



UNIVERSITY OF  
**WEST LONDON**  
The Career University



CYPRUS INSTITUTE  
*of* MARKETING  
**THE CYPRUS  
BUSINESS SCHOOL**

Earn a British

**MA Luxury**

**Hospitality Management**

in Cyprus (Nicosia / Limassol)

12 MONTHS FT / 24 MONTHS PT



# 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 4 decades CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Finance and 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 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 of all ages and all walks of life, we still offer evening classes exclusively – in order to cater for the needs of working individuals. We still put emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

**The Cyprus  
Business  
School**

**10,000  
students**

from over 30 countries, who  
are leading multinational  
companies across the globe

# University of West London

**In top 10 universities in the UK for teaching quality**

The Times and Sunday Times Good University Guide 2022

The University of West London (UWL) is a British University with a heritage of over 150 years in teaching and professional education.

In 2021, 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.

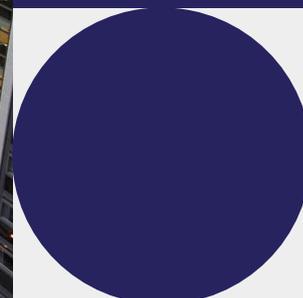
In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising its strategic and innovative approach to curriculum and teaching expertise, and its focus on a positive student experience. The success of UWL has been underpinned by dynamic growth following major investment of up to £150m across its three campus sites.



**Top modern\* university in London**

The Guardian University Guide 2022

\*Modern universities are defined as higher education institutions that were granted university status in, and subsequent to, 1992



# MA Luxury Hospitality Management

The MA in Luxury Hospitality Management is a postgraduate award in the business management field which is explicitly oriented to luxury hospitality management. Given that the luxury sector is the fastest growing segment of the \$6 trillion global hospitality industry and is becoming increasingly eclectic and highly competitive, this postgraduate course is specifically designed to provide students with the skills, knowledge and insight to develop a global vision of the business and the ability to successfully design and manage a luxury hospitality brand.

Students develop their ability to understand the broader demands of management at higher levels.

## COURSE OVERVIEW

This course combines a dedicated academic focus with a study of contemporary managerial and strategic issues. Students learn about the business environment in which luxury brands operate, the customer experience and reputation management in the world of luxury hospitality management.

To help students develop their advanced management skills, the course focuses on the subtleties that separate businesses and services in the luxury hospitality sector today. This allows for development of critical understanding of the operational, financial and cultural imperatives of luxury hospitality and the impact of changes in that environment at local, national and international levels.

The course addresses the opportunities and challenges involved in designing customer experiences within the luxury hospitality industry, focusing on the strategies that help organisations achieve their goals.

Students also develop their ability to understand the broader demands of management at higher levels, including measuring and analysing the financial, social and environmental performance of the business.



# MA Luxury Hospitality Management

## MODULES

### Start September

FULL TIME	MODULES	PART TIME	MODULES
<b>TERM 1</b>	The Luxury Hospitality Business Environment	<b>TERM 1</b>	The Luxury Hospitality Business Environment
	Designing the Customer Experience		Designing the Customer Experience
	Business Performance Analysis	<b>TERM 2</b>	Brand Reputation Management
	Researching Luxury Organisations		Researching Luxury Organisations
<b>TERM 2</b>	Brand Reputation Management	<b>TERM 3</b>	Business Performance Analysis
	Strategic Practice in Luxury Hospitality Management		Dissertation
<b>FEB-SEP</b>	Dissertation	<b>TERM 4</b>	Strategic Practice in Luxury Hospitality Management
			Dissertation

### Start January

FULL TIME	MODULES	PART TIME	MODULES
<b>TERM 1</b>	Researching Luxury Organisations	<b>TERM 1</b>	Brand Reputation Management
	Strategic Practice in Luxury Hospitality Management		Strategic Practice in Luxury Hospitality Management
	Brand Reputation Management	<b>TERM 2</b>	The Luxury Hospitality Business Environment
Business Performance Analysis	Designing the Customer Experience		
<b>TERM 2</b>	Designing the Customer Experience	<b>TERM 3</b>	Researching Luxury Organisations
	The Luxury Hospitality Business Environment		Dissertation
	<b>JUN-JAN</b>	Dissertation	<b>TERM 4</b>
Dissertation			

## ASSESSMENT

MODULES	CREDITS	ASSESSMENT
The Luxury Hospitality Business Environment	20	Assignment 30%, Assignment 70%
Designing the Customer Experience	20	Oral Assignment 30%, Assignment 70%
Business Performance Analysis	20	Assignment 50%, Assignment 50%
Researching Luxury Organisations	20	Oral Assignment 20%, Assignment 80%
Brand Reputation Management	20	Assignment 30%, Assignment 70%
Strategic Practice in Luxury Hospitality Management	20	Oral Assignment 30%, Assignment 70%
Dissertation	60	Assignment 100%

\* The School reserves the right to change its form of assessment.



