



[cima.ac.cy](http://cima.ac.cy)

# PROSPECTUS 2021

Nicosia / Limassol



# Global Partnership

---



The following programs are offered currently in Nicosia & Limassol through a franchise arrangement:

1. BA (Hons) Business Studies with Marketing (3 Years)
2. BA (Hons) Accounting & Finance (3 Years)
3. M.Sc. in Digital Marketing (12 Months FT/24 Months PT)

# Table of Contents

---

## 01 Welcome

Welcome to the Cyprus Institute of Marketing	3
Foreword by the Chancellor	4
Foreword by the President of the Council	5
University of West London	6

---

## 02 Our Strategic Partners, Academic Partners & Memberships

Strategic Partners	9
Academic Partners	10
Memberships	11

---

## 03 Premises & Facilities

The Premises of the Institute	13
Facilities	13

---

## 04 Academic Calendar, Institute's Council & Committees

Academic Calendar 2020-2021	15
The Institute's Council	16
Committee	18

---

## 05 Alumni Success Stories

CIM Alumni Survey 2017	21
Alumni Success Stories	22

## 06 Programmes

Programmes Available	33
Academic Regulations	34

---

## 07 Description of Undergraduate Programmes

Diploma in Marketing Management	37
BA Business Management with optional concentration in Marketing	38
BA Shipping Management	40
UWL BA(Hons) Business Studies with Marketing	42
UWL BA(Hons) Accounting & Finance	46

---

## 08 Description of Postgraduate Programmes

MSc Human Resource Management & Corporate Strategy	51
Master in Business Administration	56
Master in Business Administration with Shipping	62
UWL MSc in Digital Marketing	70

---

## 09 General Information

Overseas Students Page /about Cuprus	75
Overseas Students Page /other information	76
Overseas Students Page /financial obligations	77
EU Students /financial obligations	78
Government Subsidy	78
Annual Tuition Fees 2021-2022	79
Faculty	80
The Library / Intranet	81
Sholarships & Bursaries & Erasmus +	82
Student Union	83

# 01

---

Welcome



# Welcome to the Cyprus Institute of Marketing

---

The Cyprus Business School

The Cyprus Institute of Marketing (CIM) has been operating in Nicosia since 1978 and in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus, during the last 42 years CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Human Resource Management, Finance & Accounting, Shipping, and Digital Marketing.

Over the years, CIM has provided the opportunity to more than 10,000 students to acquire world-class qualifications, fulfil their aspirations, and reach their potential. 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. It still puts its emphasis on combining theory and practice and it remains committed to offering the best and most accessible education at the most affordable fees.

## Vision

To be a leading Business School that enhances knowledge and nurtures future business leaders.

## Mission

To develop and deliver the best and most up-to-date educational programmes, at affordable prices and in a learning environment that makes it possible for the business education of aspiring individuals. We aim to enable our students, staff and faculty to discover their true talent and reach their utmost potential.

# Foreword

## by the Chancellor

---



**Prof. Theo Hadjiyannis**  
B.Sc., M.Sc., F.CIM, F.C.M.A.  
Chancellor, CIM

It is a great pleasure for me to write this Foreword for our latest prospectus.

Some people say that business today does not offer the same opportunities as it did before. They cite high taxes, government intervention, increasing competition, economic erosion caused by inflation, and, of course, the recent covid-19 pandemic.

We at CIM believe firmly that opportunities abound as never before. They are for people who have ambition and who can respond to the challenges of the times. All the reasons cited by pessimists for the dearth of business opportunities in fact provide opportunities for people whose personal executive skills have been honed to their sharpest edge.

Opportunity offers itself to persons with a strong will for action, vision and, above all, the right education and training, which we believe we can offer you during your studies here.

Working under the systematic guidance and ethic imposed by the Institute's programmes, you will multiply your effectiveness as a business manager many times over. Your personal value to your company and in the marketplace will rise substantially.

We are ever-demanding in terms of study and academic performance. As a matter of fact, all courses require hard work and continuous effort. Our lecturers and tutors aim at stimulating students' minds and constantly direct them towards practical solutions to problems pointing out the limitations.

We believe that CIM can make a significant contribution towards your efforts in acquiring the business training you need to secure the future you want.

Taking this opportunity, I would like to thank all the students for their support and devotion to the Institute.

Needless to say, our success would not have been possible had it not been for the enormous contribution of all members of staff, who demonstrate great enthusiasm and a strong work ethic that ensures that the noble goals of the Institute are fulfilled.

# Foreword

## by the President of the Council

---



**Mr. Glafkos Mavros**

B.Sc., MBA

President of CIM Council

The Cyprus Institute of Marketing was established in 1978 to promote the science of marketing in Cyprus. Since then, and 43 years later, CIM's graduates hold top managerial positions across Cyprus and Europe more broadly.

Through rigorous and challenging programmes developed over the years, and through offering affordable fees, CIM has focused on creating value in education. CIM is recognised as a major educational centre for the development and promotion of marketing in the most practical, effective and efficient way.

Over the last decade, the Institute has stretched its educational horizon to offer world-class British programmes in collaboration with the University of West London.

Under the current unprecedented economic and public health conditions, many are faced with an uncertain and very competitive job environment. Education and knowledge are the only secured shields to job continuity, and the most valuable safeguard for a successful future career.

CIM, with its 43 years of continuous successful operation, provides students with valuable educational choices and opportunities. Building on our successful record of combining theory and

practice, and drawing on our faculty's experience and expertise, we will continue to be the leading business school in Cyprus. We continuously invest in our premises, in technology, and in training and nurturing our staff and faculty, and we are proud members and partners of world-renowned associations and universities.

We are especially proud of our extensive and robust network of Strategic Partners. CIM has now twenty strategic partners – local and global leaders in their respective fields – who are as committed as we are in serving the market in Cyprus through educating future leaders.

At CIM, we set high ambitions and unique goals for the future. Join us now, and become part of our success.

# University of West London

UWL was voted as the No. 1 modern university in London by *The Guardian* university league table (2019).

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). The year before, in 2018, it was ranked No. 50 in the UK.

The Cyprus Institute of Marketing is Institutionally Approved by the University of West London as the exclusive partner for Cyprus since 2011.

The following programs are offered currently in Nicosia & Limassol through a franchise arrangement:

1. BA(Hons) Business Studies with Marketing (3 Years)
2. BA(Hons) Accounting & Finance (3 Years)
3. M.Sc. Digital Marketing (12 Months FT/24 Months PT)



Ranked 34 -  
up 23 places  
No.1 modern  
university in London



Ranked 52  
Biggest rise in  
the UK



Business School  
of the Year - The  
Claude Littner  
Business School





# 02

---

Our Strategic Partners,  
Academic Partners  
& Memberships



## Strategic Partners

CIM is proud to have partnered up with local and global leaders of the Cypriot industry. Our partnership with these top companies involves the following:

- Exclusive guest lecturing for CIM students
- Other forms of transfer of knowledge to students/lecturers
- Partner-sponsored awards for top-performing CIM students
- Exclusive internships and job opportunities
- Consulting projects for CIM students at partner organisation
- Joint CSR projects
- Scholarships for employees of Strategic Partners
- Workshops



# Academic Partners





## Memberships

---



The Association  
of Commonwealth  
Universities



# 03

---

## Premises & Facilities



## The Premises of the Institute

---

CIM operates two campuses: a campus in Nicosia, established in 1978, and a campus in Limassol, in operation since 1984. The privately-owned, purpose-built Nicosia Campus is located on Zannettos street, opposite the British High Commissioner's residence, in the leafy area of Ayios Andreas. It is only a 5 minute walk to the Parliament, the Municipal Theatre, the Archaeological Museum, and a 10 minute walk to the city centre with its bustling modern shopping centres as well as traditional shops, bars and taverns.

In 2013, the Institute in Limassol moved to its new, state-of-the-art premises, located in the centre of Limassol, near Tsirion football stadium and only a minute away from the main highway, providing easy access to public and private transportation travel to any part of the island.

The premises in both Nicosia and Limassol consist of modern amenities equipped with the latest technology and teaching tools.



The Nicosia Campus



The Limassol Campus

## Facilities

---

Every classroom is equipped with audio-visual equipment, including smart boards, projectors, audio surround system, and wi-fi internet.

The main library in Nicosia and the library in Limassol have an extensive collection of business related books. Lending and reference facilities are available.

All books are searchable on our database online and can be reserved.

Our Nicosia Lecture Theatre accommodates 90 students with comfortable chairs and desks.

Both sites have student meeting and relaxation areas.

# 04

---

Academic Calendar,  
Institute's Council &  
Committees





# Academic Calendar 2021-2022

---

## **11th October 2021**

Commencement of October Intake Classes

## **11th December 2021**

Break for Christmas Holidays

## **10th January 2022**

Deadline for Assignment 1 UG & PG students

## **10th January 2022**

Recommencement of classes

## **18th April 2022**

Deadline for Assignment 2 PG students

## **16th April 2022**

Break for Easter Holidays

## **2nd May – 14th May 2022**

Revision Tutorials

## **16th May – 4th June 2022**

Final Exams for October Intake

## **29th August – 3rd September 2022**

Re-Examinations for October Intake / Final Exams for January Intake

## **23rd November 2022**

Graduation Ceremony

# The Institute's Council

---

## 1. **President**

Glafkos Mavros,  
Former General Manager, Hellenic Bank

## 2. **Vice-President**

Marios Kapiris,  
General Manager, IBM Cyprus

## 3. **Secretary**

Marios Charalambides,  
Director of HR & Student Affairs, CIM

## Members

4. Anna P. Antoniou, Chief Marketing Officer,  
SPP Media

5. George Georgiou, CEO, Green Energy Group

6. Nicholas Defteras, CEO, FXTM

7. Antonis Papas, Marketing & Communications  
Manager, NP Lanitis

8. Yangos Hadjiyannis, CEO, CIM

9. Theo Hadjiyannis, Chancellor, CIM

10. Garo Dzaghigian, Sales Manager, Toyota

11. Dr Christos Hadjiyannis, Dean, CIM

12. Paola Ioannou, CFO, Astro Bank

13. Soteroula Soteriou, Marketing & Corporate  
Image Manager, Charalambides Christis

14. Georgia Chrysanthou, Director, House of Brands

15. Antonis Karpasitis, Former General Manager,  
Metlife Cyprus

16. Dr Myria Kkali, President of Nicosia Lecturers'  
League

17. Dr Katerina Pavlou, President of Limassol  
Lecturers' League

18. Loucas Mavrocordatos, President of Nicosia  
Alumni Association

19. Michalis Kefalonitis, President of Limassol  
Alumni Association

20. Daphne Prodromou, Former Head of  
Communications & Strategy, Bank of Cyprus



CYPRUS INSTITUTE  
of MARKETING  
THE CYPRUS  
BUSINESS SCHOOL



CYPRUS INSTITUTE  
of MARKETING  
THE CYPRUS  
BUSINESS SCHOOL

# Committees

---

## The Academic Committee

Dean  
 Academic Directors (Nicosia & Limassol)  
 Director of Postgraduate Studies  
 Director of Undergraduate Studies  
 MBA Director  
 Two Members of Faculty  
 One Quality Assurance Expert  
 Undergraduate Student Representative (Nicosia)  
 Postgraduate Student Representative (Limassol)  
 Administrator

## The Internal Quality Assurance Committee

Dean  
 Director of Quality & Research  
 Academic Directors (Nicosia & Limassol)  
 Director of Postgraduate Studies  
 2 Members of Faculty  
 1 Quality Assurance Expert  
 Undergraduate Student  
 Postgraduate Student  
 Administrator

## Student Staff Communication Sub-Committee (SSCS)

Faculty (one from each programme)  
 Student Representatives (one from each programme)

## Appeals, Grievances, Complaints and Disciplinary (AGCD) Committee

Director of Student Affairs  
 Faculty Representatives (Nicosia & Limassol)  
 Student Representatives (Nicosia & Limassol, UG & PG)  
 Administrator

## Board of Examiners

Dean  
 Academic Directors (Nicosia & Limassol)  
 Faculty Representatives (Nicosia & Limassol, one from each programme)  
 1 External Examiner (one per programme)  
 Administrator

## Assessment Board

Dean  
 Academic Directors (Nicosia & Limassol)  
 Programme Coordinator  
 Module Leaders  
 External Examiner  
 Administrator





# 05

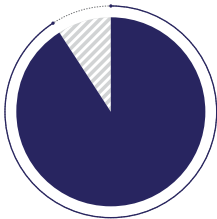
---

Alumni Success  
Stories

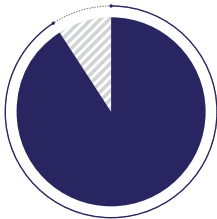


# CIM Alumni Survey 2017

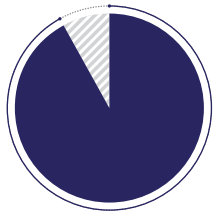
CIM and Cypronetwork conducted a research amongst CIM alumni 2012-2017 (November 2017) and the results are as follows:



