



CYPRUS INSTITUTE
of MARKETING

THE CYPRUS
BUSINESS SCHOOL



GLOBAL PARTNERS
2011 - 2021



UNIVERSITY OF
WEST LONDON
The Career University

Earn a British **BA (Hons) in Business Studies with Marketing**

in Cyprus (Nicosia / Limassol)

3 YEARS FT



UNIVERSITY OF
WEST LONDON
The Career University

No. 1 Modern
University in London*

University of the
Year for Student
Experience**



* The Guardian University Guide 2021. A modern university is a university created in or after 1992.

** The Times/The Sunday Times Good University Guide 2021.



The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing has been operating in Nicosia since 1978 and in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 43 years CIM has evolved into an all-round Business School, offering an array of programmes - from Marketing and Management to Finance & Accounting, Shipping, and Human Resource Management and Corporate Strategy.

Over the years, CIM has provided the opportunity to more than 10,000 students to acquire world-class qualifications and fulfil their aspirations. The majority of these are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers.

Though CIM now serves students from all ages and all walks of life, it still offers exclusively evening classes - in order to cater for the needs of working individuals. And it still puts its emphasis on combining theory and practice.

We are proud to be Cyprus's finest Business School. And we are proud to offer the best education at the most affordable fees.

University of West London

The University of West London is a British University with sites in West London and Berkshire.

The University of West London (UWL) has a reputation for high quality education closely linked to employment, with 98% of our graduates in employment or further study within six months of graduating (HESA data, July 2018).

UWL was ranked the top university in London, and in the top 25 in the UK for overall student satisfaction in the National Student Survey (NSS) 2020*.

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

In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising our strategic and innovative approach to curriculum and teaching expertise, and our focus on a positive student experience.

Our success has been underpinned by dynamic growth following major investment of up to £150m across our three campus sites.

The Claude Littner Business School

The Claude Littner Business School is based in the heart of west London, at the centre of a highly lucrative business district. Fifty percent of the UK's top 30 companies and over 30,000 SMEs are based there.

The School has strong links with national and international employers and some of the most innovative companies in the area. It provides individuals with life-long learning and training, giving them the knowledge and skills to flourish and to get their ideas off the ground- whether they are graduates, senior executives or entrepreneurs.

The University of West London won 'Business School of the Year' at the THE Awards 2019 (Times Higher Education Awards).



* Excluding specialist institutions

BA (Hons) in Business Studies with Marketing

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

Course overview

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

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.

Modules

Year One - Level 4

- / Professional Skills for Business and Finance
- / Introduction to HRM
- / Researching Business Data
- / Business Accounting
- / Principles of Marketing
- / Information, Communications & Technology

Year Two- Level 5

- / Business Economics
- / Enterprise and Business Development
- / Managing Business Operations
- / Research Methods
- / Business Ethics
- / Marketing and Brand Management

Year Three - Level 6

Term 1 (September-January)

- / Strategic Management
- / Global Marketing
- / Business Research Project*

Term 2 (January-May)

- / International Business
- / Consumer Behaviour
- / Business Research Project



Career progression

Our BA (Hons) Business Studies with Marketing course aims to open doors. We give you all the knowledge, experience and skills you'll need to go out and start a rewarding career in the fields of business marketing or management.

*Yearly module

BA (Hons) in Business Studies with Marketing

Assessment

Year 1

/ 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

10min Presentation, Reflective Learning, Portfolio: 500 words 20%,
Group marketing project: 15min Presentation, Report: 1500 words 40%, Individual report 1500 words 40%

/ Information, Communications & Technology (ICT)

In-class practical test 30%, Group Presentation 10%, Final exam 60%

Year 2

/ 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%

/ Business Ethics

Case study 40%, Exam 60%

/ Research Methods

Group presentation 50%, Individual Report 50%

/ Marketing & Brand Management

Individual essay 50%, Group presentation & Report 50%

Year 3

/ **Strategic Management**

Coursework (3500 words) 100%

/ **Consumer Behaviour**

Group presentation 50%, Report 50%

/ **International Business**

Individual Report (3500 words) 100%

/ **Global Marketing**

Coursework (3500 words) 100%

/ **Final Project (Dissertation)**

Poster 20%, Final Project (Dissertation) 80%



BA (Hons) in Business Studies with Marketing

Teaching methods

We use a variety of teaching methods, helping individual students learn in different ways:

