



Earn a British

BA (Hons) Business Studies with Marketing

in Cyprus (Nicosia / Limassol)

3 YEARS FT



CIM - Cyprus Business School



CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 45 year CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, Hospitality Management and other.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students 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 serves students of all ages and all walks of life, we still offer evening classes exclusively – in order to cater for the needs of working individuals. We still put emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

**10,000
students**

from over 30 countries, who
are leading multinational
companies across the globe

University of West London

In top 5 universities in the UK for teaching quality

The Times and Sunday Times Good University Guide 2024

The University of West London (UWL) is a British University with a heritage of over 150 years in teaching and professional education.

In 2021, UWL was announced as 'University of the Year for Student Experience' by The Times and Sunday Times Good University Guide 2021. It was also named top university in London for student satisfaction by the Complete University Guide 2021.

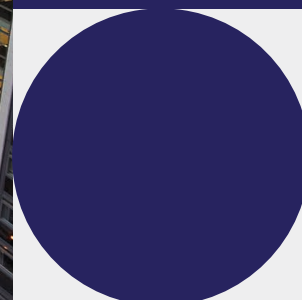
In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising its strategic and innovative approach to curriculum and teaching expertise, and its focus on a positive student experience. The success of UWL has been underpinned by dynamic growth following major investment of up to £150m across its three campus sites.



Top modern* university in London

The Guardian University Guide 2022

*Modern universities are defined as higher education institutions that were granted university status in, and subsequent to, 1992



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

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

COURSE OVERVIEW

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



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MODULES & ASSESSMENT

| YEAR 1 | MODULES | CREDITS | ASSESSMENT |
|--------|--|---------|--|
| | Professional Skills for Business and Finance | 20 | E-Portfolio 50%, Essay 50% |
| | Introduction to HRM | 20 | Individual report 50%, Individual report 50% |
| | Researching Business Data | 20 | Presentation 10%, Report on presentations 30%, Exam 60% |
| | Business Accounting | 20 | Course work 30%, Reflective Learning Portfolio 10%, Exam 60% |
| | Principles of Marketing | 20 | 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 | 20 | In-class practical test 30%, Group Presentation 10%, Final exam 60% |
| YEAR 2 | MODULES | CREDITS | ASSESSMENT |
| | Business Economics | 20 | In-Class Test 50%, Presentation + Summary 50% |
| | Enterprise and Business Development | 20 | Presentation 30%, Report 70% |
| | Managing Business Operations | 20 | In-Class Test 40%, Case Study 60% |
| | Business Ethics | 20 | Case study 30%, Exam 70% |
| | Research Methods | 20 | Individual Presentation 30%, Research Project Proposal 70% |
| | Marketing and Brand Management | 20 | Report 100% |
| YEAR 3 | MODULES | CREDITS | ASSESSMENT |
| | Strategic Management | 20 | Report 100% |
| | Global Marketing | 20 | Report 100% |
| | International Business | 20 | Individual Report 100% |
| | Consumer Behaviour | 20 | Group presentation 50%, Report 50% |
| | Final Project (Dissertation) | 20 | Final Project (Dissertation) 100% |



**Recognised
by KYSATS
and UK NARIC**

Nicosia / Limassol

Course delivered by professionals
and designed for professionals

**Tuition Fees:
€7000 per year**

Government subsidy up to €3420
(for Cypriot students)

**Registration Fee:
€500 per year**



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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.

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.

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.



REASONS TO STUDY AT THE UNIVERSITY OF WEST LONDON

- / UWL was voted the number one modern* university in London by The Guardian University Guide 2021.
- / UWL has been awarded the 'University of the Year for Student Experience' by The Times/The Sunday Times Good University Guide 2021.
- / The University of West London provides a full spectrum of support services for its students.
- / The University of West London students win many awards and prizes for endeavours within their academic fields.
- / The University of West London is a well-established international university, with renowned alumni.

ADMISSION REQUIREMENTS

- / Equivalent qualifications eg. Secondary School Leaving Certificate with average 15/20
AND
- / 15/20 in English on the High School Leaving Certificate, IELTS 5.5 or equivalent.

Exemptions may be granted on a case by case basis.

* A modern university is a university created in, or after 1992.

**#1 British University
in Cyprus**



Global Partners / 2011 - 2024



The collaboration between CIM-Cyprus Business School and The University of West London (UWL) is the longest surviving and most successful collaboration between any UK university and any Cypriot Higher Education institution. Based on the most recent UK university rankings, UWL is now the top UK university operating in Cyprus.



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business schools

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UNIVERSITY OF WEST LONDON



Strategic
Thinker



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