CYPRUS INSTITUTE
of MARKETING

THE CYPRUS BUSINESS SCHOOL

40 YEARS TEACHING SUCCESS
1978-2018

PROSPECTUS
2019

GLOBAL PARTNERSHIPS

CIM & UWL join forces to offer in Cyprus:

· BA (Hons) Business Studies with Marketing
(3 Years)

· BA (Hons) Accounting & Finance
(3Years)

· M.Sc. Digital Marketing
(12 Months FT / 24 Months PT)

UNIVERSITY OF
WEST LONDON
The Career University

CYPRUS INSTITUTE
of MARKETING
THE CYPRUS
BUSINESS SCHOOL

PROSPECTUS
2019

Strategic Partner

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Academic Calendar 2019-2020

7th October 2019
Commencement of October Intake Classes

14th December 2019
Break for Christmas Holidays

13th January 2020
Recommencement of classes
Deadline for Assignment 1 UG & PG students

6th – 11th April 2020
Reading Week (only for PG students)

11th April 2020
Deadline for Assignment 2 PG students
/ Break for Easter Holidays

27th April – 8th May 2020
Revision Tutorials

18th May – 6th June 2020
Final Exams for October Intake

31st August – 5th September 2020
Re-Examinations for October Intake / Final Exams for January Intake

18th November 2020
Graduation Ceremony

CIM Natural Gas Forum 2014.
Presentation by Jonathan Stern, Head of Institute of Energy Studies, University of Oxford.

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 Deputy Director 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 and Culture and approval was given through a letter dated 5th December 2018.

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Our Business School

The demand for professionals with advanced qualifications is rapidly increasing throughout the world. The knowledge available to all individuals is compounding at an astronomical rate, so much so that professionals only a few years after graduation are often "out-of-date" due to new technologies, further academic research, and progressive business ideas. Lifelong learning and continuous education is virtually mandatory for success in today's fast paced business environment.

Our programmes are designed to fit within the many demanding parameters of modern life, providing you with the opportunity for quality education, while at the same time taking into consideration your work, social and family needs.

In a society that places increasing weight and importance on academic achievement, CIM provides you with the tools you need to acquire academic achievements in a conscientious and well-planned way that meets the demands of a modern economic climate.

The reason we call our Institute an Institute of Marketing is not because we only offer marketing programmes - as a matter of fact we offer many diverse programmes, such as Shipping, Banking and Insurance, (please refer to the list of available courses). We call our Institute an Institute of Marketing because we firmly believe that all areas of business activity should have a marketing orientation. What is the use of having a well-organised Banking corporation if it does not have satisfied customers? The same applies to a Shipping or an Insurance company.

Our distinguished Lecturers and Tutors begin with an initial evaluation and then structure a learning programme around your individual needs.

The group discussions, case studies and the give-and-take methods all equally enrich and enhance the students' knowledge and experience. Flexibility is certainly a key ingredient of the CIM programmes. When you are accepted into the Institute, you are deemed to be a mature adult responsible for your own success. Our programmes are therefore designed to cater for your career, permitting self-pacing towards your academic achievement.

CIM is interested in your complete development as an individual, ensuring that you are given the right means to achieve your full potential. If you need assistance in selecting a career tailored to your own needs, our Student Support Services are here to help.

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.

Graduation Ceremony 2016

CIM Alumni Survey 2017

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

- 30% of the alumni have enjoyed an immediate increase of their salary upon completion of studies at CIM
- 25% of the alumni have received an immediate promotion upon completion of studies at CIM
- 91% are satisfied with their studies at CIM
- 91% see CIM as a trustworthy and credible Institution
- 92% are currently in employment
- 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

Prof. Theo Hadjiyannis

B.Sc., M.Sc., F.CIM, F.C.M.A.
Director-General
Nicosia & Limassol Campus

Professor Hadjiyannis studied for two years at Exeter College in the United Kingdom, where he received a Diploma in Business Studies. He then continued his studies at Loughborough University, obtaining a B.Sc in Sociology & Economics. Professor Hadjiyannis then pursued his studies at the City University, London, where he obtained his M.Sc. in Administrative Sciences, majoring in Marketing.

In 1976, Professor Hadjiyannis returned to Cyprus where he commenced his career at a large building material manufacturing firm in the post of Export Manager.

He later joined the Central Bank of Cyprus, where he stayed until 1980. He has been the Director- General of the Institute ever since.

In August 1983, he was appointed Honorary Education Liaison Officer of the Chartered Institute of Marketing (UK).

Foreword
by the Director - General

It is indeed a great pleasure for me to write this foreword for our 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, the economic erosion caused by inflation, and the recent global credit crisis as factors which lessen opportunities.

We at the 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 directing them towards practical solutions to problems pointing out the limitations.

We thus believe that The Cyprus Institute of Marketing 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.

Mr. Glafkos Mavros

B.Sc., MBA
President
Institute's Council

Glafkos Mavros studied economics in the United Kingdom at London University, and is a holder of a BSc in Economics, specializing in the field of Banking Institutions and Finance. From 1975 – 1978 he worked as a Corporate Financial Analyst with the First Boston Corporation, an American Investment Bank with specialization in Eurobonds and syndicated loans.

Upon his return to Cyprus in 1978, he was employed by the Hellenic Bank and for the first 10 years he worked in the Credit Department . From 1988 – 1994 he was appointed General Manager of the Hellenic Bank (Finance), a subsidiary of the Hellenic Bank. In 1994 he became the Nicosia District Manager and was also responsible for the supervision of the two subsidiary companies, Hellenic Bank (Finance) and Hellenic Bank (Factors). He was also appointed head of Deposit Management.

In 2001 he was promoted to the position of Assistant General Manager and was appointed as head of the Business Services Division, the International Business Services Division, the Moscow Representative Office, as well as Deposit Management.

In January 1, 2008, he was promoted to General Manager responsible for Group Business Development, and he has also undertaken the Management of the Bank's expansion abroad, including the setting up of a subsidiary Bank in Russia. Since August 2009 his responsibilities have also included banking operations in Greece.

Recently he has been appointed as CEO of Expobank, Cyprus.

He is also a member in a number of the Bank's Top Management Committees and its affiliated companies.
He was a founding member of the Cyprus Investors Association, being a member of the first Board of Directors for a number of years. Currently, he is a member of the Board of Directors of the Cyprus-Spanish Association and the Cyprus-Russian Association.
In September 2012, he was elected President of our Institute's Council and has been successfully carrying out this role since then.

Foreword
by the President Institute's Council

In 1978 the CIM, the first business school in Cyprus, was established to promote and service the science of marketing globally. Since then, 35 successful years have gone by with many of its graduates now holding top managerial positions.

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

More recently, the Institute has expanded its educational horizon through wider multifaceted programmes, providing Diplomas, Bachelor degrees and Masters programmes of its own, aswell as academic programmes in collaboration with carefully selected prestigious European Institutes and Universities.

Under the present, unprecedented economic constraints, most of the population is faced with an ever-increasing competitive job environment. Education and knowledge are the only secured shields to job continuity, and the most valuable safeguard for a successful future career.

The CIM, with its 35 continual years of successful operations, provides students with valuable educational choices and opportunities.

Ever since our establishment, the Institute has been teaching adult, in-career people and attracts those who have the determination and will to enhance their knowledge and personal fulfilments further.

Based on our successful history of theory and practice and building on our experience, we have a continued vision to become the leading business school in Cyprus. This we will achieve through a programme of refining and updating our graduate and undergraduate programmes to reflect the current economic and business environments and, at the same time, taking advantage at the same time, from the knowledge and experience, of our professional ties with leading European educational institutes.

At the CIM we are inspired by our high ambitions and unique goals for the years to come. We want to be distinguished and recognised as a continent-wide business school with international recognition for its creative programmes and proven success of its academic achievements. Join us now, and become part of our success.

The Premises of the Institute

The CIM operates two campuses: A campus in the Capital of Cyprus, Nicosia, which was established in 1978 and a campus in the second largest city of Cyprus, Limassol, which commenced its operations in 1984. In 1988, the Nicosia Campus moved to its new privately-owned purpose-built premises located on Zannettos Street, opposite the British Ambassador's residence, in the pleasant surroundings of the tranquil Ayios Andreas area. It is only a 5 minute walk from here to the British Council, the Municipal Theatre, the Nicosia Public Library and Gardens, the Municipal swimming pools and just 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 the 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 projector, audio surround system and wireless Internet.

The computers labs are equipped with the latest PCs and Internet is also available free of charge.

The main library in Nicosia and the library in Limassol are stocked with the latest editions of all relevant books. Lending and reference facilities are available.

All books are kept on the computer database for easy access to students.

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

In addition, a cafeteria operates on both sites with free coffee and refreshments available.

The Institute is represented in the following countries by Education Liaison Officers:

Sri Lanka
Tanzania
Malaysia
U.A.E.
Hong Kong
Greece
Nigeria
Singapore
Saudi Arabia
South Africa
Malawi
Kenya
Egypt
Uganda
Zambia
Botswana
West Indies
Barbados
India
Cameroon
Russia
U.K.

