evaluate the necessity for the development of a research project based on the review of the existing literature • Evaluate the reliability and validity of a research project • Define the population that is under study • Evaluate the appropriateness of the research methodology for the specific study • Define the results • Define the limitations of the research study • Offer alternative interpretation for the results • Distinguish quantitative from qualitative research methods | | | | |
| Prerequisites | | Required | | | - |
| Course Content | <ul style="list-style-type: none"> • Introduction to the basic methodological principles and statistics of research • Approaches for the solution of a problem and selection of methodology • Investigation of different research approaches, including those for the formulation of a research question • Sampling and data collection methods, including pilot research, questionnaires, interviews, case studies, content analysis and observation • Quantitative and qualitative data and statistical analysis, interpretation and presentation of results | | | | |

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| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Παρασκευή Θεοφίλου (2019), Εγχειρίδιο μεθοδολογίας έρευνας: Εισαγωγικός οδηγός στις μεθόδους έρευνας στις κοινωνικές επιστήμες και επιστήμες υγείας, Βήτα Ιατρικές Εκδόσεις, ISBN 978-960-452-285-9. • Γαλάνης, Πέτρος Α. (2017), Μεθοδολογία της έρευνας στις επιστήμες υγείας, Κριτική, ISBN 978-960-586-194-0. • Πετράκης, Μιχάλης (2011), Έρευνα Marketing: Η ερευνητική μεθοδολογία, Αθ. Σταμούλης, ISBN: 9789603518754. • Σαχίνη - Καρδάση, Α. (2004), Μεθοδολογία Έρευνας: Εφαρμογές στο χώρο της υγείας, ΒΗΤΑ Ιατρικές Εκδόσεις, ISBN: 960-7308-80-8. <p>English Bibliography</p> <ul style="list-style-type: none"> • Bell, Judith (2014) Doing your research project: a guide for first-time researchers, 6th revised edition, Open University Press, ISBN: 978-0335264469. • O' Leary, Zina (2017) The essentials guide to doing your research project, 3rd edition, Sage Publications, ISBN: 978-1473952089. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

37.

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|-------------------------------|---|-----------------|---|---------------------|--|
| Course Title | Interpersonal Communication | | | | |
| Course Code | COMM300 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Georgiou Nicos | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | |
| Course Purpose and Objectives | The aim of this course is to help the students to develop an understanding of the communication techniques as well as a perception of themselves and other people. Moreover, this course aims to introduce students to individual styles of communication and the relative advantages and disadvantages of each, on their personal and professional environment. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Develop interpersonal and verbal communication skills • Develop non-verbal communication skills and the way that these can support verbal communication • Follow up and participate in discussion that requires a deeper understanding of the topic at hand • Organize and present ideas and feelings using a language that is appropriate for the situation and the audience | | | | |
| Prerequisites | | Required | | | |
| Course Content | <ul style="list-style-type: none"> • Understanding of interpersonal communication <ul style="list-style-type: none"> - Definition of interpersonal communication - General interpersonal communication skills - Interpersonal communication skills in a specific context • The ingredients of interpersonal communication <ul style="list-style-type: none"> - Social context - Social identity - Social perception • Verbal and non-verbal communication <ul style="list-style-type: none"> - Verbal and non-verbal communication - The effect of communication on the professional and personal context • Communication theories | | | | |

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| | <ul style="list-style-type: none"> - Social exchange theory - Relationships and dialectics theory - Uncertainty reduction theory • Communication barriers <ul style="list-style-type: none"> - Factors that lead to bad communication - Factors that make communication difficult • Interpersonal understanding <ul style="list-style-type: none"> - Diagnostic tasks and responsibilities as an indispensable part within interpersonal communication • Feelings <ul style="list-style-type: none"> - The role that feelings have in communication • Issues and disagreements in interpersonal communication <ul style="list-style-type: none"> - Do men and women communicate in a different way? • The role of self-knowledge in communication <ul style="list-style-type: none"> - Is confidence important? • Beyond interpersonal communication <ul style="list-style-type: none"> - Teams and communication |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Ντάβου, Μπετίνα (2015), Σύγκρουση και συγκίνηση στις διαπροσωπικές σχέσεις, Εκδόσεις Παπαζήση, ISBN 978-960-02-3148-9. • Παπαδάκη-Μιχαηλίδη, Ελένη (2012), Η σιωπηλή γλώσσα των συναισθημάτων: Η μη λεκτική επικοινωνία στις διαπροσωπικές σχέσεις, Πεδίο, ISBN: 9789605460334. • Γιαννουλέας, Μιχάλης Π. (2011), Συμπεριφορά και διαπροσωπική επικοινωνία στον εργασιακό χώρο, Εκδόσεις Πεδίο, ISBN: 9789609552745. <p>English Bibliography</p> <ul style="list-style-type: none"> • Knapp, Mark L. (2005), Interpersonal communication and human relationships, Pearson Allyn and Bacon, ISBN: 0-205-41493-1. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

38.

