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EUROPA DONNA CYPRUS
STRATEGIC PARTNER



CYPRUS INSTITUTE
of MARKETING

**THE CYPRUS
BUSINESS SCHOOL**

Nicosia / Limassol

Master of Business Administration (MBA)

Earn a world-class **MBA designed for Executives** and ranked 22nd in the world!

14 months FT | 24 months PT

Welcome to the Cyprus Business School

The Cyprus Institute of Marketing (CIM) 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 41 years CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Finance & Accounting, Shipping, and International Business & Commercial Law.

Over the years, CIM has provided the opportunity to more than 5,000 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.

What is an MBA?

The MBA programme was developed originally in the United States and soon afterwards was introduced in the UK. It continues to grow in reputation and demand as the world's top business qualification. With the growing internationalisation of the world economy, an increasing number of companies and organisations now require top managers to have MBA Degrees. MBAs cover not only Business Administration but a variety of subjects, all of which are of vital importance to managers in the business and public sectors.



Why study for the CIM MBA?

The Cyprus Institute of Marketing MBA programme has been designed for aspiring and ambitious Executives. Whatever the stage of your career, it will accelerate your managerial and leadership development process.

Gaining an MBA from Cyprus's top Business School will enable you to become 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 executive training, as well as vision, analytical skills and the ability to implement far-reaching decisions.

Our MBA programme will make you look beyond narrow boundaries and horizons, preparing you for higher-level career planning. It has been designed by academic experts and business professionals for practising managers with previous relevant education, training and work experience, who are required to make a major contribution to the policy and philosophy of their organisations.

The specific focus of the programme is on enabling managers to operate at a strategic level and manage their organisations effectively in the complex and uncertain business environment of today. Our close links with the industry and the commercial and public sectors ensure that the CIM MBA programme is relevant and has high practical value.

Aims

- To provide you with a **broad understanding of managerial techniques** necessary for efficient decision-making
- To offer a **global view of management**, enabling students to face the challenges of the twenty-first century in a learned and informed way
- To promote **increased managerial effectiveness and competence** to help you understand the various strategic approaches to managing a modern business
- To enrich your **personal development and managerial prospects** by encouraging learning from your past experiences and current needs, while prompting you to speculate about the future prospects of their market

Subjects

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: All optional modules are subject to availability of lecturers and student demand. For a subject to run, there should be a minimum of five students.

Duration

Full-Time: 14 months

Part-Time: 24 months

Commencement

The academic year for a September start runs from September to May, when the final exams take place. From June onwards, students work on their Dissertation, which must be submitted in November. The academic year for a January start 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.

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 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 Dissertations once exams are over in June. They must submit their work by the end of November of the same year.

The 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.

Weekly hours taught/ ECTS

The number of weekly contact 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.

Each subject is worth 12 ECTS. The Dissertation is worth 18 ECTS. The programme is made out of a total of 90 ECTS.

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 the added value they can bring on the course.

The usual minimum requirements are:

- A recognised Bachelor's Degree
AND
- 3 years of work experience
AND
- IELTS 6.5 or equivalent

Assessment

- The pass mark is 50%
- Two Assignments worth of a combined 40%
- Final Examination worth of 60%

Tuition Fees

€7700

Recognition

The CIM MBA is one of the first MBAs to be offered in Cyprus and enjoys world-wide recognition. Both in Nicosia and in Limassol, the CIM MBA has been accredited by SEKAP and recognised by KYSATS. As such, Cypriot students are eligible to apply for Government subsidy up to €3417



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41 YEARS
TEACHING SUCCESS