CIM visit to UAE

The Institute's Council

1. President, Glafkos Mavros, CIM, Director of Business Development

2. Vice-President, Marios Kapiris, General Manager, IBM Cyprus

3. Secretary, Marios Charalambides, Director of HR & Student Affairs, CIM

MEMBERS:

4. George Liveras, Managing Director, Liveras & Associates Ltd

5. Anna Antoniou, Marketing Manager, SPP Media

6. George Georgiou, CEO, Green Energy Group

7. Nicholas Defteras, CEO, FXTM

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

9. Yangos Hadjiyannis, Deputy Director-General, CIM

10. Theo Hadjiyannis, Director-General, CIM

11. Garo Dzaghigian, Sales Manager, Toyota

12. Dr Christos Hadjiyannis, Director of Quality & Research, CIM

13. Pavlos Paradisiotis, CEO, Paradisiotis Group

14. Pella Demetriades, Group Internal Legal Advisor, CTC PLC

15. Antonis Karpasitis, Former General Manager, Metlife Cyprus

16. Dr Myria Kkali, President Lecturers' League

17. Loucas Mavrocordatos, President of Alumni Association

18. Soteroula Soteriou, Marketing & Corporate Image Manager, Charalambides/Kristis

19. Paola Ioannou, CFO, USB Bank

The Academic Committee

Academic Directors (Nicosia & Limassol)
Director of Student Affairs
Director of Postgraduate Studies
Director of Quality & Research
Faculty Representative (Nicosia)
Faculty Representative (Limassol)
Student Representative (Nicosia)
Student Representative (Limassol)
Quality Assurance Expert

Student Staff Communication Sub-Committee (SSCS)

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

The 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

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

Assessment Board

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

The Internal Quality Assurance Committee

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

Minister of Foreign Affairs addressing the Graduation Ceremony 2018

Alumni Success Stories

It was the first institution in Cyprus to offer marketing degrees – 34 years ago. Gradually, it began offering degrees in other related areas of business. Widely considered as one of the top institutions in Cyprus, the Cyprus Institute of Marketing has been the Tuition Centre of the Chartered Institute of Marketing (UK) in Cyprus since 1980, offering its students the unique chance to earn professional qualifications of international stature.

The Institute has been operating in Nicosia, Cyprus, since September 1978, with the Limassol branch opening in 1984. Offering afternoon and evening classes for in-career individuals at a time when "life-long learning" was far from the norm, CIM is now firmly established as one of the top institutions in Cyprus. While offering high-quality degrees in Banking, Insurance, Tourism, Finance and Computer Studies and earning global recognition for its innovative methods of teaching, CIM insists on keeping its fees at a low, affordable rate, a distinct advantage that makes it all the more appealing to in-career individuals. To find out more about what it means to be studying at the CIM and to gain an insight into life-long learning, we interviewed five CIM graduates who are now leading figures in the Cyprus Business community.

George Georgiou,
Chistodoulides Bros,
Sales & Marketing Manager

Why did you choose to enrol in the 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 the CIM. Precisely because the CIM has such a good name in the market, Christodoulides Bros offered me a promotion immediately after my graduation. My studies at the CIM and my hard work have now 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! The 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 the 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 the 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 the CIM programme?

I chose the CIM for a number of reasons. Perhaps most important of all was that I correctly judged that the 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 the 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 the CIM programme?

I chose the 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 the 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 the 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 the 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 the CIM is the only college in Cyprus that offers 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 for 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, Mr. 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! Theo Hadjiyannis himself had a secure position at the Central Bank before deciding to quit in order to start the CIM. Having begun with one student in a tiny apartment, we are all very proud now that the CIM has international presence and stature. I recommend studying at the CIM unreservedly.

Stelios Athanasiou,
Scandia,
General Manager

Why did you choose to enrol in the CIM programme?

I decided to attend the 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. Secondly, 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 the 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 the CIM, what, if anything, do you remember most strikingly?

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

Aristos Anastasiou,
Fereos Fourpoint Distribution,
Sales Manager

Why did you choose to enrol in the CIM programme?

I was really interested in the way the CIM combines theory and practice. It was recommended to me by friends and the decision to study at the 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 has 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 attended at the CIM, in particular, allows 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 attended the 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 the CIM, Mr Elias Antoniades got his first job at a statistics and research company. Next, although the subject matter of his dissertation at the College was 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 their 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 the CIM because it was the only college 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 the CIM was directly linked to the challenges in my working field."

Marios Shinas

Alpha Bank Cyprus,
Deputy Manager,
Wholesale Banking Workout Division

Marios Shinas 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 worked 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. Furthermore, in 2012 he received a full scholarship and successfully completed the post-graduate programme of Master in Business Administration (MBA) at the CIM.

"This MBA offers flexibility to working people and orientates toward practical skills. It has offered me new skills and knowledge and it enhanced my capability to successfully meet my increased functions and responsibilities."

Programmes Available

Undergraduate

The Cyprus Institute of Marketing has been registered with the Ministry of Education to offer the following programmes of study in Nicosia and Limassol:

1. MARKETING STUDIES (1 Year, Diploma)

2. SALES MANAGEMENT (1 Year, Diploma)

3. BUSINESS ENGLISH (1 Year, Diploma)

4. MARKETING MANAGEMENT (2Years, Diploma)

5. BUSINESS ADMINISTRATION (3 Years, B.Sc. Degree)*

6. BUSINESS STUDIES WITH MARKETING (4 Years, BA Degree)

7. SHIPPING (3 Years, B.Sc. Degree)*

8. SHIPPING MANAGEMENT (4 Years, BA Degree), Limassol

9. TOURISM MANAGEMENT (3 Years, B.Sc.Degree)*

10. FINANCIAL & COMPUTER STUDIES (3 Years, B.Sc. Degree)*

11. BANKING (3 Years, B.Sc. Degree)*

12. INSURANCE (3Years, B.Sc. Degree)*

13. EUROPEAN STUDIES (3 Years, B.Sc. Degree)*

14. UWL BUSINESS STUDIES WITH MARKETING (3 Years, BA (Hons))

15. UWL ACCOUNTING & FINANCE (3 Years, BA (Hons))

* Note:
Admission to these programmes has as a prerequisite the completion of the Marketing Studies (1 Year, Diploma)or equivalent.

Postgraduate

16. HUMAN RESOURCE MANAGEMENT & CORPORATE STRATEGY
(14 Months FT/24 Months PT, Masters)

17. BUSINESS ADMINISTRATION (14 Months FT/24 Months PT, Masters)

18. BUSINESS ADMINISTRATION WITH SHIPPING (14 Months FT/
24 Months PT, Masters)- Limassol

19. UWL DIGITAL MARKETING
(12 Months FT / 24 Months PT, Masters)

Distance Learning

20. BUSINESS ADMINISTRATION (4 - 6 years, BA Degree)

21. BUSINESS ADMINISTRATION (2 ½ - 5 years, Masters)

Weekly Hours of Teaching

All taught Undergraduate programmes are taught on a Full-Time basis, i.e. 15 teaching periods per week of 50 minutes each. Taught Postgraduate programmes are offered both on a Full-Time and Part-Time basis, i.e. 18 teaching periods per week of 55 minutes each for Full-Time, and 9 periods per week of 55 minutes each for Part-Time. Distance Learning programmes do not involve any physical teaching.

Credits

CIM Diplomas (1 year)	**60 ECTS**
CIM Diplomas (2 years)	**120 ECTS**
CIM / UWL Bachelors (3 years)	**180 ECTS**
CIM Bachelors (4 years)	**240 ECTS**
CIM Masters (14 Months FT / 24 Months PT)	**90 ECTS**
CIM DL Bachelor (4-6 years)	**240 ECTS**
CIM DL MBA (2.5-5 years)	**120 ECTS**
UWL MSc DIGITAL MARKETING	**120 ECTS**
(12 Months FT / 24 Months PT)	

Language of Instruction

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

Method of Teaching

Instructional methods for taught programmes include lectures by lecturers who are actively involved in large firms. Guest lecturers from Industry and the business world are invited to talk about current market developments. Besides lectures, the teaching programme includes discussions, seminars, industry studies, film screenings and 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.

For Distance Learning programmes, instructional methods include synchronous and asynchronous online teaching.

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.

CIM Team during the 35th Anniversary Gala Dinner, June 2013 President of the Parliament addressing the 40th Anniversary Celebrations Ceremony

DESCRIPTION OF UNDERGRADUATE PROGRAMMES

1. MARKETING STUDIES (1 Year, Diploma)
2. SALES MANAGEMENT (1 Year, Diploma)
3. BUSINESS ENGLISH (1 Year, Diploma)
4. MARKETING MANAGEMENT (2 Years, Diploma)
5. BUSINESS ADMINISTRATION (3 Years, B.Sc. Degree)
6. BUSINESS STUDIES WITH MARKETING (4 Years, BA Degree)
7. SHIPPING (3 Years, B.Sc. Degree)
8. SHIPPING MANAGEMENT (4 Years, BA Degree) - Limassol
9. TOURISM MANAGEMENT (3 Years, B.Sc. Degree)
10. FINANCIAL & COMPUTER STUDIES (3 Years, B.Sc. Degree)
11. BANKING (3 Years, B.Sc. Degree)
12. INSURANCE (3 Years, B.Sc. Degree)
13. EUROPEAN STUDIES (3 Years, B.Sc. Degree)
14. UWL Business Studies with Marketing (3 Years, BA (Hons))
15. UWL ACCOUNTING & FINANCE (3 Years, BA (Hons))

1. MARKETING STUDIES (1 Year, Diploma)

1. Marketing Management
2. Economics
3. Business Organisation
4. Statistics
5. Commercial Law
6. Business English

Course Objectives

In today's dynamic business environment, managers all over the world are constantly being challenged to make the right decisions as quickly and efficiently as possible. It is becoming increasingly obvious that acting according to the outdated 'rule of thumb' is inadequate in giving business people the desired results. Moreover, today's managers are preoccupied with immediate results and their own compensation and advancement; they, therefore, fail to devise or propose unique corporate strategies specifically tailored to the political, social and economic developments in what is an increasingly changing business environment.