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|-------------------------------|---|-----------------|---|---------------------|---|
| Course Title | Introduction to Public Health | | | | |
| Course Code | MEDI304 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 5 th Semester | | | | |
| Teacher's Name | Demosthenous Savvas | | | | |
| ECTS | 3 | Lectures / week | 2 | Laboratories / week | - |
| Course Purpose and Objectives | <p>The aim of this course is to focus on the key problems that Public Health faces as well as on the role that international organizations in the area of Public Health provide through their directives. Also on the role/ responsibilities of Public Health employees. Furthermore, this course is engaged in educating on the strategies and practices of Public Health for the implementation of actions within the existing legal framework. This is mainly because problems of Public Health concern are nowadays treated in a systematic and spherical manner and involve numerous and different professional teams, thus giving another aura its interdisciplinary character.</p> | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Discuss the basic principles and problems concerning modern Public Health • Determine and evaluate the health status of human populations • Apply basic scientific knowledge for the development of a modern perception with regard to Public Health • Find solutions to public Health issues and problems • Analyze, using critical thought, the Public Health policy that is applied in Cyprus, in the European Union and in the World Health Organization • Describe and explain the strategies and practices guiding Public Health actions • Explain and analyze the existing legal framework within Public Health in Cyprus and in the European Union • Define the identity of the Public Health professional | | | | |
| Prerequisites | | Required | | | - |
| Course Content | <p>The increasing importance of Public Health makes it imperative for students to acquire basic knowledge with regard to Public Health, both from a professional but also a students' standpoint. This course develops a core level of knowledge and practice based on the principals that the World Health Organization treats Public Health today. The course analyses the concepts of Health and Public Health, the prevention of disease and the promotion of Public Health. It describes Public Health structures and the role of international organizations (World Health</p> | | | | |

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| | <p>Organization, European Union, Council of Europe). The health level of human populations is considered and the means and ways that this can be evaluated by the use on indices. The course also analyses transmitted and non-transmitted diseases, their control and the strategies and policies for their prevention. Different contemporary Public Health problems are considered, such as the aging population, environmental pollution, mental health, patients' rights, degenerative and chronic illnesses</p> |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Varkey, Prathibha (2017), Mayo Clinic: Προληπτική ιατρική και δημόσια υγεία, Gotsis Εκδόσεις, ISBN 978-960-9427-57-9. • Παπαρρηγοπούλου - Πεχλιβανίδη, Πατρίνα (2017), Το δημόσιο δίκαιο της υγείας: Οργάνωση των δημόσιων υπηρεσιών υγείας - Δικαιώματα του χρήστη – Δημόσια, Νομική Βιβλιοθήκη, ISBN 978-960-622-284-9. <p>English Bibliography</p> <p>Hughes, Phil (2008), Easy guide to health and safety, Elsevier, ISBN: 978-0-7506-6954-2 .</p> |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

39.

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|-------------------------------|--|-----------------|---|---------------------|---|
| Course Title | Specialized Pharmacology: Formulation | | | | |
| Course Code | PHRM308 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | | |
| Teacher's Name | Savidou Antria | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | - |
| Course Purpose and Objectives | The aim of this course is for the student to acquire knowledge of the names of the most often prescribed medication | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Understand and use the BNF and other medical manuals • Recognize the active ingredient(s) of every medication • Become familiar with the names of the most often prescribed medications • Understand the basic theory used in coping with poisoning • Explain the use (mainly in terms of the indications and mechanism of action) and the limitations of the medication that is used in the treatment of obesity, osteoporosis and erectile dysfunction • Explain the use (mainly in terms of the indications and mechanism of action) of the anti-cancer medication | | | | |
| Prerequisites | Pharmacology I (PHRM203) Pharmacology II (PHRM211) | Required | - | | |
| Course Content | <ul style="list-style-type: none"> • Introduction • The BNF (British National Formulary) • General overview of the BNF • Contents and methods of using the BNF • Addition of new active ingredients to the BNF • BNF annexes • Medicinal interactions • Coping with poisoning <ul style="list-style-type: none"> - Poisoning and therapy - General coping - Therapy | | | | |