**91%**  
are satisfied with their  
studies at CIM



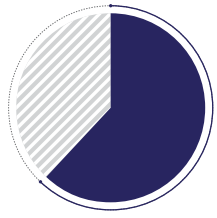
**91%**  
see CIM as a trustworthy  
and credible Institution



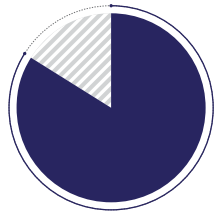
**92%**  
are currently in  
employment

**30%**

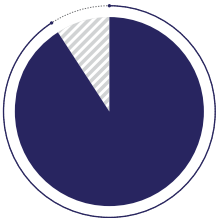
of the alumni have enjoyed  
an immediate increase  
of their salary upon  
completion of studies at CIM



**62%**  
were in employment within  
1 month of completion  
of their studies



**84%**  
were in employment within  
6 months of completion  
of their studies



**91%**  
were in employment within  
12 months of completion  
of their studies

**25%**

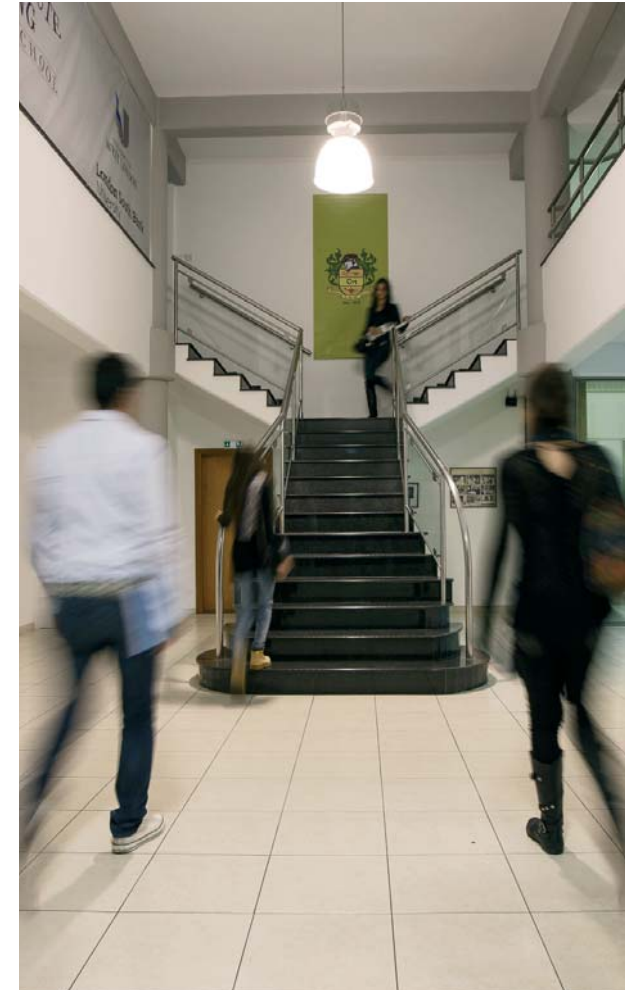
of the alumni have received  
an immediate promotion upon  
completion of studies at CIM

## Alumni Success Stories

---

It was the first institution in Cyprus to offer marketing degrees. From 1980 onwards, it was the Tuition Centre of the Chartered Institute of Marketing (UK), offering Cypriot students the unique chance to earn professional qualifications of international stature. Gradually, CIM began to offer degrees in other related areas of business – to now be widely considered as the top business school in Cyprus.

Over the last four decades, we have had the honour to educate many individuals. Some of their stories follow.







**George Georgiou**  
Christodoulides Bros,  
Sales & Marketing Manager

#### Why did you choose to enrol in a CIM programme?

Having missed out on the opportunity of going to college after graduating from school, I began working as a salesperson at Christodoulides Bros. I soon realised that working in the Sales department was something I thoroughly enjoyed and felt the need to broaden my skills and knowledge and enhance my career by gaining a formal educational qualification. I asked around and everyone recommended studying at the CIM – and soon I came to see why!

#### How, if at all, did your studies help in furthering your career?

I could not have gained a promotion without my degree from CIM. Precisely because CIM has such a good name in the market, Christodoulides Bros offered me a promotion immediately after my graduation. My studies at CIM and my hard work paid off as I am presently the Sales and Marketing Manager of the company.

#### At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?

All the more! CIM lecturers are all familiar with the subject that they teach and it was greatly helpful for me as a student that they combined excellent knowledge of the theoretical aspects of the subject with solid, practical knowledge of the market. This is what separates CIM from other tertiary institutions on the island and what makes it so distinctly competitive.

#### Looking back at your time at CIM, what, if anything, do you remember most strikingly?

What I remember strikingly from my time at CIM is how demanding the course was, yet also how rewarding the whole experience was. For me, I'd urge anyone to study at CIM because it offers the chance for high-quality education, with a combined emphasis on theory and practice, and because the course is designed in such a way as to facilitate in-career individuals.



**George Theodorou**  
Marketing Manager

**Why did you choose to enrol in CIM programme?**

I chose CIM for a number of reasons. Perhaps most important of all was that I correctly judged that CIM would be best fitted to accommodate my educational needs as an in-career student; that lectures were held in the evening meant that I could attend without having to take leave off work. At the same time, the fact that all lecturers were professionals with a lot of expertise and experience of the Cypriot market held a special appeal for me. I was able to learn a lot from their insight, stories and their words of wisdom as to how things work in the local market.

**How, if at all, did your studies help in furthering your career?**

CIM was instrumental to the furthering of my career. Besides the necessary professional qualifications needed for promotions, I gained a lot from networking, as all students and lecturers at CIM are professionals working across a wide spectrum of the market.

**At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?**

At CIM you are taught the theory by people who implement this theory every day in their working lives. By giving us case studies of real situations, and inviting us to contribute our own experiences, we were able to gain a broader, in-depth and, most importantly very useful knowledge of how things work in the real market.

**Looking back at your time at CIM, what, if anything, do you remember most strikingly?**

I recall vividly the classroom discussions that were very intriguing, sometimes even heated, and ultimately extremely useful and eye-opening. This type of knowledge as well as the method of teaching has stayed with me ever since.



**Evros Papadopoulos**  
Papaphilippou Ice Creams,  
Group Marketing Manager

**Why did you choose to enrol in a CIM programme?**

I chose CIM because the programme description appeared to satisfy my needs. I was also attracted to the low fees and the fact that classes were held in the evenings because as a working individual this would make my life a lot easier, as well as the low fees.

**How, if at all, did your studies help in furthering your career?**

I could not have progressed in my career without my studies at CIM. The expertise I gained through attending classes, working on assignments and studying for exams made me a more confident individual and a more competitive candidate for promotion.

**At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?**

Most certainly. In fact, it is this very fact, that the lecturers at CIM are professionals who teach in the evening what they learn from first-hand experience during the day, which makes CIM different from all other educational institutions in Cyprus.

**Looking back at your time at CIM, what, if anything, do you remember most strikingly?**

What I remember most strikingly is the excellent rapport between lecturers, administrative staff and students, relationships that remain to this day as strong as ever.



**Anna Antoniou**  
SPP Media, Marketing Manager

**Why did you choose to enrol in CIM programme?**

After graduating with a degree in Public Relations and Media, I became interested in furthering my education. I decided to study for a Bachelor degree in Business so as to ultimately become a Chartered Marketer, something that has always been a dream of mine. Having researched into the various educational bodies in Cyprus and enquired about ways of becoming a Chartered Marketer, I soon found out that CIM was the only college in Cyprus that offered the diploma of the UK Chartered Institute of Marketing in Cyprus. It became immediately clear where I should pursue my studies!

**How, if at all, did your studies help in furthering your career?**

Yes – to a great extent. At CIM, one is given the chance to gain the expertise on which to build a very successful career.

**At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?**

Certainly. Not only are the lecturers professionals with vast experience of the local and international market, but they happen to be very successful at what they do. Their experiences and their willingness to share these with the students were extremely beneficial to us as students. When I later became a lecturer at the college, I did my best to impart my experiences to my students.

**Looking back at your time at CIM, what, if anything, do you remember most strikingly?**

What I remember most vividly is the founder of CIM, Prof. Theo Hadjiyannis, reiterating to us on many occasions that if we work hard, and are willing to take calculated risks, then there's nothing stopping us from materialising our dreams! Prof. Theo himself had a secure position at the Central Bank before deciding to quit in order to start CIM. Having begun with one student in a tiny apartment, we are all very proud now that the CIM has now international presence and stature. I recommend studying at the CIM unreservedly.



**Stelios Athanasiou**  
Scandia, General Manager

#### Why did you choose to enrol in a CIM programme?

I decided to attend CIM for two reasons. First, as a full-time working individual, I found the way the classes were structured, being taught in the evenings, very appealing. Second, I was really attracted to the fact that the teaching consisted of lecturers-professionals who put a lot of emphasis on the practice of business, as opposed to the theory.

#### How, if at all, did your studies help in furthering your career?

The professional qualifications I gained from CIM helped me get promoted at Scandia, finally becoming a Manager.

#### At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?

The fact that the lecturers at CIM are themselves professionals with an in-depth knowledge of the market means they are more suited and apt to communicate ideas to the students. The fact that they are extremely successful at what they do means that they also act as an inspiration for the students.

#### Looking back at your time at CIM, what, if anything, do you remember most strikingly?

I could never forget the passion and dedication of Prof. Theo Hadjiyannis for knowledge that certainly rubbed off on the students!



**Aristos Anastasiou**  
KEAN, Commercial Manager

**Why did you choose to enrol in CIM programme?**

I was really interested in the way CIM combines theory and practice. It was recommended to me by friends and the decision to study at CIM now ranks amongst the best decisions I made in my life.

**How, if at all, did your studies help in furthering your career?**

The expertise I gained at CIM, specifically the insightful knowledge of how things work in the Cypriot market, greatly helped my career. Learning, for instance, through case studies from the local market, how wise it is to focus on the human factor in business, making sure employees and clients are always kept motivated and content, proved an invaluable asset.

**At CIM you had the chance to be taught by in-career professionals. Did you find that you benefited from their expertise?**

Certainly. The lecturers always made sure they substantiated theory with practical examples.

**Looking back at your time at CIM, what, if anything, do you remember most strikingly?**

I remember the ethos of CIM, the noble belief that people always deserve a second-chance in life when it comes to their education. I am proud to have played my part in developing the ethos of the college and I am extremely delighted to see that the CIM is growing bigger and stronger!

**Adonis Argyrou**

Bank of Cyprus, Senior Officer Nicosia  
District Retail Banking Support

Having acquired professional qualifications in the accounting, banking and insurance sectors, Mr Adonis Argyrou responded to goals and responsibilities of different jobs in the bank regarding lending. According to him, the post-graduate MBA programme he pursued at CIM has allowed him to implement the skills and knowledge he acquired from his studies and his long experience in the best possible way.

“From the first moment I enrolled at CIM, the management’s interest towards students made me feel at ease. Tuition fees are affordable and the programme of studies is flexible and ideal for working people with family responsibilities. The academic staff has perfect knowledge of the Cypriot market due to experience, thus combining our theoretical studies with practical implementation. It is an excellent business school which offers recognised qualifications. These studies, along with my knowledge to date, helped me take on duties which require good marketing knowledge, good interpersonal relationships and organisational skills.”



**Elias Antoniades**  
ORB Advertising Agency,  
General Manager

While studying at CIM, Mr Elias Antoniades got his first job at a statistics and research company. Next, with the subject matter of his dissertation on advertising, he was offered a job at an advertising company as Media Planner & Buyer. Numbers were always one of his strengths and his work was all about numbers and marketing, which he studied. He then became Media Director and in 2000 he transferred to Partners Y&R; there, in 2008 he was offered the enticing job of general management of a sister company pr: partners ltd. This position gave him the opportunity to lead some of the most important communication campaigns of the Cypriot market of the recent years.

"I chose CIM because it was the only business school offering substantial education in the marketing sector, with teachers who weren't just academics, but also worked in the field they taught. Especially at the beginning of my career, and when I first entered the communication and advertising field, the knowledge I had acquired from CIM was directly linked to the challenges in my working field."



**Marios Chinas**

Alpha Bank Cyprus, Deputy Manager,  
Wholesale Banking Workout Division

Marios Chinas studied Business Management and completed his post-graduate studies in Strategy and Business Management at the University of Nottingham. His career began in the United Kingdom banking sector and, upon his return to Cyprus in 2001, he joined the Alpha Bank Cyprus work force. During 2001-2006 he worked at the Wholesale Division and then as an internal auditor up until April 2012. Meanwhile, he acquired the ACCA and became a chartered accountant by achieving two Cyprus-wide merits at the relevant examinations. Since April 2012, he has been working at the Recoveries Division, actively participating in the reformation of the division following the developments in the banking sector and the general economy. Since August 2015, he has also been Manager of the Wholesale Banking Workout Division. In 2012, he received a full scholarship and successfully completed a Master in Business Administration (MBA) at CIM.