Undergraduate courses at the CIM have been designed specifically to satisfy the needs of businessmen and professionals who did not have a formal education after leaving secondary school. These programmes embrace those aspects of management and business policy which are an essential part of today's business and financial scene, and which are exactly the proper functions of the marketing–oriented members of a company.

We try to offer students a unique combination of opportunities: to catch up on the latest management techniques and tools; to master the rigorous disciplines of problem analysis and solutions; to learn from the successes and failures of others, both through case studies and the first-hand experiences of lecturers and fellow students, so as to develop plans for profit improvement

2. SALES MANAGEMENT
(1 Year, Diploma)

1. Marketing Management
2. Salesmanship
3. Commercial Law
4. Business English
5. Practice of Sales Management
6. Business Organization

Course Objectives

The Diploma in Sales Management is specifically designed to satisfy the needs of business managers and other professionals. It embraces those aspects of management and business policy that are essential in today's business and financial scene. Students are introduced to the latest sales-management techniques and are encouraged to master the rigorous disciplines of problem analysis and solutions, learning from the successes and failures of others. The course places a strong emphasis on learning through case studies and first-hand experiences of lecturers and fellow students.

3. BUSINESS ENGLISH (1 Year, Diploma)

1. Business Correspondence
2. Business Vocabulary
3. Office English
4. English for Management
5. Computers
6. Marketing Management

Course Objectives

This programme is designed for in-career adults who require practical knowledge of spoken and written English for use in a business environment.

The first objective is to develop fluency in general social situations. The specific vocabulary of business and office practice is introduced gradually as the course proceeds.

Business letters and report writing are the main ingredients of this course. The Students are also familiarised with agendas, minute taking, preparation of reports and will improve their skills in comprehension and verbal communication through a series of role-playing exercises.

2014 Graduation Ceremony. Certificates awarded by Dr Suresh Gamlath, Dean of Claude Littner Business School (UWL), and the President of The CIM Council, Mr Glafkos Mavros.

4. MARKETING MANAGEMENT
(2 Years, Diploma)

Subjects

Year I

1. Business English
2. Digital Marketing
3. Principles of Management
4. Introduction to Financial Accounting
5. Principles of Marketing
6. Principles of Economics

Year II

1. Marketing Case Studies
2. Human Resource Management
3. Consumer Behaviour
4. Strategy and Business Policy
5. Applied Business Research Project
6. Practice of Marketing

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.

Course Objectives

This program 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 program 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.

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.

5. BUSINESS ADMINISTRATION (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Business Administration (ADBA)
(c) Bachelor in Business Administration (BBA)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Business Administration (ADBA) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Financial & Management Accounting**
2. **Behavioural Studies**
3. **Human Resource Management**
4. **Computers & Information Systems**
5. **Case Studies**
6. **Practice of Marketing**

Year III

1. **Marketing Communications**
2. **Executive Skills**
3. **Public Relations**
4. **Planning & Control**
5. **International Marketing Strategies**
6. **Case Studies**

Course Objectives

The aims of this course are to increase and refine the strategic management skills of students, most of whom are already in management posts. Superior management is the product of certain attitudes, knowledge and skills that are combined in unique individuals to secure an organisation's survival, growth, financial returns, and continuous adaptation to changing circumstances. Identifying and helping produce such attitudes is what this course is about.

We pursue this aim through the experience, intelligence and wisdom of our carefully selected members of mtaff, all of whom are in high managerial positions in mndustry, banking, and business. Lecturers and tutors are encouraged to be venturesome, authoritative, and contentious so as to keep challenging all students involved. The aim of the course is to help turn managers into generalists, a requirement for any successful manager operating in global competition.

More specifically, our Institute has designed the Advanced Diploma in Business Administration and the Bachelor in Business Administration with the following goals in mind:
- to develop strategic thinking and planning so as to defend market share locally and seek competitive advantages in world markets;
- to define clear approaches to strategic management with regard to specific overseas markets' environmental conditions i.e. social, cultural, political, technological and economic trends;
- to understand the importance of the "old world" role in the world markets;
- and to enhance the effectiveness of managers from different organisations and nations (already a number of international students study at the CIM) through cross-fertilisation, achieved by the sharing of experience and viewpoints.

Companies today are facing constant economic, political and social upheaval. The collapse of the eastern socialist economies and the growing, stiff, competition from China and India has made managers in the advanced countries of Europe reconsider their marketing strategies. The dramatic political changes in the Middle-East, Eastern Europe and African zones, combined with an escalating inflation and coupled with rising unemployment in Europe and U.S., paint a pessimistic picture for business managers. Yet, business potential always exists. To keep ahead of continuing shifts in environmental trends and maintain company policies and priorities

Aims

appropriate to the Cypriot and world market places, managers must be able to formulate and implement successful competitive strategies.
The course emphasises strategy formulation and implementation as it occurs in each of the functional areas and in the organisation as a whole. Strategy formulation is concerned with an analysis of the interaction of external (outside the firm) environmental factors, with internal (inter-firm) strengths and weaknesses, and with the goals and values of the organisation's key managers. It focuses on: (a) economic, social, political, and technological trends; (b) the state of the industry; and (c) the determination of strategic areas that offer an opportunity for competition.

Strategy formulation is examined on two levels:

(1) Corporate strategy examines the strategy of a corporation or a portfolio of business or strategic business units.

(2) Business strategy investigates the strategy of a business area or a strategic business unit.

While strategy formulation focuses on questions of direction, implementation investigates the most effective means of working in those directions. It examines:
(i) Organisational structure;
(ii) Managerial process, including planning, decision making, control, rewards, and punishments; and
(iii) Human recourses, including leadership motivation, inter and intra group dynamics.

The Former Minister of Education & Culture, Dr Costas Kadis, addressing the 2015 CIM Graduation Ceremony

6. BUSINESS STUDIES WITH MARKETING
(4 Years, BA)

Year I

1. Business English
2. Principles of Marketing
3. Principles of Management
4. Business Statistics
5. Business Law
6. Business Economics

Year II

1. Sales Management
2. Financial and Management Accounting
3. Practice of Marketing
4. Consumer Behaviour
5. Human Resource Management
6. Computers and Information Systems

Year III

Compulsory:
1. Strategic Marketing
2. Advertising and Public Relations
3. Marketing Case Studies
4. Leadership in Organisations

Electives:
5. Marketing Communications
6. Global Marketing
7. Marketing Planning & Control
8. Executive Skills

Year IV

Compulsory:
1. Graduate Project
2. Strategic Management
3. International Business
4. Digital Marketing

Electives:
5. Business Ethics
6. Marketing Research
7. Operations Management
8. Employee Relations

Note:

In years III & IV students elect two out of four electives.

Course Objectives

Developed with help, involvement, and consultation from a range of officers from local public and private sector organisations, the curriculum has been designed to meet the current and emerging needs of managing in a complex and dynamic environment. Particular emphasis will be placed on the ethical and moral tensions that can arise in such an environment.

The curriculum addresses issues that the partnership of academic and practitioner colleagues believe are appropriate, such as environmental impacts; the increasing role of ICT; the development of entrepreneurship; globalization. Yet the course still gives opportunities for students to address particular or unique development needs through the negotiated work-based learning modules. This theme reflects the importance attached by the team of learning that occurs within the workplace and also supports the

Exit skills

Our aim is to produce graduates with all the skills and abilities needed to flourish in the world of business marketing and management. We know you will leave at the end of your studies:

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;
Someone who could make the most of postgraduate or professional study;
An effective team player but also someone able to work independently;
A confident individual who doesn't just aim for a job as the result of their studies, but rather someone who begins their professional career through continuous development and life-long learning and development.

Recognition

The Bachelor 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.

7. SHIPPING ADMINISTRATION (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Shipping Administration (ADSA)
(c) Bachelor in Shipping Administration (BSA)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Shipping Administration (ADSA) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Introduction to Shipping**
2. **Shipping Law**
3. **Practice of Marketing**
4. **Maritime Geography**
5. **Marine Insurance**
6. **Computers & Information Systems**

Year III

1. **Maritime Logistics**
2. **Public Relations**
3. **The Business of Shipping**
4. **Executive Skills**
5. **Customs & Ship Documentation**
6. **International Marketing**

Course Objectives

The course aims to equip those students wishing to enter the shipping industry. To this end, it offers a balanced educational programme in accordance with the general philosophy of the 21st century and the dynamic field of shipping. You will study the various business, legal and financial parameters of shipping as well as gain a practical insight into the local and global shipping industry.

ICS
Institute of Chartered Shipbrokers

Accredited
3 Exemptions

8. SHIPPING MANAGEMENT
(4 Years, BA)
Limassol

Year I

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

Year II

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

Year III

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

Optional (1 of 2):
1. Marine Insurance
2. Shipping & The Environment
3. Executive Skills

Year IV

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

Optional (1 of 2):
1. Managing Maritime Safety
2. Strategic Management
3. 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.