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| | <ul style="list-style-type: none"> - Special antidotes - Chelating compounds • Medication related to the: gastrointestinal system, circulatory system, respiratory system, central nervous system, prevention of infections, genital system, musculoskeletal system, nutrition of humans and other types medication |
| Teaching Methodology | <p>The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit.</p> |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Ιατρικές Εδόσεις Λίτσας, (2011), Ιατροφαρμακευτικός Οδηγός, Ιατρικές Εκδόσεις Λίτσας, Αθήνα, ISBN: 9789603721024. • Mycek, Mary J. & Harvey, Richard A. (2007), Φαρμακολογία: Με πλούσια διδακτική • εικονογράφηση, Παρισιάνου, ISBN: 978-960-394-502-4 • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία I: Γενική φαρμακολογία, Λύχνος, ISBN: 960-6607-28-3. • Τσόχας, Κωνσταντίνος Αθ. (2009), Κλινική φαρμακολογία II: Ειδική φαρμακολογία, Λύχνος, ISBN: 960-6607-29-1. • Μάνικας, Γεώργιος Α. (2004), Κλινική φαρμακολογία και φαρμακευτικός οδηγός, Ιατρικές εκδόσεις Π.Χ. Πασχαλίδης, ISBN: 960-399-238-0. • Κουρουνάκης, Πάνος Ν., Ρέκκα, Ελένη Α. (2014) Γνωριμία με τη συναρπαστική επιστήμη των φαρμάκων, Εκδόσεις Κυριακίδη Μονοπρόσωπη ΙΚΕ, ISBN: 978-618-80941-6-1. • Aulton, Michael E. (2017), Aulton φαρμακευτική: Σχεδιασμός και παρασκευή φαρμάκων, Παρισιάνου Α.Ε., ISBN 978-960-583-216-2. <p>English Bibliography</p> <ul style="list-style-type: none"> • British Medical Association (2018), BNF 75, British Medical Association, ISBN: 978-0857113313. • Generali Joyce A., (2005), The Pharmacy Technician's Pocket Drug Reference, Publisher: American Pharmaceutical Association, ISBN: 1582120633. • Waller, Derek G. (2005), Medical pharmacology and therapeutics, Elsevier Saunders, ISBN: 0-7020-2754-5. • Neal, Michael J. (2005), Medical pharmacology at a glance, Blackwell Pub, Malden, Mass, ISBN: 1-4051-3360-0. • Katzung, Bertram G. (2007), Basic and clinical pharmacology, Lange Medical Books/McGraw Hill, ISBN: 9780071451536. • Roach, Sally S. (2008), Introductory clinical pharmacology, Lippincott Williams & Wilkins, ISBN: 9780781775953. • Kaiser, Cristina (2010), The pharmacy technician's, Wolters Kluwer/Lippincott Williams & Wilkins, 978-007817-9814-3. • Rutter, Paul (2017), Community pharmacy: symptoms, diagnosis and treatment, 4th edition, Elsevier, ISBN: 978-0702069970 |

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| | <ul style="list-style-type: none"> Waterfield, Jon (2008) Community Pharmacy handbook, Pharmaceutical Press, ISBN: 978-0853697169. |
| Assessment | <ul style="list-style-type: none"> Class Participation 10% Assignments / Projects 20% Intermediate Written Examination 20% Final Written Examination 50% |
| Language | Greek |

40.

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|-------------------------------|--|-----------------|---|---------------------|---|
| Course Title | Introduction to Nutrition | | | | |
| Course Code | MEDI302 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | | |
| Teacher's Name | Constantinou Ivi | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | - |
| Course Purpose and Objectives | The aim of this course is for students to understand the demands of the human organism in nutritional elements and the ways that these are satisfied through the digestion, absorption and metabolism of food. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> Identify the nutritional elements and their relationship with the physiological functioning of the human organism Explain the need for nutritional balance and the relative adjustment of the bodily weight Describe the metabolism of carbohydrates, fat and proteins Record the effect that the absence of certain nutritional elements has on the human organism Record the problems that come along related to bodily weight | | | | |
| Prerequisites | Elements of Biochemistry (CHEM300) | Required | - | | |
| Course Content | <ul style="list-style-type: none"> The most important macronutrients: carbohydrates, fat and proteins, transfer of nutritional elements and their storage, energy use by the human body and control of the nutritional balance The importance of the micronutrients for the normal functioning of the cells, the building of the bones, the functioning of the enzymes, muscles, the nerve system and electrolytes. Consequences for the human health due to the absence of micro nutritional elements. | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> Townsend,Carolynn E. (2001), Υγιεινή Διατροφή & Διαιτητική, Έλλην, ISBN: 960-286-469-9. | | | | |