"The CIM MBA offers flexibility to working people and is geared towards acquiring practical skills. It has offered me new skills and knowledge and it enhanced my capability to successfully meet my increased functions and responsibilities."

# 06

---

## Programmes



# Programmes Available

The Cyprus Institute of Marketing is registered with the Ministry of Education to offer the following programmes of study in Nicosia and Limassol.

## Undergraduate

1. Diploma in Marketing Management (2 Years)
2. BA Business Management (4 Years)
3. BA Shipping Management (4 Years), Limassol
4. UWL BA(Hons) Business Studies with Marketing (3 Years)
5. UWL BA(Hons) Accounting & Finance (3 Years)

## Postgraduate

1. M.Sc. in Human Resource Management & Corporate Strategy (14 Months FT/24 Months PT)
2. Master in Business Administration (14 Months FT/24 Months PT)
3. Master in Business Administration with Shipping (14 Months FT/24 Months PT), Limassol
4. UWL M.Sc. in Digital Marketing (12 Months FT/24 Months PT)



# Academic Regulations

## Weekly Hours of Teaching

All undergraduate programmes run only on a full-time basis, i.e. 15 teaching periods per week of 55 minutes each. Postgraduate programmes are offered both as full-time and as part-time, i.e. 18 teaching periods per week of 55 minutes each as full-time, and 9 periods per week of 55 minutes each on part-time mode.

## Credits

<b>CIM Diploma</b> (2 years)	120 ECTS
<b>UWL Bachelors</b> (3 years)	180 ECTS
<b>CIM Bachelors</b> (4 years)	240 ECTS
<b>CIM Masters</b> (14 Months FT/24 Months PT)	90 ECTS
<b>UWL MSc Digital Marketing</b> (12 Months FT/24 Months PT)	90 ECTS

## Method of Teaching

Instructional methods include lectures and seminars by academics who are also actively leading large firms and organisations. Guest lecturers from industry and the business world are invited to talk about current market developments. Besides lectures, the teaching programme includes discussions, tutorials, industry visits, and several work projects. Programme methods are designed to foster continuing exchanges of views among students and to provide the means to learn from each other and gain new perspectives by interacting with students from other industries, countries and cultures.

## Programmes on offer

The majority of the programmes on offer are offered both at the Nicosia and Limassol campus. The Institute reserves the right not to run a particular programme if the demand is deemed to be insufficient.

## Language of Instruction

The language of instruction for all programmes offered at CIM is English.





# 07

---

Description of  
Undergraduate  
Programmes



# O1

## DIPLOMA IN MARKETING MANAGEMENT (2 Years)

---

### Subjects

#### Year 1

1. Business Communication
2. Consumer Behaviour
3. Fundamentals of Management
4. Digital Marketing
5. Principles of Marketing
6. Practice of Sales Management

#### Year 2

1. Marketing Management and Practice
2. Public Relations
3. Management Information Systems
4. Entrepreneurship and Small Businesses
5. Integrated Marketing Communications
6. Marketing Research

### Course Objectives

This programme is designed to assist students in meeting the challenges of today's market place towards in the next decade. Students will acquire the necessary industrial skills and knowledge through a variety of business modules that have been carefully selected to assist them in effectively performing their duties as future business managers.

This programme is mainly of a professional nature with a relative provision of scholarly resources in enhancing the development of future marketing managers. Upon completing this program and enhancing all their essential professional skills, students will be able to move forward to an academic Bachelor degree if they so wish.

### Recognition

The Diploma offered both in Nicosia and Limassol is Accredited by SEKAP and can be submitted upon completion to KYSATS for recognition. As such, Cypriot students are eligible to apply for a government subsidy of up to €3420.

### Commencement

October. All modules run on a yearly mode.

### Aims

Our aim is to generate graduates who have enhanced all of the industrial skills and abilities needed for effectively carrying out their duties in the world of business marketing.

We hope you will leave us as:

- A brilliant decision-maker, with the ability to reach successful solutions in a business situation;
- A business professional who is able to put his/her knowledge into practice under the pressure of today's business environment;
- Someone who could make the most of professional study;
- A successful team leader who can effectively perform his/her duties in collaboration with others and independently;
- Someone who doesn't see a job as the end of their studies, but as only the beginning of continuous professional development and lifelong learning.

### Entry Requirements

- Recognised Secondary School Leaving Certificate
- English competency i.e. IELTS 5.5 or equivalent

O2

# BA BUSINESS MANAGEMENT

with an Optional  
Concentration in Marketing  
(4 Years)

---

## Subjects

### Year 1

1. Business Communication and Skills for Success
2. Business Mathematics & Statistics
3. Principles of Marketing
4. Fundamentals of Management
5. Introduction to Financial Accounting
6. Business Information Systems

### Year 2

1. Economics
2. Management and Cost Accounting
3. Consumer Behaviour
4. Human Resource Management
5. Integrated Marketing Communications
6. Business Law

### Year 3

#### Compulsory:

1. Business Finance
2. Organisational Behaviour

#### Optional (4 out of 6):

1. Global Marketing (Marketing)
2. Public Relations (Marketing)
3. Leading Organisational Change
4. Digital Marketing (Marketing)
5. Services Marketing (Marketing)
6. Entrepreneurship and Innovation

#### Note:

All optional modules are subject to availability of lecturers and student demand. For a subject to run, there should be a minimum of eight students.

### Year 4

#### Compulsory:

1. Graduate Project/Internship
2. Strategic Management

#### Optional (4 out of 6):

1. Business Ethics and Corporate Social Responsibility
2. Brand Management (Marketing)
3. International Trade & Finance
4. Doing Business in Emerging Markets (Marketing)
5. Strategic Marketing (Marketing)
6. Social Marketing (Marketing)



## Course Objectives

Our Business Management program consists of a set of core subjects, a selection of elective modules and an individual project. The program structure enables students to explore the various facets of management ranging from communication to finance and marketing, within the business sphere. Moreover, the optional courses and the individual project will allow students to build on the core areas and deepen their knowledge in the business management field. In this four-year program students will gain specific business knowledge, an understanding of the business world and will also develop a range of transferable intellectual and study skills.

The Business Management with Marketing program provides a solid foundation in both business and marketing. This goal is achieved through the program structure, which is a combination of core and elective courses and an individual project that focuses on the area of marketing. Studying these two areas ensures a deep understanding of how organisations work and how to ensure that their products or services are useful, appealing, and profitable. The core subjects ensure students study essential areas of business management, while the optional modules offer them the opportunity to specialise and broaden their knowledge in marketing.

## Recognition

The CIM Bachelor in Business Management (Marketing) enjoys world-wide recognition. Both in Nicosia and in Limassol, the program has been accredited by the Cyprus Quality Assurance Agency and is recognised by KYSATS. As such, Cypriot students are eligible to apply for government subsidy up to €3417.

## Aims

- Provide students with a variety of tools that approach business and management issues analytically and critically;
- Enable students to cover the core concepts, practices and techniques of management and develop the skills required to lead;
- Encourage students to apply socially, ethically and internationally aware approaches and principles to complex business management situations;
- Cultivate the notion of continuing professional development by encouraging students to critically evaluate their personal strengths and weaknesses as well as keep up-to-date with the latest business management ideas and practices;
- Promote an international perspective through a mix of teaching, teamwork and opportunities for business visits.

## Entry Requirements

- Recognised Secondary School Leaving Certificate
- English competency i.e. IELTS 5.5 or equivalent

## Commencement

October. All modules run on a yearly mode.



03

## BA SHIPPING MANAGEMENT

### (4 Years) Limassol

---

#### Subjects

##### Year 1

1. Business English
2. Business Mathematics & Statistics
3. Introduction to Financial Accounting
4. Introduction to Shipping
5. Business Law
6. Business Economics

##### Year 2

1. Maritime Economics
2. Financial Management
3. Principles of Marketing & Management
4. International Trade & Finance
5. Human Resource Management
6. Computers & Information Systems

##### Year 3

###### Compulsory:

1. Maritime Logistics
2. Maritime Law
3. Chartering & Shipbroking
4. Corporate Finance
5. Port Management & Operations

###### Optional (1 out of 3):

6. Marine Insurance
7. Shipping & The Environment
8. Executive Skills

###### *Note:*

All optional modules are subject to availability of lecturers and student demand. For a subject to run, there should be a minimum of eight students.

##### Year 4

###### Compulsory:

1. Graduate Project/Internship
2. International Maritime Conventions
3. Business Ethics
4. Shipping Finance
5. Supply Chain Management

###### Optional (1 out of 3):

6. Managing Maritime Safety
7. Strategic Management
8. Liner Shipping

## Course Objectives

Shipping has been critical to the development of world trade for centuries. In the late twentieth century, falling transportation costs, worldwide economic growth, new economies and globalisation rendered Shipping a huge industry both at home and abroad. In Cyprus in particular, Shipping has been – and continues to be – a thriving sector. Shipping as an industry and a service, global trading patterns and Shipping organisation, regulation, and prospects are the fundamentals of CIM's BA Shipping Management, an area in which CIM has been excelling for years (we also run a postgraduate programme in Shipping: MBA with Shipping).

Our BA Shipping management course offers a comprehensive and integrated overview of the core subjects essential to a thorough understanding of Shipping Management. More specifically, it aims to develop the business skills required by professionals working in the area of maritime business; to foster critical analytical skills, and to show students how to apply the skills they gain to the challenges that modern maritime professionals will meet. The interdisciplinary nature of the programme (cutting across Shipping, Management, Law, and Marketing) prepares students to be future professionals who can function effectively in the complex business environment of the global marketplace.

The structure of the curriculum progressively introduces students to various aspects of shipping management and the shipping industry. Year 1

courses provide foundations in various disciplines in the fields of trade and shipping and map out their significance in operations and decision-making. Year 2 courses pay added emphasis to the use of trade and shipping parameters in decision-making and in evaluating the effectiveness of policies and procedures. Year 3 and 4 courses urge students to reflect on integrated situations, with a view to assessing and predicting courses of action that they might take as shipping managers, in order to maximise efficiency and effectiveness.

## Recognition

The CIM BA Shipping Management (4 Years) has been reviewed and awarded maximum exemptions (2 out of 7) by the Institute of Chartered Shipbrokers (ICS):

1. Introduction to Shipping
2. Economics of Sea Transport & International Trade

The CIM BA Shipping Management is the only one of its kind to be offered in Cyprus and enjoys world-wide recognition. Apart from recognition by ICS (UK), the CIM BA Shipping Management has been accredited by the Cyprus Quality Assurance Agency and is thus recognised by KYSATS. Cypriot students are eligible to apply for state subsidy up to €3420.

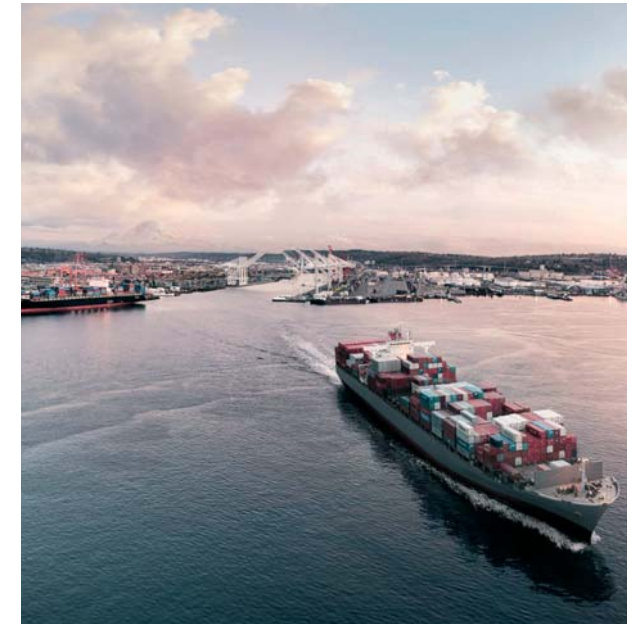


## Entry Requirements

- Recognised Secondary School Leaving Certificate
- English competency i.e. IELTS 5.5 or equivalent

## Commencement

October. All modules run on a yearly mode.