**Recognised  
by KYSATS  
and UK NARIC**

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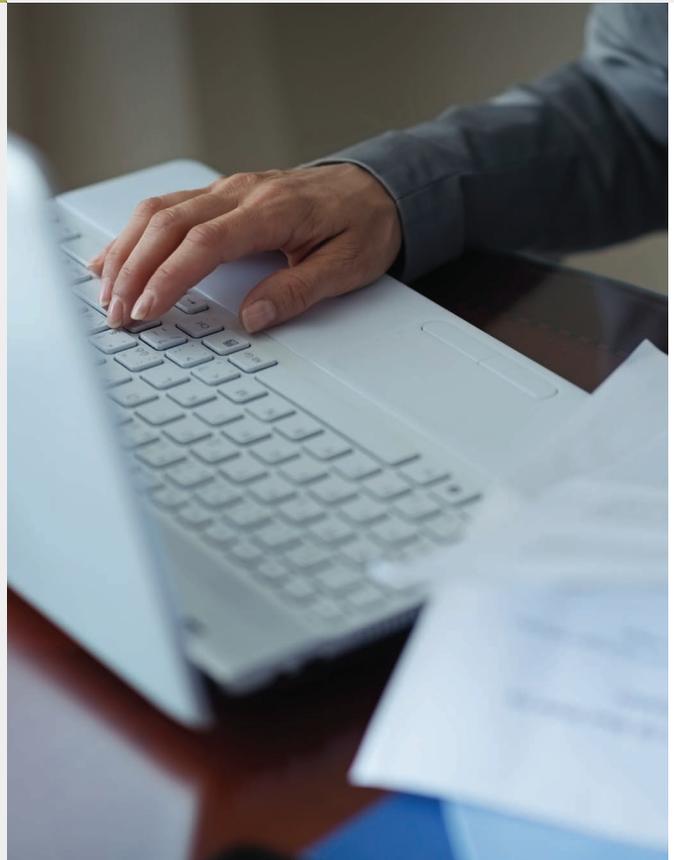
**Nicosia / Limassol**

Course delivered by professionals  
and designed for professionals

**Tuition Fees:  
€8000**

Government subsidy up to €3420  
(for Cypriot students)

**Registration Fee:  
€500**



# MA Luxury Hospitality Management

## STUDY & CAREER PROGRESSION

Your knowledge of international business strategy and brand management will be useful in a range of sectors. Once you graduate you could go on to work as an:

- brand manager
- hotel manager
- luxury travel adviser
- corporate communications consultant
- advertising account director
- PR consultant
- marketing manager.

## OUTCOMES

Upon successful completion of this programme, the students should be able:

- To develop a comprehensive and systematic understanding of the business of luxury hospitality management and its interrelationship with other relevant disciplines including economics, cultural studies and sociology.
- To demonstrate an understanding of current theoretical approaches in luxury lifestyles, designing and delivering customer experiences, reputation and risk management, business performance and on/off-line strategies.
- To demonstrate an understanding of current methodological approaches in business and academic research and appreciate how these affect the way that knowledge is interpreted.

## COURSE OBJECTIVES

This course combines a dedicated academic focus with a study of contemporary managerial and strategic issues. You will learn about the business environment in which luxury brands operate, the customer experience and reputation management in the digital world of luxury hospitality management.

To help you develop your advanced management skills, you will focus on the subtleties that separate businesses and services in the luxury hospitality sector today. This will allow you to develop a critical understanding of the operational, financial and cultural imperatives of luxury hospitality and the impact of changes in that environment at national and international levels.

You will address the opportunities and challenges involved in designing the customer experience within the luxury hospitality industry, focusing on the strategies that will help your future employer to achieve their goals.

You will also develop your ability to understand the broader demands of management at higher levels, including measuring and analysing the financial, social and environmental performance of the business.

We have been offering postgraduate courses in hospitality management since 1991 and have strong links with leading figures in the industry, many of whom are Patrons, Fellows and alumni of the School.



## 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.
- / 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.

## ADMISSION REQUIREMENTS

- / An honours degree 2.2 or equivalent in any subject / discipline.
- / 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.

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

**#1 British University  
in Cyprus**



THE TIMES  
THE SUNDAY TIMES  
**GOOD  
UNIVERSITY  
GUIDE  
2023**

UNIVERSITY  
OF THE YEAR  
FOR STUDENT  
EXPERIENCE

THE TIMES  
THE SUNDAY TIMES  
**GOOD  
UNIVERSITY  
GUIDE  
2023**

UNIVERSITY  
OF THE YEAR  
FOR TEACHING  
QUALITY

## Global Partners / 2011 - 2022



The collaboration between The Cyprus Institute of Marketing (CIM) and The University of West London (UWL) is the longest surviving and most successful collaboration between any UK university and any Cypriot Higher Education institution. Based on the most recent UK university rankings, UWL is now the top UK university operating in Cyprus.

### Membership Associations:



PARTNER IN  
LEARNING

The Association  
of Commonwealth  
Universities



network of international  
business schools

MA Luxury  
Hospitality  
Management  
[uwl.ac.uk](http://uwl.ac.uk)



# UNIVERSITY OF WEST LONDON



Noble  
Respectful



[cima.ac.cy](http://cima.ac.cy)

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