Course Recognition

CIM is delighted to announce that its BA Shipping Management (4 Years), has been reviewed and awarded maximum exemptions (2 out of 7) from 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 thus recognised by KYSATS. Cypriot students are eligible to apply for Government subsidy up to €3420.

9. TOURISM MANAGEMENT (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Tourism Management (ADTOUR)
(c) Bachelor in Tourism Management (BTM)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Tourism Management (ADTOUR) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Tourism Planning**
2. **Travel & Tourism**
3. **Human Resource Management**
4. **Financial & Management Accounting**
5. **Behavioural Studies**
6. **Computers & Information Systems**

Year III

1. **Public Relations**
2. **Marketing Practice in the Hotel & Catering Industry**
3. **Planning, Development & Tourism**
4. **Executive Skills**
5. **Tour Operations**
6. **International Marketing**

Course Objectives

The course aims to equip students for a variety of business careers in the hospitality industry and gives a special advantage to those wishing to enter the Travel and Tourism/ Hotel business. To this end, the course offers a balanced educational programme in accordance with the general philosophy of the 21st century, and the dynamic field of the world's number one industry - Tourism.

Structure & Content of the Course

In the first year, students gain a general but solid introduction to the exciting world of business management. The idea is that if students do not understand the basic principles of modern management, how could they then understand the complicated area of tourism? If, for example, a student cannot interpret a statistical chart/graph, then how can he/she appreciate the trends in the tourism industry? All subjects taught during the first year aim at aiding the student to shed light on the grey areas in the demanding and competitive business environment of the 21st century.

The second year introduces students to the concept of tourism, as well as to cases with the main problems of the industry, and various opportunities for solutions. World tourism and its developments are tackled, and comparative studies of different countries are carried out.

The course closely reflects on the Cypriot situation and analyses the developments of the last 50 years.

At the same time, the second year presents to students the other basic functions of tourism and general management in far greater depth than in the first year. Subjects such as psychology and sociology are covered in the subject of Behavioural Studies, with the financial structures of companies investigated in the subject of Accounting.

The third year leads to the award of Bachelor in Tourism Management.

Career Opportunities

Career opportunities for Tourism Management degree holders exist in all sectors of the industry: travel agencies, tour operators, passenger transport, airlines, local and foreign Tourist Organisations and hotels.

10. FINANCIAL & COMPUTER STUDIES (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Financial & Computers Studies (ADFIC)
(c) Bachelor in Financial & Computers Studies(BFCM)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Financial & Computer Studies(ADFIC) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Database Systems**
2. **Computers & Information Systems**
3. **Information Management**
4. **Financial & Management Accounting**
5. **Human Resource Management**
6. **Case Studies**

Year III

1. **Operating Systems**
2. **Data Structures**
3. **Cost Accounting**
4. **Auditing**
5. **Financial Planning & Control**
6. **Information Technology**

Course Objectives

The course aims to equip students for a variety of business careers and give a special advantage to those wishing to enter the finance and accounting industry.

Students who choose a career path in finance are entering a very competitive industry. The combination of financial studies with computer studies offers students a tremendous competitive advantage against others who are also entering the marketplace. By obtaining a degree in financial and computer studies, students will be fully prepared to enter the industry and succeed regardless of the competition.

11. BANKING (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Banking (ADBANK)
(c) Bachelor in Banking (BBM)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Banking (ADBANK) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Monetary & Financial Systems**
2. **Investment**
3. **Trade Finance**
4. **Financial & Management Accounting**
5. **Practice of Marketing**
6. **Human Resource Management**

Year III

1. **Practice of Banking**
2. **International Banking Operations**
3. **Executive Skills**
4. **Marketing of Financial Services**
5. **Financial Planning & Control**
6. **Information Technology**

Course Objectives

The course aims to equip students with the skills and knowledge in banking and financial services. Due to globalisation and technological change, the banking sector has transformed tremendously in recent years, becoming a rapidly developing and highly competitive sector in most modern economies globally. By obtaining a degree in banking, students will be provided with the necessary means to tackle and manage this dynamic industry, and become successful in their careers.

12. INSURANCE (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in Insurance (ADIS)
(c) Bachelor in Insurance (BIS)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma in Insurance (ADIS) is awarded.
- Upon successful completion of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **Risk and Insurance**
2. **Business Environment**
3. **Financial & Management Accounting**
4. **Principles & Practice of Management in Insurance**
5. **Private Motor Insurance**
6. **Human Resource Management**

Year III

1. **Property Insurance Underwriting**
2. **Insurance Broking**
3. **Life Assurance Practice & Administration**
4. **Marine Insurance**
5. **Public Relations**
6. **Planning & Control**

Course Objectives

The course aims to equip students for a variety of business careers and gives a special advantage to those wishing to enter the insurance industry.

The insurance industry is a multi-billion-dollar industry worldwide. Everyone needs insurance as it touches every aspect of business and modern life. By obtaining a degree in insurance, students will gain the skills and knowledge required to enter the insurance industry with confidence in order to achieve guaranteed success.

CII THE CHARTERED INSURANCE INSTITUTE

Accredited

13. EUROPEAN STUDIES (3 Years, B.Sc.)

(a) Diploma in Marketing Management (DMM)
(b) Advanced Diploma in European Studies (ADES)
(c) Bachelor in European Studies (BES)

- Upon successful completion of Year I, the Diploma in Marketing Management (DMM) is awarded.
- Upon successful completion of Year II, the interim Advanced Diploma (ADES) is awarded.
- Upon successful of Year III the B.Sc. Degree is awarded.

Year I

1. **Marketing Management**
2. **Economics**
3. **Business Organisation**
4. **Statistics**
5. **Commercial Law**
6. **Business English**

Year II

1. **EU Law**
2. **Behavioural Studies**
3. **Financial & Management Accounting**
4. **European Marketing**
5. **Computers & Information Systems**
6. **European Economic History**

Year III

1. **EU Decision Mechanisms**
2. **International Marketing**
3. **European Economics & Politics**
4. **Executive Skills**
5. **EU & The Third World**
6. **European Business Environment**

Course Objectives

The aim of this programme is to introduce students into the complex economic, business, marketing, social, legal and political world of the European Union member states.

EU countries are examined as a separate entity and so are Eastern European Countries. The policies of Mediterranean countries are analysed, while particular emphasis is placed on EU's relations with non-member countries such as the USA. Trade and political links with the former Eastern Bloc are explored. Key moments in the EU's history, such as 2004 enlargement and the introduction of the EURO, are also assessed and evaluated.

Lobby of Limassol Campus

CIM Undergraduate Entry Requirements

- Recognised Secondary School Leaving Certificate

Successful completion of the first year of our 3-year Bachelor Degree Programmes entitles the student to the award of the DMM (Diploma on Marketing Management).

Successful completion of the second year of our 3-year Bachelor Degree Programmes entitles the student to the award of an interim Advanced Diploma in a respective field.

Students can be exempted from the first year of our Bachelor Degree and enter directly into the Advanced Diploma PROVIDED that they have one of the following qualifications:

(a) DMM

(b) Holders of OND/BTEC

(c) The Certificate of the Chartered Institute of Marketing in Marketing

(d) Students with 40 transfer credits from an accredited U.S. University in relevant field or 60 ECTS

(e) Equivalent Qualifications in a relevant field of the study programmes

Upon successful completion of Year III, the student is awarded the BACHELOR DEGREE.

Students can be admitted into the FINAL YEAR (3rd year of a Bachelors Degree) PROVIDED that they possess one of the following qualifications:

(a) An Advanced Diploma from this Institute

(b) HND BTEC from a relative discipline

(c) 90 transfer credits from an accredited U.S. University or 120 ECTS

(d) Professional qualifications such as the Advanced Certificate in Marketing of The Chartered Institute of Marketing (UK), American Institute of Bankers, Chartered Institute of Bankers

(e) Membership of the UK Institute of Certified Chartered Accountants, The Chartered Institute of Bankers, The Chartered Insurance Institute and any other Award from relevant Professional Bodies the disciplines in which the student wishes to study

(f) Degree holders with a bias for in the discipline in which the student wishes to study

Commencement

All taught Undergraduate Programmes commence in October.

The Distance Learning Bachelor commences round the year.

CIM Summit 2018

Examinations

Students for taught programmes sit for examinations once a year in May/ June. Re-sits take place at the end of August.

The weighting of results for all taught Undergraduate Programmes are as follows:
One Assignment per module – 30%
Final Examination – 70%

For all Undergraduate Programmes the pass mark is 40% and the minimum threshold for all assesments is 20%.
All Resits are capped at 40%.

Examination Conduct

To be eligible for the DMM or DSM or BED Awards, students must achieve passes in FIVE out of SIX subjects, MARKETING MANAGEMENT being a compulsory pass subject.

For the Advanced Diploma course, students may fail in one subject, but not Behavioural Studies, Case Study Analysis and The Practice of Marketing. For the Bachelor Degree Programmes, students must pass ALL SIX subjects.

The Y.P.H. Prize - Bursaries

In 1982, the Institute's Council unanimously agreed to establish the Y.P.H. Prize to honour the memory of the late Yangos P. Hadjiyannis, father of the founder of the CIM, Theo Y. Hadjiyannis. The Prize rewards students in each programme of study who achieve the top academic marks in their class and who also demonstrate loyalty to their fellow students, their Lecturers and Tutors and devotion to the Institute's principles and goals.