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| | <ul style="list-style-type: none"> • Χασαπίδου, Μαρία (2008), Διατροφή για υγεία, άσκηση και αθλητισμό, University studio press, ISBN: 978-960-12-1130-5. • Αλεξανδρόπουλος, Θωμάς (2000), Θέματα υγιεινής τροφίμων & διατροφής, Εκδόσεις Ίων, ISBN: 960-411-048-9. • Μπαζαΐος, Κώστας (2000) Οι τροφές που χαρίζουν υγεία, Μπαζαΐος, ISBN: 960-7664-02-7. • Πλέσσας, Σταύρος Τ.(2010) Διαιτητική του Ανθρώπου, Φάρμακον – Τύπος, Αθήνα, ISBN: 978-960-89845-1-6. • Μιτάκης, Μανώλης (2008), Φαρμακοδιατροφική: Η διαχείριση της σχέσης φαρμάκου-διατροφής, Φαρμακευτικός Κόσμος, ISBN: 9789608682986. • Πέτρου, Ηλίας (2018), Τροφή και υγεία, Αναγνώστης, ISBN 978-618-5287-23-8. <p>English Bibliography</p> <ul style="list-style-type: none"> • Drummond, Karen Eich (2007), Nutrition for foodservice and culinary professionals, John Wiley & Sons, ISBN: 0-471-59976-X. • Fieldhouse, Paul (2002), Food and Nutrition, Nelson Thornes, ISBN: 0-7487-3723-5. • Garrow, JS (2005) Human nutrition and dietetics, Churchill Livingstone, ISBN: 0-443-05627-7. • Holford, Patrick (2000) The optimum nutrition Bible, Piatkus, ISBN: 0-7499-1855-1. • Piper, Breanda (2000) Diet and Nutrition: A guide for students and practitioners, Stanley Thornes, ISBN: 0-7487-3723-5. • Langley – Evans, Simon (2009) Nutrition: A lifespan approach, Wiley – Blackwell, ISBN: 978-1-4051-7878-5. • Sharon, Michael (2002) Complete Nutrition: How to live in total health, Prion, ISBN: 1-85375-435-8. • Webb, Geoffrey P. (2008) Nutrition: A health Promotion Approach, Hodder Arnold, ISBN: 9780340938829. • Ballentine, Rudolph (2008), Diet and nutrition: A holistic approach, Himalayan Institute, ISBN: 9780893890483. • Mann, Jim (2012), Essentials of human nutrition, Oxford University Press, ISBN: 9780199566341. • Frazier, Karen (2015), Nutrition facts, Rockridge Press, ISBN: 9781623156114. • Whitney, Ellie (2013), Understanding Nutrition, Cengage/Wadsworth, ISBN: 978-1-133-58752-1. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

41.

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|-------------------------------|---|-----------------|---|---------------------|--|
| Course Title | Effective Organization and Management of Sales | | | | |
| Course Code | BUSS309 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | | |
| Teacher's Name | Yerocostas Costas | | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week | |
| Course Purpose and Objectives | The aim of this course is to get the students acquainted with the major principles in the organization and management of sales. | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Appreciate the role of sales within an overall integrated marketing strategy • Locate possible customers • Forecast sales • Determine sales' targets • Determine suitable areas for successful sale of products and services | | | | |
| Prerequisites | Basic Principles of Management (MGMT309) / Integrated Marketing Communication (MRKT305) | | | Required | |
| Course Content | <ul style="list-style-type: none"> • The role of sales within an overall marketing strategy • The sales process • Types of sales • Sales forecast • Determination of sales targets • Determination of suitable areas for sales to take place • Determination of the buying power of customers • Organization of the sales personnel • Recruitment and selection of the sales personnel • Training for the sales personnel • Motivation and rewards for the sales personnel • Supervision and assessment of the sales personnel • Analysis of costs and performance in relation to the sales personnel • Models and experiences which relate to performance and the sales personnel satisfaction | | | | |

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| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Αυλωνίτης, Γεώργιος Ι. (2017), Αποτελεσματική οργάνωση και διοίκηση πωλήσεων, Unibooks, ISBN 978-618-82812-9-5. • Μαυρουλέας Νικόλαος (2005), Οργάνωση και Διοίκηση Πωλήσεων, Εκδόσεις Σταμούλης, Αθήνα, ISBN 960-351-150-1. • Jobber David & Lancaster Geoff, (2005), Οργάνωση και Διοίκηση Πωλήσεων, Εκδόσεις Κλειδάριθμος, ISBN: 960-209-855-4. • Allen, Peter (2002), Πωλήσεις: Οργάνωση και Πρακτική, Κλειδάριθμος, ISBN: 960-209-236-X. • Kotler, Philip (2006), Μάρκετινγκ μανάτζμεντ, Εκδόσεις Κλειδάριθμος, ISBN: 9602099259. • Πετρίδου, Ευγενία (2016), Διοίκηση – μανάτζμεντ: Μια εισαγωγική προσέγγιση, Εκδόσεις Σοφία, ISBN: 9789606706486. • Πολύζος, Νικόλαος Μ. (2014), Διοίκηση και οργάνωση υπηρεσιών υγείας, Εκδόσεις Κριτική, ISBN: 9789602189429. <p>English Bibliography</p> <ul style="list-style-type: none"> • Williams Jane (2005), <i>Professional Pharmaceutical Selling, Principle Publications, ISBN: 0-9704153-7-0.</i> • Vendesi Group, Gray Ryan (2005), <i>MSDR: Medical Sales Desk Reference: Increase Your Sales And Commissions Then Fast Track Your Career As a Modern Medical Author House, ISBN: 1-4208-4011-8.</i> • Peters, Vincent F. (2000), <i>How to Sell Biotechnology Products, Black Dog, USA, ISBN: 0-9656231-3-0.</i> • Williams, Jane (2004), <i>Insider's guide to the world of pharmaceutical sales, Arlington Principle Publications, ISBN: 0-9704153-6-2.</i> • Farb, Daniel (2005), <i>Powerful Pharmaceutical Sales Guidebook, University of HealthCare, ISBN: 1-59491-263-7.</i> |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

42.

