

Nicosia / Limassol

# BA Business Management with an Optional Concentration in Marketing

4 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.

Our degree program structure enables students to explore the various facets of management ranging from communication to nuance and marketing, within the business sphere.

### COURSE OBJECTIVES

Our Business Management program consists of a set of core modules, 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 nuance and marketing, within the business sphere. Moreover, the elective modules 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 modules and a final 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.



## MODULES

### YEAR 1

Business Communication and Skills for Success

Business Mathematics & Statistics

Principles of Marketing

Fundamentals of Management

Introduction to Financial Accounting

Business Information Systems

### YEAR 2

Economics

Management and Cost Accounting

Consumer Behaviour

Human Resource Management

Integrated Marketing Communications

Business Law

### YEAR 3 - COMPULSORY

Business Finance

Organisational Behaviour

### YEAR 3 - OPTIONAL (4 OUT OF 6)

Global Marketing (Marketing)

Public Relations (Marketing)

Leading Organisational Change

Digital Marketing (Marketing)

Services Marketing (Marketing)

Entrepreneurship and Innovation

### YEAR 4 - COMPULSORY

Graduate Project/Internship

Strategic Management

### YEAR 4 - OPTIONAL (4 OUT OF 6)

Business Ethics and Corporate Social Responsibility

Brand Management (Marketing)

International Trade & Finance

Doing Business in Emerging Markets (Marketing)

Strategic Marketing (Marketing)

Social Marketing (Marketing)

*Note:* All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

## AIMS

- / To provide students with a variety of tools that approach business and management issues analytically and critically;
- / To enable students to cover the core concepts, practices and techniques of management and develop the skills required to lead;
- / To encourage students to apply socially, ethically and internationally aware approaches and principles to complex business management situations;
- / To 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;
- / To promote an international perspective through a mix of teaching, teamwork and opportunities for business visits.

## ASSESSMENT

Students sit examinations once a year, in May.

The weighting of results is as follows:

Assignments: 30%

Final exams: 70%

*The pass mark is 40%*

## COMMENCEMENT

October. All modules run on a yearly mode.

## ADMISSION REQUIREMENTS

The usual minimum requirements are:

- / Recognised Secondary School Leaving Certificate 14/20 or higher
- AND**
- / English competency i.e. IELTS 5.5 or equivalent



# Influential Focused

**Tuition Fees:  
€6000 per year**

Government subsidy up to €3420  
(for Cypriot students)

**Registration Fee:  
€200 per year**

## WEEKLY HOURS TAUGHT

The number of weekly contact hours is 15 teaching periods per week. The total number of subjects taught in one year are 6.

## 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 CQAA and is recognised by KYSATS.



### CIM-CYPRUS BUSINESS SCHOOL

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