The Institute may also award Bursaries to top performing students in collaboration with local firms.

Lecture at Limassol Campus

Financial Rights & Obligations of EU Students

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.

Refund of Fees

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.

July 2015, Cocktail Ceremony to commemorate the full membership of CIM with the Association of Commonwealth Universities, British High Commissioner's Residence.

Financial Obligations of Overseas Students

(please see page 148)

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

14. UWL Business Studies with Marketing
(3 Years, BA (Hons))

Year I - Level 4

Year II - Level 5

Year III - Level 6

Course structure

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

1. Business Economics
2. Enterprise and Business Development
3. Managing Business Operations
4. Enterprise and Social Responsibility
5. Organisational Behaviour
6. Marketing and Brand Management

1. Strategic Management
2. Research Methods (Yearly)
3. Consumer Behaviour
4. International Business
5. Global Marketing

Assessment

UNIVERSITY OF
WEST LONDON
The Career University

Year I

Professional Skills for Business & Finance
E-Portfolio 50%
Essay 50%

Introduction to HRM
Individual report 50%
Individual report 50%

Researching Business Data
Presentation 10%
Report on presentations 30%
Exam 60%

Business Accounting
Course work 30%
Reflective Learning Portfolio 10%
Exam 40%

Principles of Marketing
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%

Assessment

Year II

Business Economics
Report 40%
Exam 60%

Enterprise & Business Development
Group business plan 50%
Reflective essay (Presentation + Business proposal) 50%

Managing Business Operations
Individual Report 40%
Closed Book Exam 60%

Enterprise, Ethics & Social Responsibility
Case study 40%
Exam 60%

Organisational Behaviour
Group presentation 50%
Individual Report 50%

Marketing & Brand Management
Individual essay 50%
Group presentation & Report 50%

Assessment

Year III

Strategic Management
Coursework (3500 words) 100%

Consumer Behaviour
Group presentation 50%
Report 50%

Research Methods
Individual report 50%
Research Proposal 50%

International Business
Individual Report 100%

Global Marketing
Coursework 100%

UNIVERSITY OF WEST LONDON
The Career University

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 already in management posts. 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 challenges of the 21st century, 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.

On course completion Exit skills

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

Entry Requirements

- 200 Credits based on A levels
OR

- Equivalent qualifications, such as High School Leaving Certificate with average 15/20
AND

- 15/20 in English on the High School Leaving Certificate or IELTS 5.5 or equivalent

Exemptions may be granted on a case-by-case basis

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

Recognition

The above programme is recognised by UK NARIC. It is also recognisable by KYSATS and thus qualifies for subsidy by the Cyprus Government up to €3,417. For more information please contact the Institute.

Student Testimonials

Angelina Koftoun
(Digital Marketing Manager)

I began my studies at UWL via Cyprus Institute of Marketing 3 years ago, whist working full-time as a Sales & Marketing Coordinator for a chain of 4 luxury hotels. The UWL program was structured and made it convenient to combine both work and studies. I really appreciated the fact that our professors were business professionals that were working in senior management positions in some of the best companies in Cyprus, so combined with the academic teaching, we could also benefit from some practical advice from their experience on real-life situations in business and they were always ready to share some career advice along the way. By the completion of my studies I was promoted to a managerial level at my organization. I would recommend CIM to anyone that is working full-time.

Bianca Allery
(Marketing Manager at 3CX)

Studying at UWL has been an unforgettable experience. Both the teaching methods and the curriculum correspond with the latest market trends and demands. The student portal was always up-to-date. Students could find anything they needed at an arm's reach. Additionally, the electronic library included latest industry research as well as timeless books. Finally, the staff were always quick to respond to any issues that could occur and were more than willing to assist us in solving them. I would definitely recommend the UWL to my friends and family.

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15. UWL ACCOUNTING & FINANCE
(3 Years, BA (Hons))

Course structure

Year I - Level 4

1. Intro to Financial Accounting
2. Professional Skills for Accountants
3. Computer Skills for Accountants
4. Intro to Management Accounting
5. Intro to Economics
6. Quantitative Methods

Year II - Level 5

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

Year III - Level 6

1. Financial Reporting
2. Performance Management and Control
3 Corporate Finance
4. Project
5. Auditing
6. Advanced Taxation

Assessment

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Year 1 Modules

Term 1

Intro to Financial Accounting
In-class test 50%,
Exam 50%

Professional Skills for Accountants
Assignment 1 40%,
Final Assignment 60%

Quantitative Methods
In-class test 40%,
Exam 60%

Term 2

Intro to Management Accounting
In-class test 50%,
Exam 50%

Intro to Economics
Assignment 40%,
Exam 60%

Computer Skills for Accountants
Excel Task 50%,
Powersoft Task 50%

Year 2 Modules

Term 1

Financial Accounting
Assignment 40%,
Exam 60%

Auditing in Context
Assignment 40%,
Exam 60%

Taxation
Assignment 40%,
Exam 60%

Term 2

Management Accounting
Assignment 40%,
Exam 60%

Financial Management
Assignment 40%,
Exam 60%

Business and Corporate Law
Assignment 40%,
Exam 60%

Year 3 Modules

Term 1

Financial Reporting
Assignment 40%,
Exam 60%

Performance Management & Control
Assignment 40%,
Exam 60%

Corporate Finance
Assignment 40%,
Exam 60%

Term 2

Project
Project 100%

Auditing
Assignment 40%,
Exam 60%

Advanced 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.

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.

On course completion Exit skills

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).

Entry Requirements

- 200 Credits based on A levels
OR

- Equivalent qualifications, such as High School Leaving Certificate with average 15/20
AND

- Two years work experience
AND

- 15/20 in English on the High School Leaving Certificate or IELTS 5.5 or equivalent

Exemptions may be granted on a case-by-case basis

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

UNIVERSITY OF WEST LONDON
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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. For more information please contact the Institute.

UWL Paragon Building

Student Testimonials

Fotini Kontzioni
(Accountant at Wenzel Marine Trading and Consultants Cyprus)

University of West London gave me the opportunity to study in Cyprus and obtain a degree in Accounting and Finance from a world recognised university. During the course, I was able to gain knowledge in the business field I intend to pursue in my professional career. The practical and theoretical views of my professors were very helpful to me since I gained a general overview of several business matters. Thank you UWL!!!

Olga Kasapi
(Chief accountant in Penap Consultants Ltd)

My Accounting and Finance degree in West London University enriched me with a lot of knowledge and experience and gave me the necessary skills for my future career.

Iphigenia Alexandrou
(Accounts Officer in Cyprus University of Technology)

The course of UWL BA in Accounting and Finance was enriching, challenging, inspiring and life changing. The lecturers made the lectures pleasant and the materials were really valuable. I really think this course is a great investment for my future career and I highly recommend it.

UNIVERSITY OF
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2014 LSBU MBA Graduates

DESCRIPTION OF GRADUATE PROGRAMMES

16. HUMAN RESOURCE MANAGEMENT & CORPORATE STRATEGY (14 Months FT/26 Months PT, Masters)

17. BUSINESS ADMINISTRATION (14 Months FT/26 Months PT, Masters)

18. BUSINESS ADMINISTRATION WITH SHIPPING (14 Months FT/26 Months PT, Masters)- Limassol

19. UWL DIGITAL MARKETING (12 Months FT / 24 Months PT, Masters)

16. HUMAN RESOURCE MANAGEMENT & CORPORATE STRATEGY
(14 Months FT/26 Months PT, Masters)

Course Objectives

The primary objective of the MSc in Human Resource Management & Corporate Strategy is to provide both knowledge and technical skills 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 thus recognised by KYSATS. Cypriot students are eligible to apply for Government subsidy up to €3420.

Duration of the Programme

Full-Time: 14 months
Part-Time: 24 months

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.

Subjects Taught

The programme consists of six subjects from which four are compulsory and two optional, as follows:

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

Optional:
(Choose 1):
6. International Human Resource Management
7. Employment Law
8. Ethics & Corporate Social Responsibility

Note: The above optional subjects are subject to lecturers' availability and student demand. There should be a minimum of five students for a subject to run.

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 subjects undertaken. 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 thesis 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 thesis 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 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 85 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.

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.

European Business Awards

COMPULSORY:

1. 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 thesis.

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

3. 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.

4. 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/ opinions.
- To plan and implement tasks at a professional level, making 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.

OPTIONAL:

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.

6. INTERNATIONAL HUMAN RESOURCE MANAGEMENT Aims

• How HRM contributes to organizational performance in three different ways: through sound functional basics; through effective realignment when the external environment changes; and by building an organizational context so that the organization 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 internationalizing – 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).

17. BUSINESS ADMINISTRATION

(14 Months FT/26 Months PT, Masters)

What is an MBA?

The MBA programme was originally developed in the United States and soon afterwards it was introduced in the UK. Currently, it is rapidly expanding in continental Europe and the rest of the world. With the growing 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 per se, but also a variety of subjects, all of which are of vital importance to managers in private business and the public sector.

Why have an MBA?

The Cyprus Institute of Marketing MBA programme is designed for Executives and, thus, it aims to accelerate the managerial and leadership development process of candidates. Gaining an MBA from the Cyprus Institute of Marketing 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 philosophies and policies of their organisations. The programme is specifically focused on enabling managers to operate at a strategic level and manage their organisations effectively in today's complex and uncertain business environment . Close links have been established with industry, commerce, and the public sector, all of which have contributed to the development and design of the programme.

