

Prospectus 2026-27

Nicosia / Limassol





Global Partnership



#1 British University in Cyprus



The following programmes are offered currently in Nicosia & Limassol through a franchise arrangement:

1. BA (Hons) Business Studies with Digital Marketing (3 Years)
2. BA (Hons) Accounting and Finance (3 Years)
3. LLB (Hons) Law (3 Years)
4. MSc. Digital Marketing (12 Months FT/24 Months PT)

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01

Welcome



Welcome to CIM-Cyprus Business School

Vision

To be a leading Business School that enhances knowledge and nurtures future business leaders.

Mission

To develop and deliver the best and most up-to-date educational programmes, at affordable prices and in a learning environment that makes it possible for the business education of aspiring individuals. We aim to enable our students, staff and faculty to discover their true talent and reach their utmost potential.

CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 48 years CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, and others.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students 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 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.

Foreword by the Founder



Prof. Theo Hadjiyannis

BSc., MSc., F.CIM, F.C.M.A.

“

Opportunity offers itself to persons with a strong will for action, vision and, above all, the right education and training, which we believe we can offer you during your studies here. ”

It is a great pleasure for me to write this Foreword for our latest prospectus. Some people say that business today does not offer the same opportunities as it did before. They cite high taxes, government intervention, increasing competition, economic erosion caused by inflation, and, of course, the recent Covid-19 pandemic.

We at CIM believe firmly that opportunities abound as never before. They are for people who have ambition and who can respond to the challenges of the times. All the reasons cited by pessimists for the dearth of business opportunities in fact provide opportunities for people whose personal executive skills have been honed to their sharpest edge.

Opportunity offers itself to persons with a strong will for action, vision and, above all, the right education and training, which we believe we can offer you during your studies here.

Working under the systematic guidance and ethic imposed by the Business School's programmes, you will multiply your effectiveness as a business manager many times over. Your personal value to your company and in the marketplace will rise substantially.

We are ever-demanding in terms of study and academic performance. As a matter of fact, all courses require hard work and continuous effort. Our lecturers and tutors aim at stimulating students' minds and constantly direct them towards practical solutions to problems pointing out the limitations.

We believe that CIM can make a significant contribution towards your efforts in acquiring the business training you need to secure the future you want. Taking this opportunity, I would like to thank all the students for their support and devotion to the Business School.

Needless to say, our success would not have been possible had it not been for the enormous contribution of all members of staff, who demonstrate great enthusiasm and a strong work ethic that ensures that the noble goals of the Business School are fulfilled.

Foreword by the President of the Advisory Board



Mr Marios Kapiris

BSc., MSc.

“
Education and knowledge are the only
secured shields to job continuity, and the
most valuable safeguard for a successful
future career. ”

CIM-Cyprus Business School was established in 1978 to promote the science of marketing in Cyprus. Since then, and 48 years later, CIM's graduates hold top managerial positions across Cyprus and Europe more broadly.

Through rigorous and challenging programmes developed over the years, and through offering affordable fees, CIM has focused on creating value in education. CIM is recognised as a major educational centre for the development and promotion of marketing in the most practical, effective and efficient way.

Over the last decade, the Business School has stretched its educational horizon to offer world-class British programmes in collaboration with the University of West London.

Under the current unprecedented economic and public health conditions, many are faced with an uncertain and very competitive job environment. Education and knowledge are the only secured shields to job continuity, and the most valuable safeguard for a successful future career.

CIM, with its 48 years of continuous successful operation, provides students with valuable educational choices and opportunities. Building on our successful record of combining theory and practice, and drawing on our faculty's experience and expertise, we will continue to be the leading business school in Cyprus. We continuously invest in our premises, in technology, and in training and nurturing our staff and faculty, and we are proud members and partners of world-renowned associations and universities.

We are especially proud of our extensive and robust network of Strategic Partners. CIM has now 24 strategic partners – local and global leaders in their respective fields – who are as committed as we are in serving the market in Cyprus through educating future leaders.

At CIM, we set high ambitions and unique goals for the future. Join us now, and become part of our success.