04

## UWL BA(HONS) BUSINESS STUDIES WITH MARKETING (3 Years)

---

### Subjects

#### Year 1

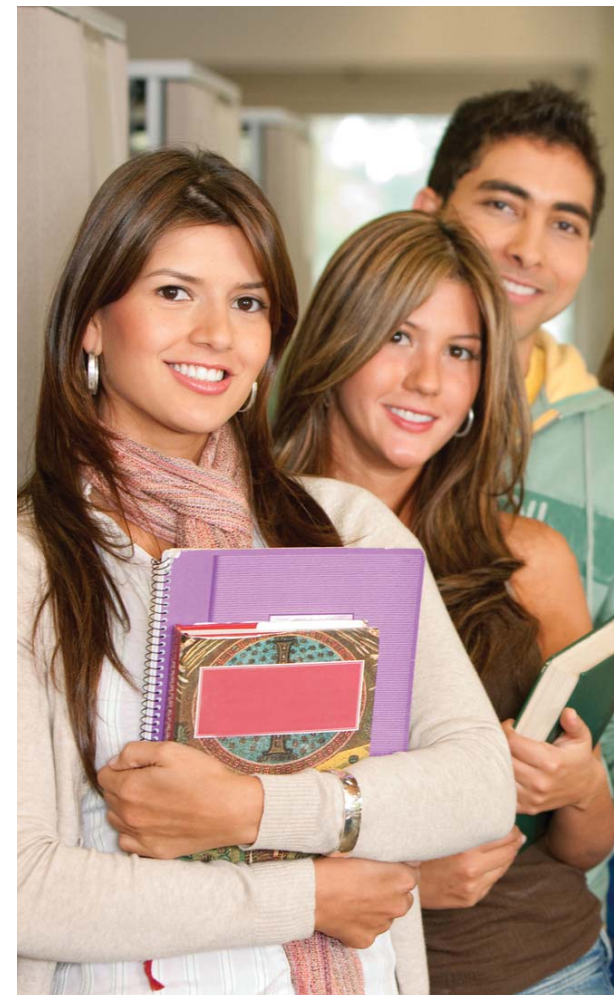
1. Professional Skills for Business and Finance
2. Introduction to HRM
3. Researching Business Data
4. Business Accounting
5. Principles of Marketing
6. Information, Communications & Technology

#### Year 2

1. Business Economics
2. Enterprise and Business Development
3. Managing Business Operations
4. Business Ethics
5. Research Methods
6. Marketing and Brand Management

#### Year 3

1. Strategic Management
2. Global Marketing
3. International Business
4. Consumer Behaviour
5. Final Project (Dissertation)



## 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 60%

Principles of Marketing

Presentation: 10 min

Reflective Learning

Portfolio: 500 words 20%

Group marketing project:

Presentation: 15 minutes

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 and 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 and Brand Management

Individual essay 50%

Group presentation & Report 50%

### Year 3

Strategic Management

Coursework (3500 words) 100%

Global Marketing

Coursework 100%

International Business

Individual Report 100%

Consumer Behaviour

Group presentation 50%

Report 50%

Final Project (Dissertation)

Poster 20%

Final Project (Dissertation) 80%

## Course Objectives

The aims of this programme are to increase and refine the management and marketing skills of the students, most of whom will be in management posts already. Superior management is the product of certain attitudes, knowledge, and skills that are combined in unique persons to secure 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 many challenges of our time, there continues to be a need for increased numbers of general managers who have a holistic view of how successful organisations are structured and managed.

## Teaching Methods

How you learn is almost as important as what you learn and it's our job to make sure we give you all the information you need in as interesting and varied a way as possible. So there will be lectures, seminars, tutorials and workshops where you will listen and learn, discuss and gain hands-on experience.

## 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.

## Aims

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 leave us:

- 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.

## Recognition

The above programme is recognised by UK NARIC. It is also recognisable by KYSATS and thus qualifies for subsidy by the Cyprus government of up to €3,417.

## Entry Requirements

- Recognised Secondary School Leaving Certificate with minimum grade 15/20
- English competency i.e. IELTS 5.5 or 15/20 in the English subject of the High School Leaving Certificate or equivalent

## Commencement

All UWL programs commence only in September and January, subject to demand.





CYPRUS  
INSTITUTE  
of MARKETING  
THE CYPRUS  
BUSINESS SCHOOL

Keeping  
Ahead  
of Change

[www.cima.ac.cy](http://www.cima.ac.cy)



05

## UWL BA(HONS) ACCOUNTING & FINANCE (3 Years)

---

### Subjects

#### Year 1

1. Introduction to Financial Accounting
2. Professional Skills
3. Workplace Employability Skills
4. Introduction to Management Accounting
5. Introduction to Economics
6. Quantitative Methods

#### Year 2

1. Financial Accounting
2. Auditing in Context
3. Taxation
4. Management Accounting
5. Financial Management
6. Business and Corporate Law

#### Year 3

1. Financial Reporting
2. Performance Management and Control
3. Corporate Finance
4. Analysis Report on Current Issues in Accounting and Finance
5. Auditing
6. Personal and Corporate Taxation







## Assessment

### Year 1

#### Introduction to Financial Accounting

In-class test 50%,  
Exam 50%

#### Professional Skills

Presentation/Viva 100%

#### Workplace Employability Skills

Report 30%,  
Presentation and Interview 70%

#### Introduction to Management Accounting

In-class test 50%,  
Exam 50%

#### Introduction to Economics

Assignment 40%,  
Exam 60%

#### Quantitative Methods

In-class test 40%,  
Exam 60%

### Year 2

#### Financial Accounting

Assignment 40%,  
Exam 60%

#### Auditing in Context

Assignment 40%,  
Exam 60%

#### Taxation

Assignment 40%,  
Exam 60%

#### Management Accounting

Assignment 40%,  
Exam 60%

#### Financial Management

Assignment 40%,  
Exam 60%

#### Business and Corporate Law

Assignment 40%,  
Exam 60%

### Year 3

#### Financial Reporting

Assignment 40%,  
Exam 60%

#### Performance Management & Control

Assignment 40%,  
Exam 60%

#### Corporate Finance

Assignment 40%,  
Exam 60%

#### Analysis Report on Current Issues in Accounting and Finance

Project 100%

#### Auditing

Assignment 40%,  
Exam 60%

#### Personal and Corporate Taxation

Assignment 40%,  
Exam 60%

## Course Objectives

There is no better place to begin a career in Accounting and Finance than on the UWL BA (Hons) Accounting and Finance course. By giving you the information, the tools, the techniques and the experience needed to devise creative solutions to the full range of accounting and finance problems, this three-year course offers you a real foot in the door of today's competitive world.

## Benefits

The course provides the maximum exemptions (9 papers) from the ACCA examinations. There is no University that receives a higher number of exemptions.

## Aims

Our aim is to produce graduates with all the skills and abilities needed to flourish in the world of Accounting and Finance. You will leave with all you need to start a career. This degree provides a fantastic basis for all professional qualifications, including those offered by the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants (ICA), and the Institute of Credit Management (ICM).

## Teaching Methods

How you learn is almost as important as what you learn. It's our job to make sure that we give you all the information that you need in as interesting and varied a way as possible. There will be lectures, seminars, tutorials and workshops, where you will listen and learn, discuss and gain hands-on experience.

Accounting as a subject is constantly changing in order to adapt to the needs of modern-day business. This course has been designed to keep up with these changes.

Successful completion of this degree will enable you to pursue a career in Financial Accounting, Management Accounting, Corporate Finance, Taxation and Auditing.

The BA (Hons) Accounting and Finance Programme of the UWL has been consistently ranked in the top 10 of all the UK universities in the National Student Survey.

## Exemptions from Professional Bodies

Holders of the BA degree in Accounting and Finance are eligible for maximum exemptions from ACCA (9 out of 14) and 5 exemptions from CIMA's Certificate level.

## Recognition

The above programme is recognised by UK NARIC. It is also recognisable by KYSATS and thus qualifies for a subsidy by the Cyprus government of up to €3,417.

## Entry Requirements

- Recognised Secondary School Leaving Certificate with minimum grade 15/20
- English competency i.e. IELTS 5.5 or 15/20 in the English subject of the High School Leaving Certificate or equivalent

## Commencement

All UWL programs commence only in September and January, subject to demand.



# 08

---

Description of  
Postgraduate  
Programmes



01

# MSc IN HUMAN RESOURCE MANAGEMENT & CORPORATE STRATEGY

(14 Months FT /  
24 Months PT)

---

## Subjects

### Compulsory:

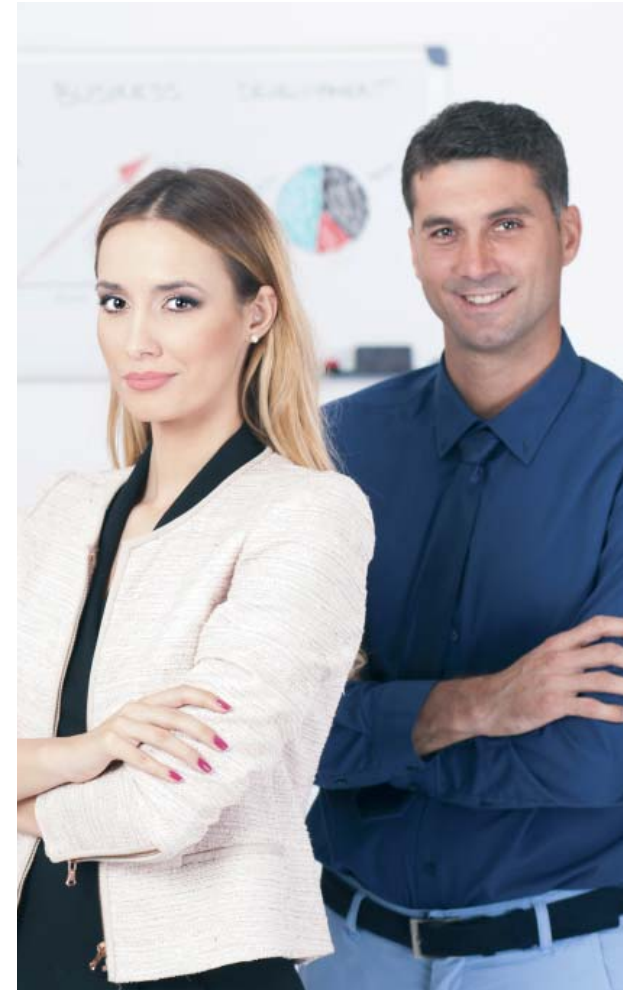
1. Research Methods
2. Managing Human Resources
3. Strategic Management
4. Organisational Behaviour
5. Strategic Human Resource Management

### Optional (1 out of 3):

6. International Human Resource Management
7. Employment Law
8. Ethics & Corporate Social Responsibility

### *Note:*

All optional modules are subject to availability of lecturers and student demand. For a subject to run, there should be a minimum of five students.



## Course Objectives

The primary objective of the MSc in Human Resource Management & Corporate Strategy is to provide knowledge and technical skills and so to enhance effective management of human resources and strategic decision making. Through an in-depth understanding of the latest human resources theory and best practice, students will be able to challenge and inform managerial strategic decision making and extend their knowledge and practice across different global contexts.

### Main Objectives:

- To increase understanding around aspects of human resource management and the role it can play in achieving a competitive advantage in a dynamic, global environment.
- To develop strategic skills and thinking in order to become an organisational change agent, while effectively managing day-to-day operational needs.
- To learn to manage and retain talent across borders, continents, and cultures.

### Learning Outcomes:

- To acquire the technical skills required in human resource management.
- To identify the importance of motivation in terms of knowledge and practice as well as to maintain talented employees by reducing turnover.
- To enhance the ability to use data and apply analytical strategic skills in solving HRM problems and making competitive strategic decisions.
- To create an ability which will enable students to organize people and exercise leadership in culturally diverse environments.
- To enhance the ability to exercise ethical judgement and design corporate strategic decision making.
- To acquire the strategic knowledge necessary for effectively managing an organizations' human resources in a competitive manner.

## Recognition

The CIM MSc HRM & CS is the first MSc of its kind to be offered in Cyprus and enjoys world-wide recognition. Apart from recognition by SHRM (US), the CIM MSc HRM & CS has been accredited by the Cyprus Quality Assurance Agency and is therefore recognised by KYSATS. Cypriot students are eligible to apply for government subsidy up to €3420.

## Commencement

Classes commence in September and January.

The academic year for commencement in September runs from September to June, when the final exams take place. From June onwards, students work on their Dissertation, which must be submitted in November. The academic year for commencement in January runs from January to August, with final exams conducted in September. The Dissertation in this case must be submitted by March of the following year.

## Entry Requirements

Holders of a First Degree from any internationally-recognised University. Entrants to this programme are preferably required to be in a managerial post in a business or public sector.

## Examinations

Students sit for examinations once a year, every May. The weighing of results is as follows:  
 Assignments - 40%  
 Final-year exams - 60%

*Students must pass all compulsory and optional subjects as well as the Thesis.  
 The pass mark is 50%*



## Dissertation

A key requirement of the M.Sc. is a dissertation of 10,000 words, which must be submitted by November or, in case the dissertation is found wanting further revision by the Institute's markers, by December. The dissertation must be of satisfactory standard and must contain original research work. Students may be required to present and defend their work to an examining panel. The 10,000-word dissertation is a major part of the M.Sc. and a student not submitting an up-to-standard dissertation will not be awarded the degree. The dissertation must be on a pre-agreed topic (agreed with the student's tutor) and should have a research bias. Students are expected to begin work on their theses once exams are over in June. They must submit their work by the end of November of the same year. Students are allocated a tutor, who assists them in the early stages of research in January. The Institute encourages students to undertake studies that are of a current concern to a real organisation, preferably their own if employed.

