



CYPRUS INSTITUTE  
of MARKETING

THE CYPRUS  
BUSINESS SCHOOL



EUROPA DONNA CYPRUS  
STRATEGIC PARTNER

# Earn a British **BA (Hons) in Business Studies with Marketing** in Cyprus (Nicosia / Limassol)

3 YEARS FT



UNIVERSITY OF  
**WEST LONDON**  
The **Career** University



#2

modern university for  
student satisfaction  
in business studies\*\*



## The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing has been operating in Nicosia since 1978 and in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 40 years CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Finance & Accounting, Shipping, and International Business & Commercial Law.

Over the years, CIM has provided the opportunity to more than 5,000 students to acquire world-class qualifications and fulfil their aspirations. The majority of these are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers.

Though CIM now serves students from all ages and all walks of life, it still offers exclusively evening classes – in order to cater for the needs of working individuals. And it still puts its emphasis on combining theory and practice.

We are proud to be Cyprus's finest Business School. And we are proud to offer the best education at the most affordable fees.

## University of West London

The University of West London is a British University with sites in Ealing and Brentford and an educational hub in Berkshire. It traces its roots back to 1860, when teaching began on its Ealing site and until 1st May 2011 it was named Thames Valley University.

The University of West London is one of the UK's most diverse and exciting universities. It was named No. 1 modern university in London by The Guardian in 2019 and is London's best performing multi-faculty university for employability (98% within 6 months of graduating). Also, it was named No. 50 in the UK according to the Guardian University Guide 2018.

## The Claude Littner Business School

The Claude Littner Business School is based in the heart of west London, at the centre of a highly lucrative business district. Fifty percent of the UK's top 30 companies and over 30,000 SMEs are based there.

The school has strong links with national and international employers and some of the most innovative companies in the area. It provides individuals with life-long learning and training, giving them the knowledge and skills to flourish and to get their ideas off the ground- whether they are graduates, senior executives or entrepreneurs.

No. 1 Modern  
University in London

No. 8 Modern  
University in UK

# BA (Hons) in Business Studies with Marketing

For over 50 years, our Business Studies degree has achieved a reputation for meeting educational and professional needs, both nationally and internationally. We were among the first to offer a Business Studies degree, and the School maintains strong links with major professional institutes, including the Chartered Institute of Marketing, Chartered Management Institute, the Institute of Direct and Digital Marketing and the Chartered Institute of Personnel.

## Course overview

The aims of this programme are to increase and refine the management and marketing skills of the students, most of who will already be in management posts. Superior management is the product of certain attitudes, knowledge, and skills that combine in unique individuals who contribute to an organisation's survival, growth, financial returns and continuous adaptation to changing circumstances. The course is precisely concerned with identifying and helping produce such attitudes. Our Lecturers are inspiring and continuously alert to changes in the business world. As firms in Cyprus and abroad face the challenges of the 21st century, there continues to be a need for increased numbers of managers and executives who have a holistic view of how successful organisations are structured and managed.

### Coursework

As you would expect, throughout your course there will be a healthy amount of coursework for you to complete and exams, group work and presentations so that we, and you, can see just how far you are progressing. And don't forget, we are always available to give you a hand should you need one.



Nicosia  
Limassol

## Modules

### Year One - Level 4

- / Professional Skills for Business and Finance
- / Introduction to HRM
- / Researching Business Data
- / Business Accounting
- / Principles of Marketing
- / Information & Communication Technology

### Year Two- Level 5

- / Business Economics
- / Enterprise and Business Development
- / Managing Business Operations
- / Enterprise and Social Responsibility
- / Organisational Behaviour
- / Marketing and Brand Management

### Year Three - Level 6

#### Term 1 (September-January)

- / Strategic Management
- / Global Marketing
- / Business Research Project\*

#### Term 2 (January-May)

- / International Business
- / Consumer Behaviour
- / Business Research Project

\*Yearly module



### Career progression

Our BA (Hons) Business Studies with Marketing course aims to open doors.

We give you all the knowledge, experience and skills you'll need to go out and start a rewarding career in the fields of business marketing or management.

