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EUROPA DONNA CYPRUS  
STRATEGIC PARTNER

Nicosia / Limassol



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

## Join the Cyprus Business School

Welcome to The Cyprus Institute of Marketing, Cyprus's finest Business School.

You are welcome to join either of our distance learning programmes -- at any time in the year. As long as you satisfy our entry requirements, you will be offered a place.

You will be supplied with a set of lecture notes and books, and you will be given access to our online learning platform. You will also be allocated a personal tutor who will monitor your studies.

At CIM, we have been offering accessible, affordable, and high-quality distance education for decades. We would love to welcome you to our global family of more than 10,000 graduates.

## Exams

The distance learning Bachelor programme at CIM requires assignments and is assessed by exams.

There are two examination periods, one in January and one in June. It usually takes six months from the day of entry for a student to be allowed to take exams. Examinations will be conducted locally, in your country of residence. We will work with you to find an examination centre.

## Notification of results

You will be able to access your examination results online, through our dedicated learning platform. We make every effort to return results no later than eight weeks from the exam date.

## Distance learning education

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 Distance Learning (EADL), and the International Council for Open and Distance Education (ICDE).

## Distance learning never ends

At CIM, our aim has always been to offer accessible, affordable, and high-quality education, especially to those who may not have had the chance to earn a degree earlier in their lives.

For many of our students, distance learning education has given them a second chance in life - a chance they have always craved.



# 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. Organisational 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 are flexible and vary, but generally we ask for:

1. Secondary education certificate
2. Good computer skills (enough to use internet and e-mail with ease)
3. Proof of good English (IELTS 6 or equivalent)





## Learning aims and objectives

**Our Institute has designed the distance learning Bachelor in Business Administration with the following goals in mind:**

- Allow students to gain a broad understanding of all business functions in modern organisations
- Provide a comprehensive view of organisations and their environment to enable students to face the challenges of the 21st century
- Underline the importance and significance of increased managerial effectiveness and competence
- 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 become acquainted with managerial techniques of decision-making

**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 context
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of organisations
- Deal effectively with human particularities and be able to tackle human friction by adopting strategic HR approaches
- Be able to comprehend and analyse local and international business issues through the use of a variety of tools

## Teaching and learning strategies

At CIM, we follow a traditional and trusted learning method, sending out notes and real books.

But that is not to say that we leave our students on their own, or that we are not keeping up with the times.

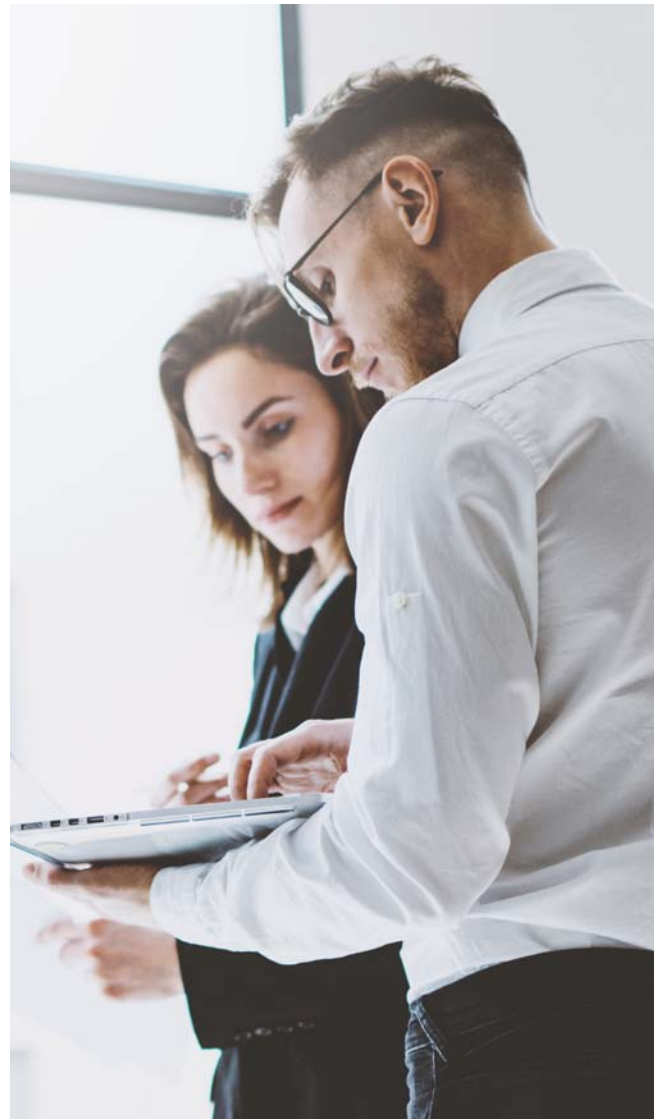
First, you will be assigned a tutor, as well as a dedicated administrative member, both of whom will be there for you throughout your studies. Further, scheduled Skype meetings with your tutor will ensure that you are never left on your own. Moreover, you will be given self-assessment exercises and you will be asked to reflect on what you've learnt as you progress in your studies.