RANKED
22nd IN THE WORLD
(www.FindyourMBA.com)

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.

Subjects Taught

The programme is made up of 6 subjects, 4 of which are compulsory and 2 optional:

Compulsory Subjects

1. Strategic Management
2. Organisational Behaviour
3. Research Methods
4. Business Economics

Optional Subjects

5. Financial Management (Risk)
6. Business Statistics
7. Marketing Management (Digital)
8. Advertising & Public Relations
9. Executive Skills (Leadership & Innovation)
10. International Marketing

Note: The above optional subjects are subject to lecturers' availability and student demand. There should be a minimum of five students for a subject to run.

Recognition

The MBA offered both in Nicosia and Limassol is accredited by SEKAP 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.

Duration of the Programme

Full-Time: 14 months
Part-Time: 24 months

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.

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:

(i) A Second Class Honours Degree from an accredited University
AND

(ii) 3 years work experience
AND

(iii) IELTS 6.5 or equivalent

Examinations

Students have to produce two assignments per year and sit for examinations once a year in June.

The weighing of the results is as follows:

Two Assignments – 40%
Final Examinations – 60%

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

The passmark 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 85 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.

CIM Summit 2017

COMPULSORY:

1. 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. A 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, in particular, their thesis.

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. 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.

Graduation Ceremony 2014

3. STRATEGIC MANAGEMENT

Aims

Strategic Management is aimed to provide 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 the various organizational structures and management processes with emphasis on strategic decisions such as the resource allocations, mergers, & acquisitions, diversifications, business analysis, competitor analysis and planning. Finally, the course discusses the role of top managers such as CEO, or General Managers as strategists and how these roles attempt to co-ordinate all businesses and functions in the organization to reach its objectives and longer term goals.

4. BUSINESS ECONOMICS

Aims

Economics is generally concerned with that part of human behaviour which relates to the production, exchange, and use of goods and services and their prices. The concerns of Business Economics are the economic factors affecting the decisions of business enterprises with respect to their organisation, production, use of particular goods and services and the marketing of their output. The course, thus, provides a theoretical framework which links together some of the other elements in the MBA programme.

The aims are to provide students with an understanding of economic analysis relevant to the decisionmaking process of business enterprises and with an understanding of the microeconomic environment in which firms operate (Macroeconomic environment is covered in the Business Environment course).

OPTIONAL:

5. FINANCIAL MANAGEMENT (RISK)

Aims

This module develops a knowledge and understanding of the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk. Furthermore, the module examines the development, access and operation of markets for resources, goods and services and also the sources, uses and management of finance.

In addition to these, the use of accounting and other information systems for planning, control, and decision making is analysed, coupled with the development of appropriate policies and strategies within a changing environment to meet stakeholder interests. Finally, economic policy at the macroeconomic level, showing an understanding of analytical methods and model-based arguments and of different methodological approaches and their strengths and limitations are examined.

6. BUSINESS STATISTICS

Aims

Statistics is concerned with the collective analysis and presentation of data as the basis for inference and decision. The aims of the course are to develop skills in collection, analysis and presentation of data and to also develop the capability to use common statistical methods of analysis and interference and to appreciate their conceptual basis.

7. MARKETING MANAGEMENT (DIGITAL)

Aims

The growth of the Internet has created new opportunities for organisations to reach and build relationships with their customers. At the same time, many firms struggle with making a successful transition from offline to online marketing. This module provides students with the key tools required to implement a successful digital marketing strategy. This includes understanding search engines, social media, mobile marketing, and the analysis of web analytics data. Students will also build an understanding of the wider social and public policy issues involved in using Internet technology, including questions of regulation, privacy and use of customer data. This module aims to introduce students to digital marketing and the increasingly important role of technology in both marketing practice and society. By the end of the module, students should be able to apply a range of skills to implement digital marketing approaches and understand the key strategic drivers behind the growth of the digital economy.

8. INTERNATIONAL MARKETING

Aims

The aims of this course are: to compare and contrast export, international and multinational marketing; to differentiate between the marketing policies appropriate to industrialised, developing and under-developed economies; to demonstrate the major differences between national and multinational marketing planning; to identify sources of information, methods of information collection, as well as the methods of information analysis suitable for international marketing operations.

Moreover, the course also aims to identify the factors which distinguish product, price, and promotional policy formulation for overseas markets as opposed to the domestic markets; to formulate methods of monitoring and controlling overseas selling and distribution; to map the major organisational changes to be made when a company moves from international to multinational marketing; to list the main methods, procedures and documentation requirements for exporting and; finally, to identify and discuss the impact of co-operative and restrictive measure to regulate international trade.

9. ADVERTISING & PUBLIC RELATIONS

Aims

The aims are to familiarise the student with the tremendous potential and vital role that advertising and Public Relations play in the success of a corporation and to identify the areas of advertising effectiveness and the need for continuous monitoring by management.

10. EXECUTIVE SKILLS (LEADERSHIP & INNOVATION)

Aims

This module invites students to critically review their assumptions about leadership and management, and to reflect on their own and their organisation's leadership practices. This will be achieved through exploring and analysing key leadership and management issues in health and social care, with emphasis on challenging and debating contemporary theory and practice.

Furthermore, this module aims at providing students with the opportunity to explore and critically analyse a range of approaches to leadership and management. It is designed to provide students with the opportunity to develop their own leadership and management skills regarding the concepts of innovation and change.

European Union project GRUNDTVIG hosted by CIM.

18. BUSINESS ADMINISTRATION WITH SHIPPING
(14 Months FT/
24 Months PT, Masters)

What is an MBA?

The MBA programme was originally developed in the United States and shortly afterwards it was introduced in the UK. Currently, it is rapidly expanding in continental Europe and the rest of the world. With the growing 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, but also a variety of subjects, all of which are of vital importance to managers in the private and public sector.

Why the CIM MBA in Shipping?

After successfully running two undergraduate programmes in shipping, CIM has now introduced an 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 organization 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 program 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.

ICS
Institute of Chartered Shipbrokers

Accredited
3 Exemptions

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 ICS (UK) the CIM MBA Shipping has been accredited by the Cyprus Quality Assurance Agency and thus recognised by KYSATS. Cypriot students are eligible to apply for Government subsidy up to €3420.

Course Objectives

The specific objectives of the MBA with specialization in Shipping, are that the students:

1. Have 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. Can 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.

Outcomes

Upon successful completion of this program, 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.

Subjects Taught

Compulsory Subjects

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

Optional Subjects (Choose 1)

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

Note: The above optional subjects are subject to availability and student demand

Duration of Programme

Full-Time: 14 months
The programme is made up of 6 subjects, 5 of which are compulsory and 1 optional.

Part-Time: 24 months
The programme is made up of 3 subjects each year.

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.

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, as well as onan assessment of the benefits that he or she is likely to obtain from the programme. The usual minimum requirements are:

(i) A Recognised Bachelor's Degree or equivalent

AND
(iv) 3 years work experience

AND
(v) IELTS 6.5 or equivalent

ECTS

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

Assessment

All subjects have 2 components for assessment:

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

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 85 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 MBA with Shipping.

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

COLUMBIA SHIPMANAGEMENT

TOTOTHEO MARITIME

COMPULSORY:

1. 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.

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. 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. 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.

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.

OPTIONAL:

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.

6. 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.

7. 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.

8. 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.

19. UWL DIGITAL MARKETING
(12 Months FT / 24 Months PT, Masters)

Our Masters in Digital Marketing course has been designed with an industry focus. We aim to provide you with a highly competitive qualification for the modern job market, in a vibrant commercial sector with a significant skills gap.

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.

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.

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 Structure

FULL -TIME

Year 1

Semester 1
Digital Marketing Communications

Online Consumer and Multi-Cultural Brand Management

Contemporary Marketing Challenges

Semester 2
Digital Marketing Tools

Corporate Global Marketing and Responsibility

New Venture Development and Project Management

Semester 3
Digital Marketing Project
(including research methods)

PART -TIME

Year1
Semester 1
Digital Marketing Communications

Online Consumer and Multi-Cultural Brand Management

Semester 2
Contemporary Marketing Challenges

Digital Marketing Tools

Year2
Semester 1
Corporate Global Marketing and Responsibility

New Venture Development and Project Management

Semester 2
Digital Marketing Project
(including research methods)

UNIVERSITY OF WEST LONDON
The Career University

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 andthe 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

Modules Description

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.

UNIVERSITY OF WEST LONDON
The Career University

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.

SUCCESS

DESCRIPTION OF DISTANCE LEARNING PROGRAMMES

20. BUSINESS ADMINISTRATION (4-6 years, BA)

21. BUSINESS ADMINISTRATION (2 ½-5 years, Masters)

20. BUSINESS ADMINISTRATION
(4-6 years, BA)

The European Union specifically mentions distance studies in the 1994 Maastricht Treaty, stating in Article 126 its aim "to encourage the development of distance education". CIM Distance Education is part of a European-wide network of institutions specialising in Distance-Learning Education and is an active member of the European Distance Education Network (EDEN), the European Association for International Education (EAIE) and the International Society for Business Education (ISBE).