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|-------------------------------|---|-----------------|---|---------------------|
| Course Title | E - Marketing | | | |
| Course Code | MTKT313 | | | |
| Course Type | Theoretical | | | |
| Level | Higher Diploma | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | |
| Teacher's Name | Moti Vasiliki | | | |
| ECTS | 4 | Lectures / week | 2 | Laboratories / week |
| Course Purpose and Objectives | <p>The main objectives of this course, are for the students to:</p> <ul style="list-style-type: none"> • Develop an understanding of the past, present and future opportunities entailed in digital marketing and the characteristics of digital consumers • Understand strategic planning and the means with which organizations aim to achieve their targets through tactics and strategies that relate to digital marketing and the digital way of doing business • Formulate a digital marketing plan • Explain why and how the digital traders create research / questionnaires using traditional marketing tools and the ways that knowledge of these can be translated into practice • Analyze and develop consumer and business products • Understand the ways with which the traditional marketing mix is similar and different to digital marketing determinants of success | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Understand the basic principles and concepts of digital marketing • Understand the structure and mechanisms of digital markets and the ways that websites can help create additional income • Evaluate the ways with which marketing research over the internet can allow traders to formulate appropriate strategic rules over consumer behavior • Distinguish the traditional from the online marketing mix of a company and the ways that these have to be adjusted according to the market and its value added principles and determinants | | | |
| Prerequisites | Integrated Marketing Communication | Required | - | |
| Course Content | <ul style="list-style-type: none"> • Past, present and future of marketing • Strategic evaluation of digital marketing metrics and performance • Digital marketing plan • Digital marketing research | | | |

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| | <ul style="list-style-type: none"> • Digital / online consumers • Product: the digital offer • Price: the digital value • Internet and distribution • Digital marketing communication: ownership rights, profit and rewards related to specific communication tools |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. |
| Bibliography | <p>Greek Bibliography</p> <ul style="list-style-type: none"> • Μπάλας, Γεώργιος (2018), Επιχειρησιακή αναλυτική και ποσοτικά υποδείγματα μάρκετινγκ και διαδικτύου, Rosili, ISBN 978-618-5131-51-7. • Βλαχοπούλου, Μάρω (2014), Ηλεκτρονικό επιχειρείν και μάρκετινγκ : Καινοτόμα μοντέλα σε ψηφιακό περιβάλλον, Rosili, ISBN 978-960-7745-32-3. <p>English Bibliography</p> <ul style="list-style-type: none"> • Pushkov, Sergey (2016) Internet marketing: top 10 most effective strategies, Createspace Independent Publishing, ISBN: 978-1523698394. |
| Assessment | <ul style="list-style-type: none"> • Class Participation 10% • Assignments / Projects 20% • Intermediate Written Examination 20% • Final Written Examination 50% |
| Language | Greek |

43.

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|-------------------------------|---|-----------------|---|---------------------|---|
| Course Title | Diploma Thesis | | | | |
| Course Code | PRCT321 | | | | |
| Course Type | Theoretical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 6 | Lectures / week | 1 | Laboratories / week | - |
| Course Purpose and Objectives | The aim of this course is to help students use appropriate knowledge and skills that relate to the process of conducting a scientific project. The thesis should relate directly to topics that are discussed within the respective program of study. | | | | |
| Learning Outcomes | Upon successful completion of the course, the students will be in a position to: <ul style="list-style-type: none"> • Write a 6000- minimum word thesis on a topic which directly relates to the program of study | | | | |
| Prerequisites | Research Methodology in Health Sciences (PRCT320) | Required | - | | |
| Course Content | <ul style="list-style-type: none"> • Theoretical part: A supervising teacher is to provide guidance to the student during the whole process of the thesis which is based on a topic that reflects the student's knowledge and chosen area of research. The student will have to write the thesis during the last semester of the specific program of study. The student is to choose one topic based on a number of options suggested by the supervisor. | | | | |
| Teaching Methodology | The content of this course will be taught through: PowerPoint presentations, the use of a board, guided discussions with the active participation of students, individual and team work on the part of students, and the use of a variety of visual and other teaching aids as required for the delivery of each unit. | | | | |
| Bibliography | The chosen bibliography is in accordance with the topic of research that the student has chosen | | | | |
| Assessment | The Assessment of the Diploma Thesis will be based on its : <ul style="list-style-type: none"> • Use of references within the text • Pioneering topic and approach • Presentation and appearance • Introduction • Methodology of research • Results and conclusions • Bibliography | | | | |
| Language | Greek | | | | |

44.