Dissertations are marked by internal examiners and moderated by external assessors. The pass mark is 50% and students' performance will be indicated on their transcript. In case the dissertation is not of an acceptable standard, students, paying an extra 200 Euros, may re-submit their work, before the end of December. If the dissertation is again found to be unsatisfactory, then the student will fail their M.Sc.





## Course Objectives

### 1. Strategic Management Aims

Strategic Management aims at providing students with a deep and profound understanding of the strategic aspects and decision making processes of an organisation and the tools that top management employs. The course provides students with an understanding of various organisational structures and management processes, with the emphasis being on strategic decisions such as the resource allocations, mergers and acquisitions, diversifications, business analysis, competitor analysis and planning. Finally, the course discusses the role of top managers as strategists and how these roles must coordinate all business and functions in an organisation if it will reach its objectives and longer term goals.

### 2. Managing Human Resources Aims

- Explain and demonstrate how firms can gain a competitive advantage through people and their management.
- Evaluate human relationships and human resource management policies.

- Analyse organisational structures and staffing to determine effectiveness and suitability in achieving strategic goals.
- Adopt psychological principles, motivation theory and group dynamics in designing jobs/roles and in allocating resources that maximise individual and group performance and satisfaction.

### 3. Organisational Behaviour Aims

- To grasp the impact of managerial behaviour on organisational effectiveness.
- To critically evaluate different organisations and management processes and measure their effect on organisations as a whole.
- To reflect on the link between contemporary theory and practice regarding organisational behaviour and conduct thorough research, and apply sound reasoning to produce balanced conclusions.
- To plan and implement tasks at a professional level and to make decisions in complex and evolving contexts.
- To expertly apply models, theories and research to explain individual and group behaviour in the organisation.
- To professionally present information, thoughts and recommendations and to communicate effectively in both oral and written form.

### 4. Research Methods Aims

Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation for finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge that is a discovery of hidden truths. Here, knowledge means information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. Research can lead to new contributions to the existing knowledge. Only through research it is possible to make progress in a field. Research is done with the help of study, experiment, observation, analysis, comparison, and reasoning. As such, this course introduces students to the essentials of Research Methodology and equips them with the necessary tools to conduct the research for their assignments and, particularly, their dissertation.

## 5. Strategic Human Resource Management

### Aims

- To develop an understanding of SHRM by examining the various models of SHRM outlined in the literature.
- To understand how regulation and the environment have the potential to impact the practice of HRM.
- To develop an understanding of best practice in HRM.
- To develop an understanding of HRM systems and their implementation in a strategic sense through exploring the practice dimensions of staffing, reward, training and development, and performance management.
- To apply a consultancy process to the development of an HRM system (practices).
- To draw on the experiences of practitioners to develop an understanding of the HRM profession, as well as the work carried out by HR practitioners.

## Course Objectives /Optional

## 6. International Human Resource Management

### Aims

- How HRM contributes to organisational performance in three different ways: through sound functional basics; through effective realignment when the external environment changes; and by building an organisational context so that the organisation can cope with the dualistic forces that it confronts.
- Global integration and the means of achieving it.
- Local responsiveness and how adjusting to local conditions interplays with global integration.
- Methods of internationalising – alliances, mergers and acquisitions.
- Diversity management, performance management, talent development and succession.
- Ethical issues in International Human Resource Management.

## 7. Employment Law

### Aims

- To assess the merits of the dispute.
- To identify the dispute resolution alternatives.
- To describe the salient characteristics and trends in labour law.

- To assess the industrial relations in the contemporary world.
- To develop and exchange knowledge of employment and industrial relations law and practice.
- To recognise the uses and implications of legal materials including the constitution, statutory law, statutory instruments, European legislation (directives and regulations), and codes of practice, case law and judicial precedents.

## 8. Ethics & Corporate Social Responsibility

### Aims

- Critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications.
- Investigate changing approaches and attitudes to sustainability and corporate social responsibility.
- Critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics.
- Examine the impact of globalisation on enterprise.
- Evaluate diverse ethical models and theories (normative and descriptive).

O2

## MASTER IN BUSINESS ADMINISTRATION

(14 Months FT /  
24 Months PT)

---

### Subjects

#### Compulsory:

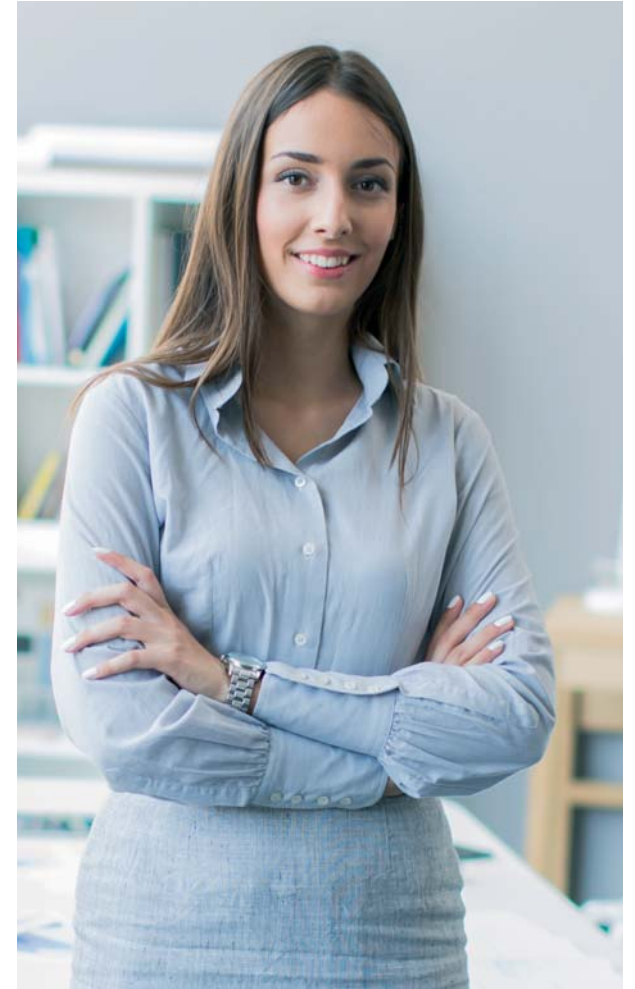
1. Strategic Management
2. Organisational Behaviour
3. Research Methods
4. Economics & Financial Management
5. Strategic Marketing

#### Optional (1 out of 4):

6. Operations Management
7. Entrepreneurship & Innovation
8. International Business & Cyprus in the Global Economy
9. Ethics & Corporate Social Responsibility

#### *Note:*

All optional modules are subject to availability of lecturers and student demand. For a subject to run, there should be a minimum of five students.



## What is an MBA?

The MBA programme was developed originally in the United States and was introduced in the UK soon afterwards. It continues to expand rapidly both in Europe and in the rest of the world. With the relentless internationalisation of the world economy, an increasing number of companies and organisations require top managers to have an MBA degree. The degree covers not only business administration subjects but a variety of other fields, all of which are of vital importance to managers in business and the public sector.

## Why have an MBA?

The MBA programme is action-oriented and is designed to accelerate the managerial and leadership development process of candidates. Gaining an MBA from CIM will make you a great deal more competitive in the market place as your knowledge of management skills and operating techniques will be significantly improved. Management in both the private and public sectors requires the highest level of relevant training, as well as vision, analytical skills and the ability to implement far-reaching decisions; our MBA programme stimulates students to look beyond narrow boundaries and horizons, preparing them for higher-level career-planning.

Our MBA is designed for practising managers with previous relevant education, training and work experience who are required to make a major contribution to the policy of their organisations. The specific focus of the programme is on enabling managers to operate at a strategic level and manage their organisations effectively in the complex and uncertain business environment of today. Close links have been established with industry, commerce and the public sector, all of whom have contributed to the development and design of the programme.

## Course Objectives

At the end of the programme students will be able to:

1. Gain a broad understanding of the managerial techniques for decision making.
2. Provide a global view of organisations and their environment in order to face the challenges of the 21st century.
3. Underline the importance and significance of increased managerial effectiveness and competence, and understand the various strategic approaches.
4. Enrich their development and managerial prospects by learning through their own past experience and their current and future needs, as well as the needs of their market and society.
5. Comprehend and appreciate the concepts and theories of management and see to what extent these theories are applicable in the real and changing world.
6. Understand and evaluate the objectives and importance of formulating strategies in a local and global context.
7. Diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of their organisation.
8. Deal effectively with human deficiencies and tackle human friction. Lead their teams through tough decisions and times.
9. Face the challenges of career requirements more confidently and increase their advancement prospects for acquiring a senior managerial position.

## Recognition

The MBA offered in Nicosia and in Limassol alike is accredited by the Cyprus Quality Assurance Agency and upon completion can be submitted to KYSATS for recognition. As such, Cypriot students are eligible to apply for a government subsidy of up to €3420.

## Commencement

Classes commence in September and January.

The academic year for September start runs from September to June, when the final exams take place. From June onwards, students work on their dissertation, which must be submitted in November. The academic year for January start runs from January to August, with final exams conducted in September. The dissertation in this case must be submitted by March of the following year.

## Weekly Hours Taught

The number of weekly taught hours for full-time study is 18 teaching periods per week. The total number of courses taught in one year is 6. For part-time students, the number of weekly teaching periods is 9.

## Entry Requirements

Entry requirements are flexible and are based on a candidate's proven academic ability, motivation, experience as a manager or business executive, and an assessment of the benefits that he or she is likely to obtain from the programme. The usual minimum requirements are:

- A Second Class Honours Degree from an accredited University

AND

- 3 years of work experience

AND

- IELTS 6.5 or equivalent

## Examinations

Students sit for examinations once a year, every June.

The weighing of results is as follows:

Assignments - 40%

Final-year exams - 60%

*Students must pass all compulsory and optional*

*subjects as well as the Thesis.*

*The pass mark is 50%*

## Dissertation

A key requirement of the MBA is a dissertation of 10,000 words, which must be submitted by November or, in case the Dissertation is found wanting further revision by the Institute's markers, by December. The dissertation must be of satisfactory standard and must contain original research work. Students may be required to present and defend their work to an examining panel. The 10,000-word dissertation is a major part of the MBA and a student not submitting an up-to-standard thesis will not be awarded the degree. The dissertation must be on a pre-agreed topic (agreed with the student's tutor) and should have a research bias. Students are expected to begin work on their dissertation once exams are over in June. They must submit their work by the end of November of the same year. Students are allocated a tutor, who assists them in the early stages of research in January. The Institute encourages students to undertake studies that are of a current concern to a real organisation, preferably their own if employed.

Dissertations are marked by an internal examiner and moderated by an external examiner. The pass mark is 50% and students' performance will be indicated on their transcript. In case the dissertation is not of an acceptable standard, students, paying an extra 200 Euros, may re-submit their work, which has to be in by latest December. If the dissertation is again found to be unsatisfactory, then the student will fail their MBA.



## Course Objectives

### 1. Strategic Management Aims

Strategic Management aims at providing students with an understanding of the strategic aspects and decision making processes of the organization and the tools that top management employs. Furthermore, the course aims to provide students with an understanding of various organizational structures and management processes with emphasis on strategic decisions such as the resource allocations, mergers and acquisitions, diversifications, business analysis, competitor analysis and planning. Finally, the course discusses the role of top managers such as the CEO, or general managers as strategists and how these roles attempt to co-ordinate all business and functions in the organisation to reach its objectives and longer term goals.

### 2. Organisational Behaviour Aims

The module of Organisational Behaviour focuses on the interaction of people in organizations and the consequences of their behaviour for organizational effectiveness and performance. Organisational structures, perceptions and attitudes, technologies and objectives provide the appropriate framework within the behaviour of individuals, groups,

networks hierarchies and organizations. This course aims to provide students with an understanding of a systematic set of behavioural science concepts for analyzing human behaviour in organizations. Further it provides the opportunity for relating these theoretical ideas to realistic organizational problems through practical experience within the corporate environment. The course aims to increase the ability to influence, lead and manage others effectively in organizational contexts. The major theories and research findings in this area derive from the academic disciplines of psychology, sociology and anthropology and students will be required to familiarize themselves as directed. It is expected that the knowledge gained will be used in case study analysis. In this way students are expected to improve their ability to perceive the drivers of organizational behaviour and to form diagnostic conclusions as a basis for managerial action and change management.