Course structure

Year I

Term 1
1. Principles of Management
2. Business Microeconomics
3. Quantitative Methods in Management

Term 2
1. Introduction to Financial Accounting
2. Business Macroeconomics
3. Corporate Finance

Year II

Term 1
1. Performance and Management Control
2. Principles of Marketing
3. Computers and Information Systems

Term 2
1. Financial Accounting
2. Organizational Behaviour
3. Human Resource Management

Year III

Term 1
1. Introduction to Management Accounting
2. Leadership in Organisations
3. Advertising and Public Relations

Term 2
1. Management Accounting
2. Consumer Behaviour
3. Business Law

Year IV

Term 1
1. International Business
2. Operations Management
3. International Marketing

Term 2
1. Business Policy and Strategy
2. Strategic Management
3. Strategic Marketing

Credits

The programme consists of 24 subjects, which are worth 10 ECTS each thus a total of 240 ECTS is required for the completion of the programme.

Entry Requirements

Entry requirements are somewhat 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 program.

The usual minimum academic qualifications required are:

1. Applicants must hold a secondary education certificate (or equivalent). All candidates should possess:

2. Computer skills: Excellent computer skills (especially regarding the use of Internet and email) are required.
3. English language criteria: IELTS 6.5 or equivalent e.g. English 15/20 or higher in the High School Leaving Certificate.

The Institute reserves the right to vary its admission criteria from time to time. The Academic Registrar is responsible for the interpretation of the admission criteria and may impose other conditions to be satisfied before admission.

Assessment Strategy

The weighting of results for all modules that lead to final awards is as follows:
One Assignment - 30%
Final Examination - 70%

The pass mark is 40%. Please note that there is a minimum threshold of 20% for each part of the assessment. Students are required to prepare a number of written assignments which are evaluated by the Tutor.

This work must be submitted at pre-determined dates according to the schedule of study. The tutors' feedback will be incorporated in students' assignments and will be available to students both electronically and in hard-copy format.

Teaching and Learning Strategies

A principal feature of our Distance Learning BA is the commitment to equity of the delivery system worldwide. As such, we ensure that students will receive study material through various means, mainly through the 'traditional' hard copies method but also via our online platform.

This is a distance learning programme with no physical presence requirements (no mandatory in-class; face-to-face interaction) and, as such, students have to do a portion of their work individually. Because of that, students will have the chance to contact their Tutor at any time through email, phone or Skype. Students will have to complete at least two hours of Skype meeting time with their tutor per module, at mutually convenient time.

Since this is a more 'independent' way of studying, the content of each module is enriched with self-assessment exercises (for each module there are 4 non-assessed exercises: one exercise per four weeks). These are not formally assessed and do not count towards the overall grade of the module. The rationale behind these 'non-assessed' exercises is to motivate students to have a constant interaction with the lecturer and their fellow classmates (through online discussion forums) and to enable them to follow and comprehend the sequential progress of the module.

Programme methods are designed to foster continuing exchanges of views among students and they provide a means to learn from each other and gain new perspectives by interacting with students from other industries, countries, and cultures. To meet the needs of a certain group of students, lecturers are encouraged to use other methods that enhance learning while maintaining student-centeredness (i.e. podcasts, video-recorded presentations on particular topics etc.).

Course Objectives

The core foundation of distance learning is that it offers students the flexibility to study at any time of the day, at home or from any location, regardless of the distance from our campus, with individualized instruction through the use of modern educational methodology and the technology of lifelong learning,utilizing technological means of synchronous and asynchronous communications for student support. Our BA distance learning program is provided without any geographical restrictions or time constraints and targets young and mature students.

Our Institute has designed the BA in Business Administration Degree Distance Learning with the following goals in mind:

• To allow students to gain a broad understanding of all the functions in modern organisations.

• To provide a comprehensive view of organizations and their environment enabling students to face the challenges of the 21st Century.

• To underline the importance and significance of increased managerial effectiveness and competence, and to understand strategic approaches.

• To enrich students' development and managerial prospects through learning within the context of their own experiences, their current and future needs and the needs of their market and society.

• To enable students to be acquainted with managerial techniques of decision making.

• To assist students in facing global challenges.

By successfully completing their studies, students will be able to:

• Comprehend and appreciate the concepts and theories of management and see to what extent these theories are applicable in the real and changing world.

• Understand and evaluate the objectives and importance of formulating strategies in a local and global text.

• Diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of organisations.

• Deal effectively with human deficiencies and tackle human friction by adopting strategic approaches.

• Comprehend and analyse local and international business issues by using a variety of tools.

CIM Limassol New Campus Opening March 2014 by His Excellency The President of the Republic of Cyprus Mr. Nicos Anastasiades

21. BUSINESS ADMINISTRATION (2 ½ -5 years, Masters)

The European Union specifically mentions distance studies in the 1994 Maastricht Treaty, stating in Article 126 its aim "to encourage the development of distance education". CIM Distance Education is part of a European-wide network of institutions specialising in Distance-Learning Education and is an active member of the European Distance Education Network (EDEN), the European Association for International Education (EAIE) and the International Society for Business Education (ISBE).

Course structure

1. Organisational Behaviour
2. Strategic Management & Leadership
3. Corporate Financial Management
4. Global Marketing Strategies
5. Thesis

Credits

The programme consists of 4 subjects plus a thesis, which are worth 24ECTS each, thus a total of 120ECTS is required for the completion of the programme.

Assessment Strategy

The weighting of results for all modules that lead to final awards is as follows:
Two Assignments - 40%
Final Examination - 60%

The pass mark is 50%. Please note that there is a minimum threshold of 20% for each part of the assessment. Students are required to prepare a number of written assignments which are evaluated by the Tutor. This work must be submitted at pre-determined dates according to the schedule of study. The tutors' feedback will be incorporated in students' assignments and will be available to students both electronically and in hard-copy format.

Entry Requirements

Entry requirements are somewhat 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 program.

The usual minimum academic qualifications required are:

1. Holder of an Honours Degree from an Internationally Recognised Institution AND

All candidates should possess:

2. Three years work experience.

3. English language: Holders of a First Degree which was taught in the English Language or IELTS 6.5 or equivalent.

The Institute reserves the right to vary its admission criteria from time to time. The Academic Registrar is responsible for the interpretation of the admission criteria and may impose other conditions to be satisfied before admission.

Teaching and Learning Strategies

A principal feature of our Distance Learning MBA is the commitment to equity of the delivery system worldwide. As such, we ensure that students will receive study material through various means, mainly through the 'traditional' hard copies method but also via our online platform.

This is a distance learning programme with no physical presence requirements (no mandatory in-class; face-to-face interaction) and, as such, students have to do a portion of their work individually. Because of that, students will have to contact their Tutors at any time through email, phone or Skype. Students will have to complete at least four hours of Skype meeting time withe their tutors per module, at mutually convenient times.

Since this is a more 'independent' way of studying, the content of each module is enriched with self-assessment exercises (for each module there are 6 non-assessed exercises: one exercise per two weeks). These are not formally assessed and do not count towards the overall grade of the module. The rationale behind these 'non-assessed' exercises is to motivate students to have a constant interaction with the Tutor and their fellow classmates (through online discussion forums) and to enable them to follow and comprehend the sequential progress of the module.

Programme methods are designed to foster continuing exchanges of views among students and they provide a means to learn from each other and gain new perspectives by interacting with students from other industries, countries and cultures. To meet the needs of a certain group of students, Tutors are encouraged to use other methods that enhance learning while maintaining student-centeredness (i.e. podcasts, video-recorded presentations on particular topics etc.).

Through the Institute's online platform, students will have access to the content of the program and can draw all the necessary information and material for the modules under study. Moreover, students will submit their assignments electronically and receive their feedback and grades through the platform. An important element which enhances the learning experience of our students registered under this program is the opportunity to attend lectures at a real time (webinar sessions) through teleconferencing at a particular session set by the Tutor.

Examinations

Students sit for examinations once a year. The exam consists of unseen questions which must be answered on an essay basis. The examination questions are based on the syllabus, as described in the manual given to students at the beginning of the year and the contents of the recommended textbooks. Also, judgment questions are included in the exam based on common sense and testing the students' knowledge of the subject matter.

Final Examination Structure

For the MBA, the exam is made up of eight questions and divided into two sections. Two questions from each section must be answered. Question one from Section I is compulsory. The duration of the exam is two and a half hours. All examination questions require essay-type answers. The questions are based on the syllabus and the recommended textbook(s) plus judgment questions and questions based on current local and global issues.

Students will have to take the final examination at the pre-determined date and time. Examinations will require physical presence. The Examinations will take place at the CIM Premises or at Approved Examination Centres at the place of residence of the student.

Assignments

As part of their course of study, students are expected to execute all their assignments. Two major assignments for each subject studied are to be expected during the academic year. The assignments are prepared by the lecturer and confirmed by the Board of Examiners. No late assignments will be accepted.

Assignments will be submitted online through Turnitin. Students may be requested to 'defend' and justify their decisions and content of their work during a scheduled online meeting with their tutors.

Course Objectives

Our Institute has designed the Master in Business Administration Distance Learning with the following goals in mind:

•To enable students to gain a broad understanding of the managerial techniques of decision making.

•To provide a global view of organizations and their environment to enable students to face the challenges of the 21st Century.

•To underline the importance and significance of increased managerial effectiveness and competence, and to understand strategic approaches.

•To enrich students' development and managerial prospects through learning within the context of their own experiences, their current and future needs and the needs of their market and society.