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|-------------------------------|--|-----------------|---|---------------------|--|
| Course Title | Practical Training | | | | |
| Course Code | PRCT305 | | | | |
| Course Type | Practical | | | | |
| Level | Higher Diploma | | | | |
| Year / Semester | 3 rd Year / 6 th Semester | | | | |
| Teacher's Name | Theocharous Spyros | | | | |
| ECTS | 8 | Lectures / week | 8 | Laboratories / week | |
| Course Purpose and Objectives | <p>The objective of this course is the practical application of the knowledge and skills that the students acquired throughout their studies in the subject and science of the Medical Representative.</p> <p>The practical training takes place during the 6th semester and requires the engagement of the students with a Pharmaceutical company and other related companies. During this practical training, the students are trained in developing a scientific approach toward the promotion of pharmaceutical products and is supervised thoroughly by a member of the academic staff from KES college. The practical training takes place in close collaboration with and guidance by an academic member of staff who teaches on the program of study and has been appointed as supervisor of a student.</p> | | | | |
| Learning Outcomes | <p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"> • Practically apply the theory that has been taught during the specific program of study • Acquire professional confidence • Develop communication skills with regard to customers and colleagues • Develop management skills and successfully respond to issues raised by management • Widen his or her knowledge and expertise in promoting pharmaceutical products | | | | |
| Prerequisites | | Required | | | |
| Course Content | <p>During the practical training, the employer is in close cooperation with the teacher of the course, who has supervising responsibilities for all of the Practical Training students. The teacher, visits the company at which the practical training takes place for each student and is informed about the kind of tasks and responsibilities that the student undertakes.</p> <p>The supervisor checks the practical training handbook that the student has and makes comments about the work that the student undertakes. The teacher is in continuous contact with the employer for the assessment of the student's performance as well as the appropriately solving any problems that may arise.</p> | | | | |

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| | <p>At the end of the Practical Training, the supervisor performs a final assessment of the student's activities during the entire period of the Practical Training, taking into consideration the assessment report by the employer.</p> <p>In case the practical training is not successfully completed and / or the student fails in the final assessment, then the student must participate in another practical training session over the following academic year.</p> |
| Teaching Methodology | <p>The students must do 84 hours of Practical Training during the 6th semester of the program of study. The students are guided throughout the Practical Training period and are assessed on a regular basis by the teacher of the course when they are at the company at which they perform their Practical Training requirements.</p> |
| Bibliography | |
| Assessment | <p>During the Practical Training period, the students are systematically assessed by the responsible person from the company which employees the students, and his or her comments are noted down in the Practical Training Handbook. Moreover, the supervisor visits each student at the company, also making comments in the Practical Training Handbook for every single one of his or her visits.</p> <p>At the end of the Practical Training, the responsible person from the company which employees the students writes in the Practical Training Handbook, a conclusive assessment of the student's performance.</p> <p>On the basis of the above, the teacher of the course will assess the students using the following conclusive comments: 'excellent', 'very good', 'good', 'failure'.</p> |
| Language | Greek |

Course Literature Update for the Programme of Study "Medical Representatives (3 Years / 180 ECTS, Higher Diploma)"

| <u>New Titles (Recent Publications)</u> | <u>Courses</u> |
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| 1. Κεβρεκίδης, Θόδωρος Δ. (2018), Βιολογία: Δομή και λειτουργία των οργανισμών, 2η έκδ., University Studio Press, ISBN 978-960-12-2389-6. | [3] BIOL102 Cell-Biology and Development |
| 2. Morris, Trevor (2017), Σύγχρονες δημόσιες σχέσεις, Κλειδάριθμος, ISBN: 9789604617739. | [4] PURE102 Public Relations I & [20] PURE200 Public Relations II |
| 3. Guyton, Arthur C. (2017), Ιατρική φυσιολογία: Guyton and Hall, Παρισιάνου Α.Ε., ISBN 978-960-583-175-2. | [8] MEDI115 Physiology I & [16] MEDI202 Physiology II |
| 4. Wade, Leroy G. (2018), Οργανική χημεία, Τζιόλα, ISBN 978-960-418-804-8. | [9] CHEM106 Organic Chemistry |
| 5. Συλλογικό έργο (2018), Εγχειρίδιο κλινικής μικροβιολογίας, University Studio Press, ISBN 978-960-12-2391-9. | [10] MEDI109 Introduction to Microbiology |
| 6. Πασχαλούδης, Δημήτριος (2018), Εισαγωγή στο μάρκετινγκ, Τζιόλα, ISBN 978-960-418-798-0. | [11] MRKT100 Principles of Marketing |
| 7. Καλημέρης, Δημήτριος Π. (2018), Η "επική" καθημερινότητα της σύγχρονης βιοτεχνολογίας: Μελέτες αφηγηματικής βιοηθικής, Σμίλη, ISBN 978-960-6880-91-9. | [15] PHRM102 Elements of Biotechnology |
| 8. Πουλή, Νικολαΐς (2018), Μαθήματα φαρμακευτικής χημείας: Κατασταλτικά ΚΝΣ - ψυχοφάρμακα, αντιϊσταμινικά, βιταμίνες, αντιβακτηριακά φάρμακα, Παρισιάνου Α.Ε., ISBN 978-960-583-252-0. | [17] CHEM201 Chemistry of Pharmaceutical and Natural Products |
| 9. Nahar, Lutfun (2015), Στοιχεία χημείας για φαρμακοποιούς: Γενική χημεία, οργανική χημεία και χημεία φυσικών προϊόντων, Παρισιάνου Α.Ε., ISBN 978-960-583-032-8. | [17] CHEM201 Chemistry of Pharmaceutical and Natural Products |
| 10. Τσιφτσόγλου, Αστέριος (2018), Επίτομη μοριακή και κλινική φαρμακολογία: Βασικές αρχές της δράσης των φαρμάκων, University Studio Press, ISBN 978-960-12-2394-0. | [18] PHRM203 Pharmacology I & [25] PHRM211 Pharmacology II |