### 3. Research Methods Aims

Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation for finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge that is a discovery of hidden truths. Here, knowledge means



information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. Research can lead to new contributions to the existing knowledge. Only through research it is possible to make progress in a field. Research is done with the help of study, experiment, observation, analysis, comparison, and reasoning. As such, this course introduces students to the essentials of Research Methodology and equips them with the necessary tools to conduct the research for their assignments and, particularly, their dissertation.

## 4. Economics & Financial Management Aims

This is a joint module where students cover Economics in the first half and Financial Management in the second half. The aim of the Economics component of the module is to introduce students to economics and provide a foundation of economic understanding and knowledge so as to grasp the implications for businesses of changes in the economic environment. Moreover, it aims to develop the ability to use economic understanding and knowledge in examining and assessing a number of microeconomic and macroeconomic issues. As regards the Financial Management element of the module, it aims to cover the basic areas of financial

management, which are of fundamental interest to corporate managers and to understand the basic principles needed to implement financial decisions both inside and outside the firm.

## 5. Strategic Marketing Aims

The Strategic Marketing module aims to build upon the basic foundations laid by the Marketing module. In particular the module seeks to extend the depth of knowledge about the development of marketing strategies, and their implementation. On completion of the module students will understand the processes adopted by marketing professionals: analysis, development of marketing strategies, and critically, the ways in which these strategies are implemented, and refined in response to tactical/short term imperatives. The general intent of the module is to refine students' ability to make marketing decisions, and also to do so at a higher level than discussion previously. In particular the module will help students develop their ability to: choose the most effective analytic strategies, assess implementation and managerial implications; and critically evaluate strategic marketing analysis methods with respect to their validity and relevance in a range of marketplaces. The module will also explore the impact of marketing decisions upon the long-term evolution of markets; and market structures in terms of customers, competitors and market channels.

## Course Objectives /Optional

### 6. Operations Management Aims

The Operations Management module provides a general introduction to operations and process management and explains how the operations function fits within the organisation overall. The module also explores how actors outside the core operations function have a role in, and engage in the management of processes.

The module will show students the wide organisational scope of operations management activity and will establish an understanding of the core concepts underlying the discipline. The module is introductory in nature, and while focused primarily on large organisations, also looks at small organisations and even the management of individual "human" processes. The module is intended as an introduction to operations management in both service and manufacturing organisations. Its intention is to provide the building blocks of those basic principles which are broadly applicable to most organisations. The module will introduce the basic principles of the "lean" operation, and show how managers can adopt lean principles in practice.



## 7. Entrepreneurship & Innovation Aims

The Entrepreneurship and Innovation module is about entrepreneurs, innovators, and the things (products, services and processes) they create. Students often misunderstand the purpose of modules on entrepreneurship and innovation. Such modules – and this is no exception – are not “vocational”; they don’t tell you how to write a business plan, how to find VC funding for a start-up etc. Issues like these are certainly subjects that come up for appraisal, but our aim is to critically analyse them, not give you a “how to” for new venture creation.

Entrepreneurship is not confined to the context of new ventures or start-ups. For example, entrepreneurship can occur within large and mature organisations, and as often as not occurs within the non-profit sector. Similarly, innovation is not just about ideas, inventions and technology. In the module we take a very broad view of innovation, and for example will look at process innovations, and organisational innovations as well as new technology, products and services.

What the module is about is creativity, and creative problem solving. The module will explore a range of different perspectives on entrepreneurship and the activities of entrepreneurs. If the module is

at all “vocational” it is in inculcating a mind-set that supports entrepreneurship and innovation. The intention is to help you develop the understanding, attitude and skills that will help you create and implement “the new”.

## 8. International Business & Cyprus in the Global Economy Aims

International Business & Cyprus in the Global Economy aims to develop in students a working knowledge of the global business environment, including its economic, political, legal and socio-cultural components. Moreover it aims to develop in students the ability to think strategically about leveraging various country differences to create worldwide competitive advantages. Through the module of International Business & Cyprus in the Global Economy students delve into the challenges that businesses face when entering foreign markets and when competing against local firms and other international companies, with a particular emphasis to the Cyprus economy. In addition, the module provides students with conceptual frameworks for analysing business opportunities globally and across countries in different stages of economic development.

## 9. Ethics & Corporate Social Responsibility Aims

This module aims to critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications. Moreover, students will investigate changing approaches and attitudes to sustainability and corporate social responsibility and will also critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics. Added to this, the module aims to examine the impact of globalisation on enterprise and evaluate diverse ethical models and theories (normative and descriptive). This module explores corporate responsibility and ethics from a multidisciplinary and multistakeholder perspective. It reviews theories and practice of corporate ethics, responsibility, and liability and illustrates how they apply to a number of complex business, development, and policy situations in the evolving global business landscape.

03

## MASTER IN BUSINESS ADMINISTRATION WITH SHIPPING

(14 Months FT /  
24 Months PT)

Limassol

---

### Subjects

#### Compulsory:

1. Strategic Management
2. Organisational Behaviour
3. Research Methods
4. Maritime Economics, Finance & Accounting
5. Maritime Law & Marine Insurance

#### Optional (1 out of 3):

6. Shipbroking & Chartering Practice
7. International Trade & International Marketing
8. Maritime Logistics

#### *Note:*

All optional modules are subject to availability and student demand.



## What is an MBA?

The MBA programme was developed originally in the United States and was introduced in the UK soon afterwards. It continues to expand rapidly both in Europe and in the rest of the world. With the relentless internationalisation of the world economy, an increasing number of companies and organisations require top managers to have an MBA degree. The degree covers not only business administration subjects but a variety of other fields, all of which are of vital importance to managers in business and the public sector.

## Why the CIM MBA in Shipping?

For centuries, international shipping has been critical to the development of world trade. The inter-relationships between falling transportation costs, economic growth and globalisation are in continual motion as supply chain networks ceaselessly evolve. These elements - shipping, trading patterns, and organisation - are the fundamentals of the programme, while the legal, financial, and managerial aspects of trade and transport form the superstructure.

The course delivers a comprehensive integrated overview of the core subjects essential to a thorough understanding of Business Administration and Shipping Management. Specifically, the course aims to develop the generic business skills required by managers working in the maritime business; to develop critical analytical skills and apply them to the challenges they continually meet. The interdisciplinary nature of the programme prepares students as future professionals who can function effectively in the complex business environment of the global marketplace. The diversity of supporting activities within the highly dynamic trade and maritime industry and its various sectors, consisting of many hundreds of large, medium, and small firms, makes this choice possible.

## Course Objectives

The specific objectives of the MBA with specialisation in Shipping, are for students to:

1. Develop and improve the intellectual skills necessary to contribute to developing strategies for the direction of international transport and trade;
2. Become familiar with the main theories and practices of international shipping, transport and trade;
3. Learn to describe and critically analyse the structures and institutions of managing and organizing sea transport;
4. Be able to grasp the importance of the economic and regulatory institutions and practices of trade and transport.

## Strategic Partners

The Strategic Partners represent companies which are local and global leaders in their respective fields and they shall offer as strategic partners among others:

- Guest Lecturing
- Material to students/lecturers
- Awards for Top-Performing students
- Internship Opportunities
- Master Consulting Projects



## Outcomes

Upon successful completion of this programme, the students should be able:

- To demonstrate a comprehensive knowledge and understanding of the structures, processes and institutional practices of trade and shipping in the global marketplace.
- To act as fully developed professionals who are capable of developing, implementing, and promoting activities relevant to international trade and shipping management, as well as the interaction of these with the world economic and financial systems.
- To demonstrate appropriate knowledge, research background and tools.
- To establish collaborative networks with other universities for the promotion of research and academic dialogue through student and academic staff exchange programs, as a means of acquiring experience, achieving effective exploitation of research results, good practice examples and innovation.
- To strengthen the communication and information-exchange channels among working groups, universities and other centres who study trade and transportation issues, locally, peripherally, and globally.

## Recognition

The CIM MBA Shipping is the first MBA of its kind to be offered in Cyprus and enjoys world-wide recognition. Apart from recognition by the Institute of Chartered Shipbrokers (UK), the CIM MBA Shipping has been accredited by the Cyprus Quality Assurance Agency and is recognised by KYSATS. Cypriot students are eligible to apply for Government subsidy up to €3420.

## Commencement

Classes commence in September and January.

The academic year for commencement in September runs from September to June, when the final exams take place. From June onwards, students work on their Dissertation, which must be submitted in November. The academic year for commencement in January runs from January to August, with final exams conducted in September. The dissertation in this case must be submitted by March of the following year.

## ECTS

Each subject is worth 12 ECTS and the dissertation is worth 18 ECTS thus a total of 90 ECTS for the whole programme.

## Weekly Hours Taught

The number of weekly taught hours for full-time study is 18 teaching periods per week. The total number of subjects taught in one year are 6. For part-time students, the number of weekly teaching periods is 9. The total number of subjects taught in one year are 3.

## Entry Requirements

Entry requirements are flexible and are based on a candidate's proven academic ability, motivation, experience as a manager or business executive, and an assessment of the benefits that they are likely to obtain from the programme. The usual minimum requirements are:

- A Recognised Bachelor Degree or equivalent

AND

- 3 years of work experience

AND

- IELTS 6.5 or equivalent

## Examinations

All subjects have 2 components for assessment:

- Two Assignments worth 40% (December & April)
- Final Examination worth 60% (June)

*Students must pass all compulsory and optional subjects as well as the Thesis.*

*The pass mark is 50%*

## Dissertation

A key requirement of the MBA with Shipping is a dissertation of 10,000 words, which must be submitted by November or, in case the Dissertation is found wanting further revision by the Institute's markers, by December. The Dissertation must be of satisfactory standard and must contain original research work. Students may be required to present and defend their work to an examining panel. The 10,000-word dissertation is a major part of the MBA with Shipping and a student not submitting an up-to-standard thesis will not be awarded the degree. The Dissertation must be on a pre-agreed topic (agreed with the student's tutor) and should have a research bias. Students are expected to begin work on their Dissertation once exams are over in June. They must submit their work by the end of November of the same year. Students are allocated a tutor, who assists them in the early stages of research in January. The Institute encourages students to undertake studies that are of a current concern to a real organisation, preferably their own if employed.

Dissertations are marked by an internal examiner and moderated by an external examiner. The pass mark is 50% and students' performance will be indicated on their transcript. In case the Dissertation is not of an acceptable standard, students, paying an extra 200 Euro, may re-submit their work before the end of December. If the Dissertation is again found to be unsatisfactory, then the student will fail their MBA with Shipping.





## Course Objectives

### 1. Strategic Management Aims

Strategic Management is aimed at providing students with an understanding of the strategic aspects and decision making processes of the organization and the tools that top management employs. Furthermore, the course aims to provide students with an understanding of various organizational structures and management processes with emphasis on strategic decisions such as the resource allocations, mergers and acquisitions, diversifications, business analysis, competitor analysis and planning. Finally, the course discusses the role of top managers such as the CEO, or general managers as strategists and how these roles attempt to co-ordinate all business and functions in the organization to reach its objectives and longer term goals.

### 2. Organisational Behaviour Aims

The module of Organisational Behaviour focuses on the interaction of people in organizations and the consequences of their behaviour for organisational effectiveness and performance. Organizational structures, perceptions and attitudes, technologies and objectives provide the appropriate framework within the behaviour of individuals, groups, networks hierarchies and organizations. This course aims to provide students with an understanding of a systematic set of behavioural science concepts for analyzing human behaviour in organizations. Further it provides the opportunity for relating these theoretical ideas to realistic organizational problems through practical experience within the corporate environment. The course aims to increase the ability to influence, lead and manage others effectively in organizational contexts. The major theories and research findings in this area derive from the academic disciplines of psychology, sociology and anthropology and students will be required to familiarize themselves as directed. It is expected that the knowledge gained will be used in case study analysis. In this way students are expected to improve their ability to perceive the drivers of organizational behaviour and to form diagnostic conclusions as a basis for managerial action and change management.

### 3. Research Methodology Aims

The dissertation is the most important part of the MBA programme at CIM. It enables students to display their ability to integrate what they have learned into a piece of work showing that they can address a management problem/issue logically and competently. Students will learn how to conduct research through identifying research problems, evaluating literature and data, proposal writing and analysing research methods. This module will give students the research tools that will enable them to produce a project that draws on their analytical, research and presentation skills and the knowledge developed during their courses. Students will be expected to demonstrate synthesis of knowledge and skills developed throughout the entire programme.



## 4. Maritime Economics, Finance & Accounting

### Aims

The Maritime Economics / Finance & Accounting module aims at fast-tracking promising young professionals into tomorrow's leaders in business and government. The module prepares experts with modern economic and management tools for efficient decision-making, providing them at the same time with methods, concepts, and theories to enable them to understand and analyse, in a holistic and multidisciplinary way, the complexities of global maritime supply chains. In this way, graduates are expected to be able to act and make decisions, with managerial style and determination, under complex and uncertain conditions, in a global economic and social environment. At the same time, the module provides an understanding of financial functions in a corporate context. It focuses on methods of internal management of funds and investment decision-making together with related topics and an understanding of their underpinning theory. Different ratios are combined to assist students realize the necessity of different financial considerations regarding an effective decision making like ROI, budgeting, etc.