- / Lectures introduce new concepts / models / theories and encourage participants to develop as independent learners.
- / Task-based learning develops problem-solving skills and helps you relate theory to practice.
- / Group work encourages you to communicate, share ideas and experiences and learn from each other.
- / Discussion and reflection encourage inquiry, application and analysis, and help you take control of your own learning and experiment with the academic knowledge you have gained.
- / Seminar support is available through group and individual tutorials by arranged appointment.
- / Blackboard, the University's online learning platform, supports the more traditional teaching methods to provide a 'blended' learning environment.

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 graduate as:

- / 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;

Evening
classes

98%

of our graduates
are in employment
or further study
within six months
of graduating[^]

Reasons to study at The University of West London

- / UWL was voted the number one modern* university in London by The Guardian University Guide 2021.
- / UWL has been awarded the 'University of the Year for Student Experience' by The Times/The Sunday Times Good University Guide 2021.
- / Outstanding rate of 98% of University of West London's graduates are in employment or further study within six months of graduating.[^]
- / The University of West London provides a full spectrum of support services for its students.
- / The University of West London students win many awards and prizes for endeavours within their academic fields.
- / The University of West London is a well-established international University, with renowned alumni.

Entrance Requirements

- / Entry Year I
200 Credits based on A levels
OR
- / Equivalent qualifications eg. High School Leaving Certificate with average 15/20
AND
- / 15/20 in English on the High School Leaving Certificate, IELTS 5.5 or equivalent.
Exemptions may be granted on a case by case basis.

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 realise that our decision will be based on your overall suitability for the course and not only on whether you meet the minimum entry requirements.



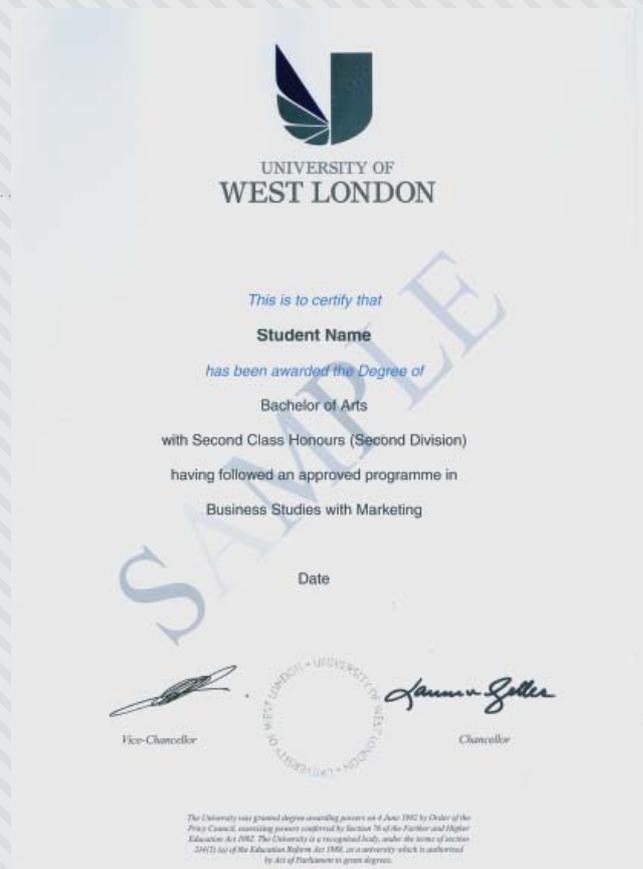
* A modern university is a university created in, or after 1992.

[^] HESA employment performance indicator, 2018.





uwl.ac.uk



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The Association
of Commonwealth
Universities