| <u>New Titles (Recent Publications)</u> | <u>Courses</u> |
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| 11. Solomon, Michael R. (2018), Συμπεριφορά καταναλωτή: Αγοράζοντας, έχοντας και ζώντας, Τζιόλα, ISBN 978-960-418-811-6. | [19] MRKT207 Consumer Behaviour |
| 12. Perrie, Yvonne (2016), Φαρμακευτική τεχνολογία: Μεταφορά και στοχευμένη δράση φαρμάκων, Παρισιάνου Α.Ε., ISBN 978-960-583-091-5. | [21] PHRM200 Principles of Pharmaceutical Technology |
| 13. Αλβανός, Ραϋμόνδος (2016), Δημόσιες σχέσεις, Θεωρία και πρακτική της επαγγελματικής επικοινωνίας, Επίκεντρο, ISBN: 9789604586745. | [27] COMM203 Professional Communication |
| 14. Παπαδάκη, Λίνα (2017), Ζητήματα ηθικής φιλοσοφίας και βιοηθικής: Καντιανές προσεγγίσεις, Νήσος, ISBN 978-960-589-059-9. | [29] LAWS200 Pharmacy Law and Ethics |
| 15. Belch, George E. (2018), Διαφήμιση και προώθηση: Ολοκληρωμένη επικοινωνία μάρκετινγκ, Τζιόλα, ISBN 978-960-418-533-7. | [33] MRKT305 Integrated Marketing Communications |
| 16. Γεροκώστας, Κώστας (2018), Γεροκώστας, Κώστας, KES College, ISBN: 9789603591245 . | [35] MGMT309 Basic Principles of Administration |
| 17. Kinicki, Williams (2017), Διοίκηση επιχειρήσεων: Μια πρακτική εισαγωγή, Επίκεντρο, ISBN: 9789604587025. | [35] MGMT309 Basic Principles of Administration |
| 18. Παρασκευή Θεοφίλου (2019), Εγχειρίδιο μεθοδολογίας έρευνας: Εισαγωγικός οδηγός στις μεθόδους έρευνας στις κοινωνικές επιστήμες και επιστήμες υγείας, Βήτα Ιατρικές Εκδόσεις, ISBN 978-960-452-285-9. | [36] PRCT320 Research Methods in Medicine and Health Sciences |
| 19. Ντάβου, Μπετίνα (2015), Σύγκρουση και συγκίνηση στις διαπροσωπικές σχέσεις, Εκδόσεις Παπαζήση, ISBN 978-960-02-3148-9. | [37] COMM300 Interpersonal Communication |
| 20. Αυλωνίτης, Γεώργιος Ι. (2017), Αποτελεσματική οργάνωση και διοίκηση πωλήσεων, Unibooks, ISBN 978-618-82812-9-5. | [41] BUSS309 Effective Organization and Sales Administration |
| 21. Μπάλτας, Γεώργιος (2018), Επιχειρησιακή αναλυτική και ποσοτικά υποδείγματα μάρκετινγκ και διαδικτύου, Rosili, ISBN 978-618-5131-51-7. | [42] MTKT313 e-Marketing |