## 5. Maritime Law & Marine Insurance

### Aims

Maritime law consists of a combination of customs, legislations, European and International treaties concerned with the rights and responsibilities of vessel ownership and operation. Students will be exposed to different areas of maritime law, covering the legal issues related to commercial shipping activities, vessel registration; shipbuilding; insurance and safety at sea. The Marine Insurance component of the module will provide an in-depth study of the legal principles underlying the area of marine insurance. The Marine Insurance component is intended to provide students with the tools necessary for interpretation, critical analysis and practical application of the clauses commonly used in the London Market in Hull, Cargo, Liability and Offshore Energy insurance contracts. To this effect, an in-depth analysis of the basic principles of marine insurance law following the provisions of related statutes and case law is provided in addition.





## Course Objectives /Optional

### 6. Shipbroking & Chartering Practice Aims

Shipbroking and Chartering Practice provides a sound knowledge of the law and economics of international shipbroking and chartering in a practical way that enables the principles described to be applied in everyday situations. The module has been designed to thoroughly take account of chartering practices, cases and standard forms that have surfaced in recent years. The Shipbroking & Chartering Practice module is designed to provide, enhance and develop knowledge of chartering procedures (dry cargo and tanker), taking into consideration all parties involved in the process. The module focuses on the following items: parties involved; market reports; freight indices; offers and counteroffers; details required to be included in offers; negotiations; recapitulation; voyage estimation; charter party types; drawing up charter parties; common clauses. The module also focuses on laytime calculation and advance understanding of the charter party clauses with comparison of wording of different charter parties.

### 7. International Trade & International Marketing Aims

The primary aim of the module is to introduce the many domains of knowledge that international trade and business students should be aware of. The module reviews international trade theory; examines how culture influences international business decisions; explores how all functional business areas (operations, marketing, management, accounting, finance, human resources and law) change in an international setting thus developing a strategic framework for analyzing international business decisions. The module will provide a thorough review and analysis of the international trade and business environment and applied this knowledge to practical aspects of doing business in international markets. A rigorous approach is used to provide students with a good understanding of the complex nature of international trade and business activities. Moreover, this module aims to give students the knowledge and ability to understand the international marketing environment in comparison to their own country, thereby giving students a greater appreciation of the barriers and opportunities that are encountered through diversity in culture, language, laws and other factors. This helps them to acquire the practice, skills and expertise to deal with international marketing situations.

### 8. Maritime Logistics Aims

This module underlines the importance of maritime logistics through a series of lectures dedicated to contemporary issues. The logistics elements of shipping and seaport processes are considered and the intersection between shipping, ports and logistics is covered throughout this particular module. The module focuses on current developments and practices in logistics and supply chain management within the global maritime industry (i.e., shipping and ports). It also aims to provide an understanding of the challenges involved in the management of systems for the transportation of goods by sea as well as the optimization of maritime transportation and distribution systems. The module covers the importance of the maritime industry within global logistics and supply chains, the impact of current business patterns in logistics and supply chains within the maritime sector, the strategic approach of shipping companies in the globalised market place, as well as the logistics related challenges faced by global port operators.



O4

## UWL MSc IN DIGITAL MARKETING

(12 Months FT /  
24 Months PT)

---

### Subjects

#### FULL -TIME

##### Year 1

##### Semester 1

1. Digital Marketing Communications
2. Online Consumer and Multi-Cultural Brand Management
3. Contemporary Marketing Challenges

##### Semester 2

4. Digital Marketing Tools
5. Corporate Global Marketing and Responsibility
6. New Venture Development and Project Management

##### Semester 3

7. Digital Marketing Project  
(including research methods)

#### PART -TIME

##### Year1

##### Semester 1

1. Digital Marketing Communications
2. Online Consumer and Multi-Cultural Brand Management

##### Semester 2

3. Contemporary Marketing Challenges
4. Digital Marketing Tools

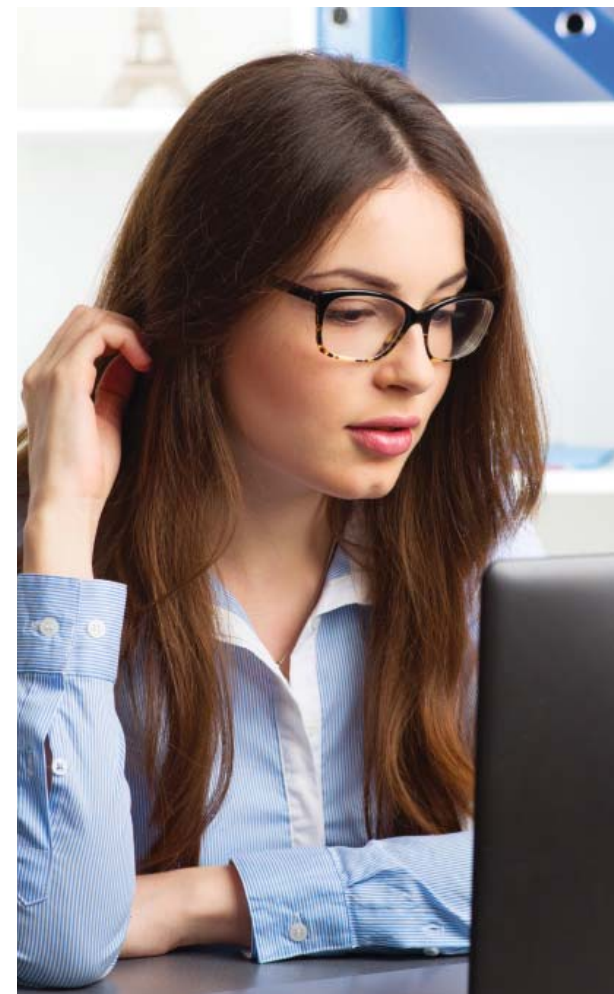
##### Year2

##### Semester 1

5. Corporate Global Marketing and Responsibility
6. New Venture Development and Project Management

##### Semester 2

7. Digital Marketing Project  
(including research methods)



## Course Objectives

The course provides a great balance of practical and theory work across the whole course, and will also embed an understanding of the latest digital trends and techniques. We will take an in-depth look at:

- social media marketing
- e-marketing
- online marketing trends
- digital marketing strategy.

## Strategic Partners

The Strategic Partners represent companies which are global leaders in their respective fields and they shall offer as strategic partners among others:

- Guest Lecturing
- Material to students/lecturers
- Awards for Top-Performing students
- Internship Opportunities
- MBA Consulting Projects



## Course Summary

The MSc in Digital Marketing at UWL will give you a great knowledge of the latest online marketing trends and techniques in the digital marketplace.

You will learn:

- effective use of social media and digital channels
- how to build an online community
- the latest digital technology and innovation.

Our MSc in Digital Marketing is a great start towards building a rewarding career. This practical vocational course will provide you with the confidence you need to create successful digital strategies.

During the course, you will have many opportunities to run digital marketing projects for real companies. The course principally adopts an enquiry-based learning approach and so teaching methods such as case study and simulation games will be employed.

It provides a great balance of practical and theoretical work across the whole course, and will also embed an understanding of the latest digital trends and techniques.

## Entry Requirements

- An honours degree 2.2 or equivalent in any subject / discipline.
- Chartered Institute of Marketing (CIM) Professional Diploma.
- Where applicants' combined qualifications do not meet the above requirement, their application may still be considered if there is strong evidence of experience working in an educational setting. In this case the applicant would be invited to interview and maybe required to undertake a short written paper in order to assess their suitability for the academic demands of the course. An offer of a place may subsequently be made.
- We also consider applications from those who have gained relevant skills through a wide range of vocational qualifications or responsible experience. Similarly, the applicant would be invited to interview and maybe required to undertake a short written paper in order to assess their suitability for the academic demands of the course. An offer of a place may subsequently be made.
- International students need to meet our English language requirement of achieving IELTS at 6.5 or above with relevant minimum requirements in all four elements.



## Modules Description

### Digital Marketing Communications

This module presents the theoretical underpinnings of digital marketing communications practice and its significance in today's marketing strategies. It takes a digital approach to the traditional marketing approaches. It also introduces the role of 'digital context' in digital marketing, internet of things, and the way in which digital marketing serves market segmentation and on-line user behaviour. Case studies and interactive project work are used to illustrate the themes.

### Online Consumer Behaviour and Multi-Cultural Brand Management

This module comprehensively presents concepts and theories of consumer behaviour and the way in which marketing strategy can use this information to improve organisational effectiveness.

It also considers questions about consumption in a world of finite resources and the different approaches to brand management. The module also teaches the diverse insights of the brand, the nature of the brand- consumer exchange, and the way in which brand equity is generated and managed. This inclusive understanding aids the design of customised brand strategies in the context of barriers to digital conversion, leadership, and culture.

### Contemporary Marketing Challenges

This module covers specific areas of marketing such as:

- critical marketing
- new marketing
- post-modern marketing
- experiential and guerrilla marketing
- empowered consumers and emerging themes
- new media – emerging themes
- online and digital marketing
- social marketing – emerging themes
- sustainable marketing
- contemporary marketing in practice.

### Digital Marketing Tools

This module provides an in depth understanding of digital tools and their utilisation to implement digital marketing campaigns. It will include Web Design and Data analytics as well as social media platforms and reviews management. The module will have a practical approach with case studies and appropriate illustrations.

### Corporate Global Marketing and Responsibility

This module introduces the dynamics of global marketing such as globalisation, environment, culture, branding, positioning, segmentation and increasing competitive threats. This module adopts a strategic approach to the study of marketing and communication in a global context. The module develops skills in the ethical analysis of business conduct. Contemporary concerns relating to the need for effective corporate citizenship and governance structures are also addressed and discussed, together with the causes of emerging calls for improved corporate accountability and social responsibility.

### New Venture Development and Project Management

This module teaches the underpinnings in setting-up, sustaining and growing entrepreneurial enterprise. It includes new venture conception, developing, business planning and financing. This module also teaches project management including selection, initiation, definition, planning, quality and human resource management, communications and supply management, risk management, and monitoring progress of projects and enterprise activity.

## Digital Marketing Project (including research methods)

This module consists of regular weekly seminars on research methods and applied digital marketing project including strategy and implementation using both theoretical and empirical approaches.

The associated substantive documentation will, in addition to describing the theoretical and practical aspects of the project, demonstrate the effective and efficient application of the research methods taught in the particular topic of the project undertaken.





# 09

---

## General Information



## Overseas Students Page /about Cyprus

---

Cyprus is a country with a distinct character. Cypriots are the most welcoming of people and their hospitality to visitors is as warm as their sun-soaked island. English is widely spoken everywhere, while German, French and other European languages are spoken in hotels, shops and restaurants.

By reason of its location and the excellent communications systems available, Cyprus is rightly called the crossroads of the Middle East. There are frequent and regular connections to Europe and the Middle East through the two International Airports in Larnaca and Paphos.

In addition to air-services, regular cruise ships and ferryboat services operate from France, Italy, Greece, Syria, Lebanon and other Mediterranean ports, to Larnaca and Limassol.

### **Places to see: Nicosia**

Since the twelfth century A.D., the capital of Cyprus has been Nicosia. There, East and West mingle in sharp contrast; the city is the seat of government and the principal commercial centre of the island. All foreign embassies are located in Nicosia and so are most of the consulates. The capital is an ideal centre for both business and pleasure with easy access to the other towns, villages, mountains and all resorts on the island.

Modern public transportation enables students to travel in comfort to other towns or cities, or within Nicosia or Limassol for day-to-day student requirements.

Nicosia is built on the site of Ledra, one of the great 'city-kingdoms' of antiquity, which today lends its name to the main shopping centre of the city. The modern city has an unmistakably international and cosmopolitan atmosphere. The nightlife of Nicosia is very vibrant, with hundreds of restaurants, bars and night-clubs that are open until the early hours of the morning.

The Cyprus Archaeological Museum, the Folk-Art Museum, the Handicraft Centre, the Venetian Walls, the Archiepiscopal Palace, the Cathedral Church of St. John, Phaneromeni's Collection of Icons, as well as medieval churches are located within a short distance from each other. The walled city and the surrounding suburbs, co-exist with modern buildings, state-of-the-art shopping malls and gourmet restaurants.