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

•Comprehend and appreciate concepts and theories of management and see to what extent these theories are applicable in the real and changing world.

•Understand and evaluate the objectives and importance of formulating strategies in a local and global text.

•Diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of their organisation.

•Deal effectively with human deficiencies and tackle human friction and lead their team through tough decisions and times.

•Face the challenges of career requirements more confidently and increase their advancement prospects by acquiring senior managerial ability.

CIM Honorary Fellows 2018

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.

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.

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.

Student Counselling

The CIM gives great attention to its students' counselling. It is a fact that many students feel rather undecided as to what career to pursue in life despite the feelings they held earlier on in life. Thus, the student counsellor will help students through private discussions as to what is best for them. For overseas students, the counsellor takes the form of a local patron and father who will try his utmost to make the overseas students feel at home.

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.

CIM Honorary Fellows Dinner 2015

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 sre 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**

Financial Accounting
Libby / Short
Financial Accounting
Cost Accounting
CORPORATE FINANCIAL MANAGEMENT
DRURY
Taxation
LEVEL 6

Faculty-Nicosia

Mr Chrysanthos Fotiades - Visiting Lecturer

Dr Demetris Kyriacou - Visiting Lecturer

Dr Fotis Pavlou - Visiting Lecturer

Dr Haris Machlouzarides - Visiting Lecturer

Dr Maria Socratous - Permanent Lecturer

Dr Yiannos Rossides - Visiting Lecturer

Mr George Michaelides - Visiting Lecturer

Mr George Skordis - Visiting Lecturer

Mr Yiannis Ioannou - Visiting Lecturer

Mr Marios Charalambides - Permanent Lecturer

Dr Myria Kkali - Permanent Lecturer

Mrs Nectaria Hadjiyianni - Visiting Lecturer

Mrs Theodora Physounis - Visiting Lecturer

Prof. Andreas Hadjis - Permanent Lecturer

Mr Yangos Hadjiyannis - Permanent Lecturer

Dr Christos Hadjiyannis - Permanent Lecturer

Ms Melina Karaolia - Visiting Lecturer

Professor Theo Hadjiyannis - Permanent Lecturer

Dr Evie Michailidis - Permanent Lecturer

Ms Christiana Charalambidou - Permanent Lecturer

Dr Stavros Katsaronas - Visiting Lecturer

Mr Dinos Ioannides - Visiting Lecturer

Mr Marios Timinis - Visiting Lecturer

Faculty-Limassol

Mr Constantinos Pelecanis - Visiting Lecturer
Dr Demetris Kyriacou - Visiting Lecturer
Asso. Prof George Zachariades - Permanent Lecturer
Dr Konstantinos Chatzimichael - Visiting Lecturer
Dr Marios Georgiou - Visiting Lecturer
Dr Nektarios Michail - Visiting Lecturer
Mr Daniel Abdel Malak - Visiting Lecturer
Mrs Debbie Phylactou - Permanent Lecturer
Ms Elena Makedona - Permanent Lecturer
Mrs Maria Stylianou Michaelidou - Visiting Lecturer
Mr Marios Charalambides - Permanent Lecturer
Mr Marios Timinis - Visiting Lecturer
Dr Myria Kkali - Permanent Lecturer
Mrs Stella Constantinidou - Visiting Lecturer
Mrs Nectaria Hadjiyianni - Visiting Lecturer
Prof. Andreas Hadjis - Permanent Lecturer
Mr Yangos Hadjiyannis - Permanent Lecturer
Dr Christos Hadjiyannis - Permanent Lecturer
Capt. Valentin Mavrinac - Permanent Lecturer
Mr Demetris Pavlou - Visiting Lecturer
Professor Theo Hadjiyannis - Permanent Lecturer
Mr Alexis Petrides - Visiting Lecturer
Mr Mazen Barhoun - Visiting Lecturer
Mr Antony Munns - Visiting Lecturer
Ms Annita Petrou - Visiting Lecturer
Mr Nearchos Ioannou - Visiting Lecturer
Mr Dimitris Pitsillis - Visiting Lecturer
Dr Sotiris Jeropoulos - Visiting Lecturer
Ms Rita Giannoulakis - Visiting Lecturer
Mr Stavros Demetrios - Visiting Lecturer
Mr Michalis Spyrou - Visiting Lecturer
Dr Styliani Krokida - Permanent Lecturer

Annual Tuition Fees 2018 - 2019 Nicosia - Limassol

Programme of Study	EU STUDENTS Euro	OVERSEAS STUDENTS Euro
Marketing Studies (1 Year, Diploma)	4650 /p.a	5350 /p.a
Sales Management (1 Year, Diploma)	4650 /p.a	5350 /p.a
Business English (1 Year, Diploma)	4650 /p.a	5350 /p.a
Marketing Management (2 Years, Diploma)	4650 /p.a	5350 /p.a
Business Administration (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Business Studies with Marketing (4 Years, BA)	5350 /p.a	6000 /p.a
Shipping (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Shipping Management (4 Years, BA), Limassol	4650 /p.a	5350 /p.a
Tourism Management (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Financial & Computer Studies (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Banking (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
European Studies (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Insurance (3 Years, B.Sc.)	4650 /p.a	5350 /p.a
Human Resource Management & Corporate Strategy (14 Months FT/24 Months PT, M.Sc.)	6500	7200
Business Administration with Shipping (14 Months FT/24 Months PT, MBA), Limassol	7700	7700
Business Administration (14 Months FT/24 Months PT, MBA)	7700	7700

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

Annual Tuition Fees 2018 - 2019 Nicosia - Limassol

Programme of Study	EU STUDENTS	OVERSEAS STUDENTS
UWL BA (Hons) in Business Studies with Marketing (3 Years)	6500/p.a	6500/p.a
UWL BA (Hons) in Accounting & Finance (3 Years)	6500/p.a	6500/p.a
UWL MSc Digital Marketing (12 Months FT / 24 Months PT)	7500	7500
DISTANCE LEARNING		
Business Administration (4-6 years, BA)	3700 / p.a	3700/ p.a
Business Administration (2 ½-5 years, Masters)	5300	5300
OTHER FEES		
Registration Fee for Full Scholarships & Exchange Students	500	500
Re-sit Fee for CIM assignments & exams	50	50
Re-sit Fee for CIM Dissertations	200	200
Re-sit Fee for UWL	100	100
Registration Fee for UWL Bachelor	300	300
Registration Fee for UWL Master	500	500

Government Subsidy

The following programmes qualify for government subsidy (for Cypriot students) up to 3420 euro:

1. Marketing Management (2 Years, Diploma) - Nicosia & Limassol
2. Business Studies with Marketing (4 Years, BA) - Nicosia & Limassol
3. Shipping Management (4 Years, BA) - Limassol
4. Human Resource Management & Corporate Strategy (14 months FT/24 months PT, MBA) - Nicosia & Limassol
5. Business Administration (14 months FT/24 months PT, MBA) - Nicosia & Limassol
6. Business Administration with Shipping (14 months FT/24 months PT, MBA), Limassol
7. UWL BA (Hons) in Business Studies with Marketing (3 Years) - Nicosia & Limassol
8. UWL BA (Hons) in Accounting & Finance (3 Years) - Nicosia & Limassol
9. UWL MSc Digital Marketing (12 Months FT / 24 Months PT)- Nicosia & Limassol

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**

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 250000 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!

Press Conference with the Mayor of Nicosia for the Award of Scholarships

International Academic Partners

UNIVERSITY OF WEST LONDON
The Career University

Cranfield School of Management

ICAEW
PARTNER IN LEARNING

CIMA
Learning Partner 2017

ICS
Institute of Chartered Shipbrokers

CII
THE CHARTERED INSURANCE INSTITUTE

Hanze University Groningen
University of Applied Sciences

Training Qualifications UK
Approved Centre

UNIVERSITY OF BAMBERG
OTTO-FRIEDRICH-UNIVERSITÄT BAMBERG

TECNOLÓGICO DE MONTERREY

ALFRED NOBEL UNIVERSITY
DNIPROPETROVS'K, UKRAINE

POLONIA UNIVERSITY
PUBS
BUSINESS SCHOOL

Strategic Business Partners

Strategic Business Partners

International Memberships

CABS
CHARTERED ASSOCIATION OF BUSINESS SCHOOLS

The Association of Commonwealth Universities

EURASHE
European Association of Institutions in Higher Education

EAIE
European Association for International Education

EMAC
EUROPEAN MARKETING ACADEMY

AACSB Business Education Alliance Member

nibs network of international business schools

SIEC ISBE
INTERNATIONAL SOCIETY FOR BUSINESS EDUCATION

businet
global business education network

ACBSP
MEMBER

EDEN Member of EDEN 2018

icde
INTERNATIONAL COUNCIL FOR OPEN AND DISTANCE EDUCATION
A global network for online, open and flexible education

CYPRUS INSTITUTE
of MARKETING
THE CYPRUS
BUSINESS SCHOOL

PROSPECTUS
2019

40
YEARS
TEACHING
SUCCESS
1978-2018

CYPRUS INSTITUTE
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40
YEARS
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1978-2018

PROSPECTUS
2019

Nicosia
25 Zannettos St., Ayios Andreas, 1100 Nicosia, Tel: 22778475, Fax: 22779331

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

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

E-mail: info@cima.ac.cy

www.cima.ac.cy