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| 22. | Aulton, Michael E. (2017), Aulton φαρμακευτική: Σχεδιασμός και παρασκευή φαρμάκων, Παρισιάνου Α.Ε., ISBN 978-960-583-216-2. | [31] PHRM214 Domestic Pharmaceutical Formulations & [39] PHRM308 Specialised Pharmacology: Formulation |
| 23. | Bird, Tom (2016), Επιτυχημένη πώληση, Rosili, ISBN 978-618-5131-21-0. | [26] MRKT208 Pharmaceutical Marketing (Distribution and Promotion of Pharmaceuticals) |
| 24. | Pease, Allan (2017), Το απόλυτο βιβλίο για τη γλώσσα του σώματος, Ιβίσκος, ISBN 978-618-5093-52-5. | [27] COMM203 Professional Communication |
| 25. | Varkey, Prathibha (2017), Mayo Clinic: Προληπτική ιατρική και δημόσια υγεία, Gotsis Εκδόσεις, ISBN 978-960-9427-57- 9. | [38] MEDI304 Introduction to Public Health |
| 26. | Αγγελής, Γεώργιος (2017), Μικροβιολογία και μικροβιακή τεχνολογία, Unibooks, ISBN 978-618- 5304-12-6. | [23] PHRM221 Medical Devices |
| 27. | Αλεξανδρής, Κωνσταντίνος (2016), Αρχές μάρκετινγκ και μάρκετινγκ: Οργανισμών και επιχειρήσεων αθλητισμού και αναψυχής, Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960- 602-106-0. | [11] MRKT100 Principles of Marketing & [19] MRKT207 Consumer Behaviour |
| 28. | Αρβανιτάκης, Κλεάνθης (2017) Επικοινωνήστε ελληνικά 2, Δέλτος. | [7] GREK116 Greek Language |
| 29. | Βλαχοπούλου, Μάρω (2014), Ηλεκτρονικό επιχειρείν και μάρκετινγκ : Καινοτόμα μοντέλα σε ψηφιακό περιβάλλον, Rosili, ISBN 978-960-7745- 32-3. | [42] MTKT313 e-Marketing |
| 30. | Γαλάνης, Πέτρος Α. (2017), Μεθοδολογία της έρευνας στις επιστήμες υγείας, Κριτική, ISBN 978-960-586-194-0. | [36] PRCT320 Research Methods in Medicine and Health Sciences |
| 31. | Καλογιάννης, Σταύρος (2018), Εισαγωγή στη βιοχημεία, Τζιόλα, ISBN 978-960- 418-722-5. | [32] CHEM300 Elements of Biochemistry |

New Titles (Recent Publications)

Courses

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| 32. | <p>Παπαρρηγοπούλου - Πεχλιβανίδη, Πατρίνα (2017), Το δημόσιο δίκαιο της υγείας: Οργάνωση των δημόσιων υπηρεσιών υγείας - Δικαιώματα του χρήστη – Δημόσια, Νομική Βιβλιοθήκη, ISBN 978-960-622-284-9.</p> | [38] MEDI304 Introduction to Public Health |
| 33. | <p>Συλλογικό έργο (2014), Εισαγωγή στη βιοηθική: Ιστορικές και συστηματικές προσεγγίσεις, Σύγχρονη Παιδεία, ISBN 978-960-357-119-3.</p> | [29] LAWS200 Pharmacy Law and Ethics |
| 34. | <p>Συλλογικό έργο (2017), Θέματα εσωτερικής παθολογίας: Τιμητικός τόμος καθηγητή Πάνου Μεταξά, University Studio Press, ISBN 978-960-12-2323-0.</p> | [28] MEDI111 Nosology |
| 35. | <p>Συλλογικό έργο (2018), Γενικός κανονισμός για την προστασία των προσωπικών δεδομένων (GDPR): Νομική διάσταση και πρακτική εφαρμογή, Νομική Βιβλιοθήκη, ISBN 978-960-622-453-9.</p> | [34] LAWS304 Pharmacy Law and deontology – GDPR |
| 36. | <p>Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 1, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-2-9.</p> | [5] COMP113 Ηλεκτρονικοί Υπολογιστές I & [12] COMP128 Ηλεκτρονικοί Υπολογιστές II |
| 37. | <p>Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 2, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-3-6.</p> | [5] COMP113 Ηλεκτρονικοί Υπολογιστές I & [12] COMP128 Ηλεκτρονικοί Υπολογιστές II |
| 38. | <p>Χρήστου, Χρήστος (2017) Το Ολοκληρωμένο Βιβλίο Διδασκαλίας ECDL, Τόμος 3, EduCYBER CC Co Ltd, ISBN: 978-9963-2820-4-3.</p> | [5] COMP113 Computers I & [12] COMP128 Computers II |
| 39. | <p>British Medical Association (2018), BNF 75, British Medical Association, ISBN: 978-0857113313.</p> | [31] PHRM214 Domestic Pharmaceutical Formulations & [39] PHRM308 Specialised Pharmacology: Formulation |

B. Conclusions and final remarks

“The panel recommends accrediting the 3-year Program of Medical Representative. The panel also identified some areas that the program could be further improved” (page 27).

Actions taken by KES College

For all areas that the ECC recommended that the program could be further improved, KES College has taken appropriate actions, as described in the paragraphs above.

C. Higher Education Institution academic representatives

| <i>Name</i> | <i>Position</i> | <i>Signature</i> |
|----------------------|--------------------------------|------------------|
| Englezakis Demetris | Head of Academic Affairs | |
| Theocharous Spyros | Programme Coordinator | |
| Charalambous Calypso | Curriculum Development Officer | |
| Dr Anastasiou Elena | Educational Officer | |

Date: 11/6/2019.