### **Places to see: Limassol**

Limassol is the largest city in geographical size, and the biggest municipality on the island. Limassol is the biggest port in the Mediterranean transit trade. It has also become one of the most important tourism, trade and service-providing centres in the area. Limassol is renowned for its long cultural tradition. A wide spectrum of activities, museums and archaeological sites are available to the interested visitor. Consequently, Limassol attracts a wide range of tourists mostly during the extended summer season to be accommodated in a wide range of hotels and apartments. Limassol was built between two ancient cities, Amathus and Kourion, and during the Byzantine rule it was known as Neapolis (new town). Limassol's tourist strip now runs east along the coast as far as Amathus.

## Overseas Students Page /other information

---

### Accommodation

The Institute makes every effort to provide accommodation to its students. This will be in shared furnished flats. Usually the Institute assists students in finding three bedroom flats which means that the three students that will share will have their own study bedroom and share the rest of the facilities.

**Students must make sure that they have enough funds to pay for their accommodation and maintenance while in Cyprus.**

### Support

CIM takes student support - both academic and welfare support - very seriously. Our management, faculty, and staff have a duty of care towards all students which they fulfil without fail. We offer a range of academic support services to help you with your studies and provide confidential, specialist counselling and disability advice and support.

### Financial Assistance

It is our Institute's policy to maintain fees at the lowest possible levels. Our fees compare very favourably with other educational institutions in Cyprus and when compared with EU and US Universities, they are only a fraction of their fees. Students may pay in monthly, interest - free instalments.

Scholarships may be awarded occasionally in collaboration with local companies, upon decision of the Institute's Council.

## Overseas Students Page /financial obligations

---

Annual Tuition Fees must be paid in whole to the Institute, PRIOR to the arrival of the student in Cyprus. Fees include the cost of issuing a VISA.

### Fees Refund

NO REFUND will be made once the student has arrived in Cyprus. Likewise, NO REFUND will be made once the student has been issued a visa, irrespective of whether the student eventually comes to Cyprus or not.

There is a 50% refund if the student does not come to Cyprus and no VISA has been secured.

### Visas

Every student coming to Cyprus must have a student visa. Students arriving to Cyprus without a VISA are likely to be deported.

### Immigration Registration

Upon arrival of the student in Cyprus, the Institute will undertake to register the student with the Immigration Authorities. Upon arrival in Cyprus, students must show the Immigration Authorities that they:

- (a) have fully paid the fees to the Institute and are in possession of an Official Letter of Admission
- (b) have at least EUR 3500 for maintenance support
- (c) have a valid passport

## EU Students /financial obligations

---

Prior to their final exams, students must settle all their financial obligations. Students will not be allowed to sit for their final exams unless they have fully met all their financial obligations.

In case a student fails to conform to the terms of payments as stipulated in the Agreement, then the Institute reserves the right to ask the student to leave the Institute. In such case, all rights of the student will be forfeited. The Institute offers a 10% discount to students who fully settle their financial obligations at the commencement of the programme.

Under no circumstances will the Institute issue examination results if all financial obligations to the Institute HAVE NOT BEEN SETTLED.

### Fees Refund

Before the commencement of classes, 70% of Fees will be refunded up to two weeks after the day of registration. However, only 50% of fees will be refunded if the cancellation of registration is effected 15 days or less BEFORE the commencement of the programme of study.

After the Commencement of Classes: 40% of Fees will be refunded within two weeks of the student's registration with the Institute. No refunds will be made after the lapse of two weeks or more of the day the student registers with the Institute. The above refunds ONLY apply in the case of cash payments of the total amount of the annual fees. In cases of students paying in instalments or post-dated cheques, no refund is available, before or after the commencement of classes. The Institute will demand the balance of outstanding fees if, for any reason, a student decides to withdraw from the institute before the programme is duly completed.

The fees appearing on the right have been approved by the Ministry of Education & Culture through a letter dated 11th October 2018.

## Government Subsidy

---

All of our programmes qualify for government subsidy (for Cypriot students) up to 3420 euro.

## Annual Tuition Fees 2021-2022 /Nicosia-Limassol

Programme of Study	EU Students Euro	Overseas Student Euro
Marketing Management (2 Years, Diploma)	4650 /p.a.	5350 /p.a.
Business Management (4 Years, BA Degree)	5350 /p.a.	6000 /p.a.
Shipping Management (4 Years, BA Degree) Limassol	5350 /p.a.	6000 /p.a.
UWL Business Studies with Marketing (3 Years, BA (Hons))	6500 /p.a.	6500 /p.a.
UWL Accounting & Finance (3 Years, BA (Hons))	6500 /p.a.	6500 /p.a.
Human Resource Management & Corporate Strategy (14 Months FT / 24 Months PT, Masters)	6500 /p.a.	7200 /p.a.
Business Administration (14 Months FT / 24 Months PT, Masters)	7700 /p.a.	7700 /p.a.
Business Administration with Shipping (14 Months FT / 24 Months PT, Masters) Limassol	7700 /p.a.	7700 /p.a.
UWL Digital Marketing (12 Months FT / 24 Months PT, Masters)	7500 /p.a.	7500 /p.a.
<b>Other Fees</b>		
CIM Registration Fee for all programmes	200	200
Registration Fee for UWL Bachelor	300	300
Registration Fee for UWL Master	500	500
Thesis Resubmission fee	200	200
Re-sit Fee for CIM Assignments & Exams	50	50
Re-sit Fee for UWL Assignments & Exams	100	100
UWL Retake Fee	500	500
UWL Mitigation/Extension Fee	50	50



# Faculty

## Nicosia

- Dr Christiana Charalambidou, Permanent Lecturer
- Dr Christos Hadjiyannis, Permanent Lecturer
- Dr Constantinos Constantinou, Permanent Lecturer
- Dr Demetris Kyriacou, Visiting Lecturer
- Mr Dinos Ioannides, Visiting Lecturer
- Dr Evie Michailidou, Permanent Lecturer
- Dr Fotis Pavlou, Visiting Lecturer
- Mr Garo Dzaghigian, Visiting Lecturer
- Mr George Skordis, Visiting Lecturer
- Dr Giorgoulla Thrasyvoulou, Visiting Lecturer
- Dr Haris Machlouzarides, Visiting Lecturer
- Mr Ioannis Ioannou, Visiting Lecturer
- Dr Katerina Pavlou, Permanent Lecturer
- Dr Maria Socratous, Permanent Lecturer
- Mr Marios Charalambides, Permanent Lecturer
- Dr Marios Soupashis, Visiting Lecturer
- Ms Melina Karaolia, Visiting Lecturer
- Mr Michalis Pekris, Visiting Lecturer
- Dr Myria Kkali, Permanent Lecturer
- Ms Nectaria Hadjiyianni, Visiting Lecturer
- Prof. Theo Hadjiyannis, Permanent Lecturer
- Ms Theodora Physounis, Visiting Lecturer
- Mr Yangos Hadjiyannis, Permanent Lecturer
- Dr Yiannos Rossides, Visiting Lecturer

## Limassol

- Dr Akis Kleanthous, Visiting Lecturer
- Ms Annita Petrou, Visiting Lecturer
- Mr Anthos Kleanthous, Visiting Lecturer
- Dr Christos Hadjiyannis, Permanent Lecturer
- Mr Constantinos Kolokotronis, Visiting Lecturer
- Mr Constantinos Pelecani, Visiting Lecturer
- Dr Constantinos Silitziotis, Visiting Lecturer
- Ms Debbie Demetra Phylactou, Visiting Lecturer
- Dr Demetris Kyriacou, Visiting Lecturer
- Mr Dimitris Pitsillis, Visiting Lecturer
- Ms Elena Makedona, Permanent Lecturer
- Prof. George Zachariades, Permanent Lecturer
- Mr Georgios Karayiannis, Visiting Lecturer
- Mr Ioannis Giannoulakis, Visiting Lecturer
- Dr Katerina Pavlou, Permanent Lecturer
- Mr Louis Kangas, Visiting Lecturer
- Ms Maria Stylianou, Visiting Lecturer
- Mr Marios Charalambides, Permanent Lecturer
- Dr Marios Georgiou, Visiting Lecturer
- Mr Marios Papachristodoulou, Visiting Lecturer
- Mr Marios Timinis, Visiting Lecturer
- Mr Michalis Spyrou, Visiting Lecturer
- Dr Myria Kkali, Permanent Lecturer
- Mr Nearchos Ioannou, Visiting Lecturer
- Dr Nektarios Michael, Visiting Lecturer
- Dr Roman Puchkov, Permanent Lecturer
- Mr Stavros Dimitros, Visiting Lecturer
- Ms Stella Constantinidou, Visiting Lecturer
- Prof. Theo Hadjiyannis, Permanent Lecturer
- Cap. Valentin Mavrinac, Permanent Lecturer
- Mr Yangos Hadjiyannis, Permanent Lecturer
- Mr Zenon Papaphilippou, Visiting Lecturer

## The Library / Intranet

The Institute operates two libraries: the main library in Nicosia and a second library in Limassol. The libraries are equipped with the latest books on marketing and management, as well as books in other disciplines such as banking, tourism, insurance, finance, shipping, and computing. All books are listed in our computer database and are also accessible through the Institute's Intranet. There are both lending and referencing facilities. In the main library, there is availability of educational DVDs as well as various Encyclopaedias and literary books are available.

Moreover, the libraries are subscribers to a range of journals, most which are available in electronic form on the Institute's Intranet and are free of charge for students of the Institute.

Some examples of e-journal titles that CIM subscribes to can be found below:

- Harvard Business Review
- Financial Times
- Journal of International Marketing
- Journal of Marketing Management
- The Marketing Review
- EuroMed Journal of Management
- European Journal of Marketing
- International Journal of Bank Marketing
- International Journal of Pharmaceutical and Healthcare Marketing
- International Journal of Wine Business Research
- International Marketing Review
- Journal of Business & Industrial Marketing
- Journal of Communication Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing and Management
- Journal of Historical Research in Marketing
- Journal of Islamic Marketing
- Journal of Product & Brand Management
- Journal of Research in Interactive Marketing
- Journal of Research in Marketing and Entrepreneurship
- Journal of Services Marketing
- Journal of Social Marketing
- Marketing Intelligence & Planning
- Qualitative Market Research
- Young Consumers



## Scholarships & Bursaries & Erasmus +

### Scholarships & Bursaries

The Institute yearly awards a series of scholarships and bursaries to EU citizens in collaboration with local organisations and media groups.

Moreover, students in their first year can also be eligible for a partial scholarship based on the grades of their High School Leaving Certificate.

For more information and application forms please contact us on [scholarships@cima.ac.cy](mailto:scholarships@cima.ac.cy)

### Erasmus +

CIM has been awarded the Erasmus+ Charter in December 2014.

ERASMUS is without doubt the world's most successful mobility programme. It allows students, faculty and staff of European Universities to spend time in another EU institution.

This mobility programme was established in 1987 and since its inception approximately 2.5 million students have been funded to study abroad, while roughly 250,000 teachers have received support to undertake teaching assignments throughout Europe. It is estimated that, on average, a person embarks on an Erasmus Exchange every three minutes!



Erasmus+



## Student Union

---

Our students are at the heart of everything we do.

CIM students are active learners in the classroom and they are also actively involved in the Institute's academic and strategic decision making through their representation in committees and the Council. When you join CIM, you automatically become member of the CIM Student Union, an autonomous and entirely student-run body that puts together social, cultural, educational, and sport events.

### Mission

The mission of the CIM Student Union is to develop and maintain meaningful, imaginative, reciprocal and sustainable relationships with our students in and out of the classroom in an effort to engage students, enable a free and independent student voice, contribute towards their educational journey whilst in the college and foster success during their studies and beyond.

Each campus runs its own Student Union. Elections are held in November. The following roles are available on the Union's Council:

- President
- Vice President
- Secretary
- Course Representatives (1 first-year student, 1 second-year student, one third-year student, one fourth-year student, and three postgraduate students (one MBA student, one MSc HR & Corporate Strategy, and one MSc Digital Marketing)).







The Institute (Nicosia/Limassol) is wholly owned by THECYPIOM LTD registered in Cyprus, Registration No. E 16997 and all legal responsibility is held by the CEO Mr. Yangos Hadjiyannis or his official representatives, for both the Nicosia and Limassol campuses.

This prospectus was submitted for approval to the Minister of Education, Culture, Sport & Youth and approval was granted through a letter dated 17th November 2020.

**ATTENTION :**

All information appearing in this prospectus is copyright material.

No part can be reproduced in any way or form or by any means without the prior approval in writing of the institute.



● European  
○ Business  
○ Awards

NATIONAL  
WINNER

2019

#### Nicosia

25 Zannettos St., Ayios Andreas, 1100 Nicosia.  
Tel.: 22778475

#### Limassol

7 Stelios Kyriakides St., 3080 Limassol.  
Tel.: 25343556

[cima.ac.cy](http://cima.ac.cy)

#### Mailing Address

P. O. Box 25288, 1308 Nicosia, Cyprus.

#### E-mail

[info@cima.ac.cy](mailto:info@cima.ac.cy)

1978-2021

**43 YEARS**  
TEACHING SUCCESS