In addition, you will have access to a state-of-the-art learning platform, which will help you organise your studies as well as giving you access to a huge amount of resources.

### Assessment

**One Assignment: 30%**

**Final Examination: 70%**



# Master in Business Administration

(MBA) 2½ - 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 are flexible and vary, but generally we ask for:

1. Undergraduate degree from an internationally-recognised university OR professional qualification from an internationally-recognised body
2. Three years of work experience
3. Proof of good English (IELTS 6 or similar)



## Aims

**Our Institute has designed the distance learning MBA 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 organisations and their environment to enable students to face the challenges of the 21st century
- Underline the importance and significance of increased managerial effectiveness and competence
- 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 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 context
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of their organisation
- Deal effectively with human particularities and be able to 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 a senior managerial ability

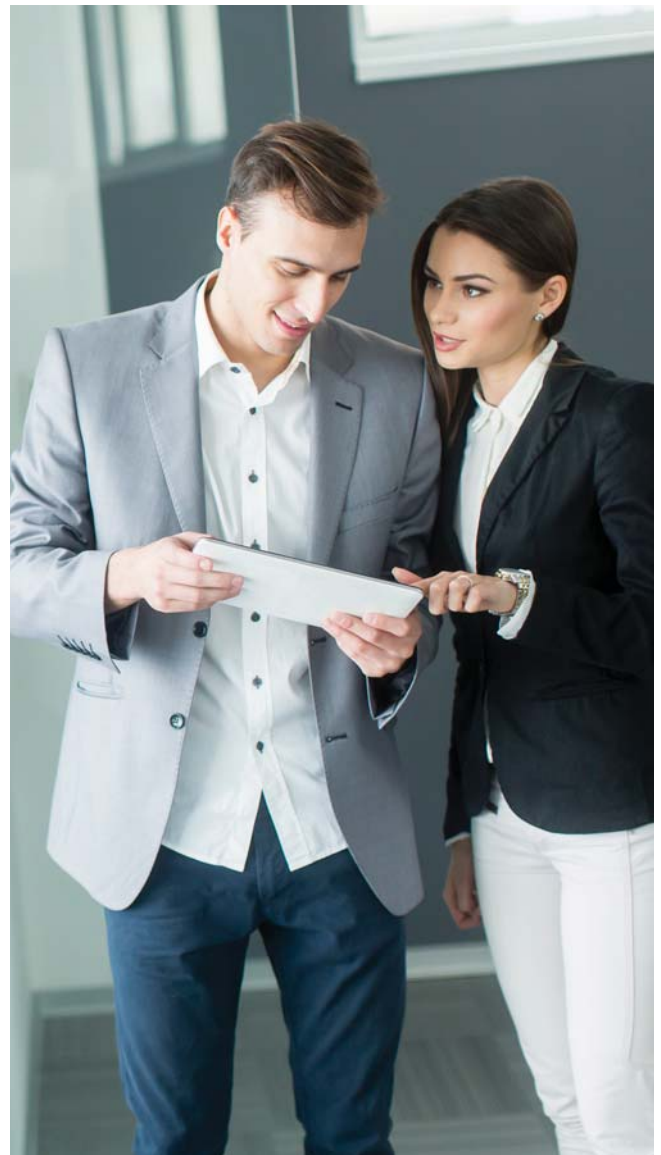
## Teaching and learning strategies

At CIM, we follow a traditional and trusted learning method, sending out notes and real books.

But that is not to say that we leave our students on their own, or that we are not keeping up with the times.

First, you will be assigned a tutor, as well as a dedicated administrative member, both of whom will be there for you throughout your studies. Further, scheduled Skype meetings with your tutor will ensure that you are never left on your own. Moreover, you will be given self-assessment exercises and you will be asked to reflect on what you've learnt as you progress in your studies.

In addition, you will have access to a state-of-the-art learning platform, which will help you organise your studies as well as giving you access to a huge amount of resources.



## Exams

The CIM distance learning MBA requires assignments and is assessed by exams.

There are two examination periods, one in January and one in June. It usually takes six months from the day of entry for a student to be allowed to take exams. Examinations will be conducted locally, in your country of residence. We will work with you to find an examination centre.

## Exam structure

MBA exams are made up of eight questions split in two sections. Exams last two-and-a-half hours and feature questions on the material covered as well as judgment questions requiring students to demonstrate a grasp of global business issues.

## Assignments

Students on the distance learning MBA programme have to write two assignments for each module. Assignments are submitted online.

## Assessment

**Two Assignments: 40%**

**Final Examination: 60%**

The pass mark for exams and assignments is 50%, and there is a threshold of 20% for the two assignments.





## Fees

Bachelor in Business Administration  
(4 - 6 years)

**€3700** per year (4 years)

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

**€5300**



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