



CYPRUS
INSTITUTE
of MARKETING

THE CYPRUS
BUSINESS SCHOOL



DISTANCE LEARNING PROGRAMMES

Bachelor in
Business Administration (4-6 Years)

Master in
Business Administration (MBA) (2½ - 5 Years)

Distance Learning Programmes

The European Union makes specific mention to distance study 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).



Distance Learning Never Ends

Our aim has always been to bridge a gap in the market by offering specialised programmes to mature, in-career students. Because we believe that - as our motto has it - Learning Never Ends, we have designed our home study programmes around the needs and characteristics of individuals who may not have had the chance to earn a prestigious degree earlier in their lives. We thus think of ourselves as a "Second-Chance" Business School.



Join The Cyprus Business School

Students are welcome to join any of our distance learning programmes of study described on this leaflet at any time throughout the year. As long as students satisfy the entry requirements, they will be admitted and offered a place. Students will then be supplied with a set of lecture notes/books and lists of assignments.

All distance programmes require assignments and exams. Students are allocated a personal Tutor who monitors their studies. Contact can be made with the Tutor at any time - through telephone, fax or e-mail. Regular contact between the student and Tutor is encouraged, but is at the discretion of the student how and when to contact his/her Tutor.

Exams

All distance learning courses include a written examination. On completion of his/her preparation, the student can take his/her exams either in June or January of each year. No student will be allowed to sit for exams in a period less than six months from the date of registration. Examination will be conducted locally at the country of residence of the student - at one of the partner institutions, an overseas centre or at an approved examination centre.

Notification of Results

Examination results are released not later than 8 weeks from the exam date and are dispatched directly to the student.

International Memberships



Bachelor in Business Administration

(4 – 6 years)

Year 1

- Term 1**
1. Principles of Management 10 ECTS
 2. Business Microeconomics 10 ECTS
 3. Quantitative Methods in Management 10 ECTS

- Term 2**
1. Introduction to Financial Accounting 10 ECTS
 2. Business Macroeconomics 10 ECTS
 3. Corporate Finance 10 ECTS

Year 2

- Term 1**
1. Performance and Management Control 10 ECTS
 2. Principles of Marketing 10 ECTS
 3. Computers and Information Systems 10 ECTS

- Term 2**
1. Financial Accounting 10 ECTS
 2. Organizational Behaviour 10 ECTS
 3. Human Resource Management 10 ECTS

Year 3

- Term 1**
1. Introduction to Management Accounting 10 ECTS
 2. Leadership in Organisations 10 ECTS
 3. Advertising and Public Relations 10 ECTS

- Term 2**
1. Management Accounting 10 ECTS
 2. Consumer Behaviour 10 ECTS
 3. Business Law 10 ECTS

Year 4

- Term 1**
1. International Business 10 ECTS
 2. Operations Management 10 ECTS
 3. International Marketing 10 ECTS

- Term 2**
1. Business Policy and Strategy 10 ECTS
 2. Strategic Management 10 ECTS
 3. Strategic Marketing 10 ECTS

Total Credits: 240 ECTS



Entry Requirements

Entry requirements have some degree of flexibility 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 derive 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 6.0 or equivalent e.g. English 15/20 or above 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 weighing of results for all modules that lead to final award is as follows:

One Assignment - 30%

Final Examination - 70%

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 electronic 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 at any time will have the chance to contact their Tutor through email, phone or skype. Students will have to do 2 hours per module Skype meeting with their Tutors at mutually convenient time.

Since this is a more 'independent' way of studying, the content of each and every 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 to 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 particular 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.).

Aims

The core foundation of distance learning is that it offers the flexibility to students 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:

- Allow students to gain a broad understanding of all the functions in modern organisations
- Provide a comprehensive view of organizations and their environment to enable students to face the challenges of the 21st Century
- Underline the importance and significance of the increased managerial effectiveness and competence, and understand the strategic approach
- 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
- Enable students to be acquainted with managerial techniques of decision-making
- Assist the student to face the 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.
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of organisations.
- Deal effectively with the human deficiencies and be able to tackle human friction by adopting strategic approaches.
- Be able to comprehend and analyse local and international business issues through the use of a variety of tools

Master in Business Administration (MBA) (2 ½ - 5 years)

Structure

1. Organisational Behaviour 24 ECTS
2. Strategic Management & Leadership 24 ECTS
3. Corporate Financial Management 24 ECTS
4. Global Marketing Strategies 24 ECTS
5. Thesis 24 ECTS

Total Credits: 120 ECTS

Entry Requirements

Entry requirements have some degree of flexibility 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 derive from the program.

The usual minimum academic qualifications required are:

1. Holder of an Honours Degree from an Internationally Recognised Institution OR
2. Holder of a Professional Qualification in such subjects as Accounting, Marketing, Insurance, Shipping etc. from UK/American Examining Bodies OR
3. Be an Associate/Members of Professional Bodies, with Chartered Status

All candidates should possess:

4. Three years work experience.
5. English language: Holders of a First Degree which was taught in the English Language or IELTS 6.0 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 electronic 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 at any time will have the chance to contact their Tutors through email, phone or skype. Students will have to do 4 hours per module Skype meeting with their Tutors.

Since this is a more 'independent' way of studying, the content of each and every 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 to the overall grade of

Assessment Strategy

The weighing of results for all modules that lead to final award 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 and they are evaluated by the Tutor. This work must be submitted at predetermined dates according to the schedule of study. Tutors' feedback will be incorporated in students' assignments and will be available to students both electronically and in hard-copy format.

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 particular 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 that enhances the learning experience of our students registered under this program is will be the opportunity to attend the lectures at a real time (webinar sessions) through teleconferencing at a particular session set by the tutor. Of course, all the Tutors are recorded and stored in the platform and the student will have access to this material at any time.

Examinations

Students sit for examinations once a year. The exam consists of unseen questions which have to be answered on an essay basis. The examination questions are based on the syllabus as described to the manual given to the student 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 in time 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 on-line meeting with their Tutors.

Aims

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

- Enable students to gain a broad understanding of the Managerial techniques of decision-making
- Provide a global view of organizations and their environment to enable students to face the challenges of the 21st Century
- Underline the importance and significance of the increased managerial effectiveness and competence, and understand the strategic approach
- 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 the student 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.
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of his/her Organisation.
- Deal effectively with the human deficiencies and be able to tackle human friction and lead his team through tough decisions and times.
- Face the challenges of career requirements more confidently and increase his/her advancement prospects into acquiring a senior managerial ability.

Fees

**Bachelor in Business Administration
(4 - 6 years)**

€3500 annually (4 years)

**Master in Business Administration
(MBA) (2 ½ - 5 years)**

€5000

Distance Learning tuition fees include:

A full set of CIM study materials including lectures notes, study books and assignments for each module assigned per the course. Apart of this the student gets account to CIM Intranet platform on which students will find useful information like Articles, Lecture Presentations, Electronic Resources, and Examination Time-Tables etc. Also the student is assigned to a personal Tutor in order to assist him/her on academic matters during his/her studies with CIM. The student is supplied with the CIM Student card which he/she must use for entry into all exams.

The Cyprus Institute of Marketing

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