# BA (Hons) in Business Studies with Marketing

## Assessment

### Year 1

#### / Professional Skills for Business & Finance

E-Portfolio 50%, Essay 50%

#### / Introduction to HRM

Individual report 50%, Individual report 50%

#### / Researching Business Data

Presentation 10%, Report on presentations 30%, Exam 60%

#### / Business Accounting

Course work 30%, Reflective Learning Portfolio 10%, Exam 40%

#### / Principles of Marketing

10min Presentation, Reflective Learning, Portfolio: 500 words 20%,  
*Group marketing project*: 15min Presentation, Report: 1500 words  
40%, Individual report 1500 words 40%

#### / Information, Communications & Technology (ICT)

In-class practical test 30%, Group Presentation 10%, Final exam  
60%

### Year 2

#### / Business Economics

Report 40%, Exam 60%

#### / Enterprise & Business Development

Group business plan 50%, Reflective essay (Presentation + Business  
proposal) 50%

#### / Managing Business Operations

Individual Report 40%, Closed Book Exam 60%

#### / Business Ethics

Case study 40%, Exam 60%

#### / Research Methods

Group presentation 50%, Individual Report 50%

#### / Marketing & Brand Management

Individual essay 50%, Group presentation & Report 50%

### Year 3

#### / **Strategic Management**

Coursework (3500 words) 100%

#### / **Consumer Behaviour**

Group presentation 50%, Report 50%

#### / **International Business**

Individual Report (3500 words) 100%

#### / **Global Marketing**

Coursework (3500 words) 100%

#### / **Final Project (Dissertation)**

Poster 20%, Final Project (Dissertation) 80%



# BA (Hons) in Business Studies with Marketing

## Teaching methods

We use a variety of teaching methods, helping individual students learn in different ways:

- / Lectures introduce new concepts / models / theories and encourage participants to develop as independent learners.
- / Task-based learning develops problem-solving skills and helps you relate theory to practice.
- / Group work encourages you to communicate, share ideas and experiences and learn from each other.
- / Discussion and reflection encourage inquiry, application and analysis, and help you take control of your own learning and experiment with the academic knowledge you have gained.
- / Seminar support is available through group and individual tutorials by arranged appointment.
- / Blackboard, the University's online learning platform, supports the more traditional teaching methods to provide a 'blended' learning environment.

## Exit skills

Our aim is to produce graduates with all the skills and abilities needed to flourish in the world of business marketing and management. We hope you will graduate as:

- / a confident and independent learner with sound underpinnings of business knowledge and behaviour;
- / an inspired decision maker, putting all your knowledge to use in reaching creative and effective solutions to complex business situations;
- / someone who could make the most of postgraduate or professional study;
- / an effective team player but also someone able to work independently;
- / someone who doesn't see a job as the end of their studies but just the start of Continuous Professional Development and Lifelong Learning;

Evening  
classes



# 98%

of our graduates  
are in employment  
within 6 months  
of graduating

## Reasons to study at The University of West London

- / UWL was voted the number one modern university in London by The Guardian University league table in 2017.
- / It is the best performing multi-faculty university in London for employability (98% within 6 months of graduating).
- / The University of West London provides a full spectrum of support services for its students.
- / The University of West London students win many awards and prizes for endeavours within their academic fields.
- / The University of West London is a well-established international University, with renowned alumni.

## Entrance Requirements

- / Entry Year I  
200 Credits based on A levels  
OR
- / Equivalent qualifications eg. High School Leaving Certificate with average 15/20  
AND
- / 15/20 in English on the High School Leaving Certificate, IELTS 5.5 or equivalent.

Exemptions may be granted on a case by case basis.

### *Note:*

Minimum entry requirements exist as a guide to the level of education required to study on each course. We will decide if your qualifications meet these requirements when we consider your application. It is important to realise that our decision will be based on your overall suitability for the course and not only on whether you meet the minimum entry requirements.











[www.uwl.ac.uk](http://www.uwl.ac.uk)



## The Cyprus Institute of Marketing

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