University of West London



Why study at the University of West London?

- 1** Ranked **30th university in the UK**
The Guardian University Guide 2025
- 2** Top **modern* university** in London
The Guardian University Guide 2024
- 3** **Number 1 London** university for overall **student satisfaction**
*National Student Survey 2024***
- 4** Best university for **Student Experience and Teaching Quality** in the UK
The Times and Sunday Times Good University Guide 2024

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

** The National Student Survey 2023 and 2024 - Average of answers to all questions by registered student population. Excludes specialist institutions.

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.

CIM-Cyprus Business School is Institutionally Approved by the University of West London as the exclusive partner for Cyprus since 2011.

The following programs are offered currently in Nicosia & Limassol through a franchise arrangement:

- 1. BA (Hons) Business Studies with Digital Marketing**
(3 Years)
- 2. BA (Hons) Accounting and Finance**
(3 Years)
- 3. LLB (Hons) Law**
(3 Years)
- 4. MSc. Digital Marketing**
(12 Months FT/24 Months PT)





02

Our Strategic
Partners,
Memberships
& Erasmus+



Strategic Partners

CIM is proud to have partnered up with local and global leaders of the Cypriot industry.

Our partnership with these top companies involves the following:

- > Exclusive guest lecturing for CIM students
- > Other forms of transfer of knowledge to students/lecturers
- > Partner-sponsored awards for top-performing CIM students
- > Exclusive internships and job opportunities
- > Consulting projects for CIM students at partner organisation
- > Joint CSR projects
- > Scholarships for employees of Strategic Partners
- > Workshops

Bank of Cyprus



cablenet



αλφαμεγα

TBWA\Entelia



LOUIS HOTELS



Memberships

Erasmus+



network of international business schools



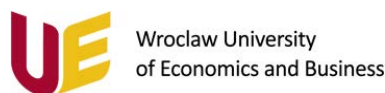
CIM was awarded the Erasmus+ Charter in December 2014.

ERASMUS is without doubt the world's most successful mobility programme. It allows students, faculty and staff of European Universities to spend time in another EU institution.

This mobility programme was established in 1987 and since its inception approximately 2.5 million students have been funded to study abroad, while roughly 250,000 teachers have received support to undertake teaching assignments throughout Europe. It is estimated that, on average, a person embarks on an Erasmus Exchange every three minutes!



Erasmus Partners



03

Premises & Facilities



The Premises and Facilities of CIM

CIM operates two campuses: a campus in Nicosia, established in 1978, and a campus in Limassol, in operation since 1984. The privately-owned, purpose-built Nicosia Campus is located on Zannettos street, opposite the British High Commissioner's residence, in the leafy area of Ayios Andreas. It is only a 5 minute walk to the Parliament, the Municipal Theatre, the Archaeological Museum, and a 10 minute walk to the city centre with its bustling modern shopping centres as well as traditional shops, bars and taverns.

In 2013, the Business School in Limassol moved to its new, state-of-the-art premises, located in the centre of Limassol, near Tsirion football stadium and only a minute away from the main highway, providing easy access to public and private transportation travel to any part of the island.

The premises in both Nicosia and Limassol consist of modern amenities equipped with the latest technology and teaching tools.

Facilities

Every classroom is equipped with audio-visual equipment, including smart boards, projectors, audio surround system, and wi-fi internet.

The main library in Nicosia and the library in Limassol have an extensive collection of business related books. Lending and reference facilities are available.

All books are searchable on our database online and can be reserved.

Our Nicosia Lecture Theatre accommodates 90 students with comfortable chairs and desks.

Both sites have student meeting and relaxation areas and both sites are accessible to disabled students and staff as per the government regulations.

The Nicosia Campus



The Limassol Campus



04

Academic Calendar, Business School's Advisory Board & Committees



Academic Calendar 2026-2027

28th September 2026

Commencement of Academic Year –
Online programmes

5th October 2026

Commencement of Academic Year –
On campus programmes

12th December 2026

Break for Christmas Holidays

11th January 2027

Deadline for Assignment 1 UG & PG students /
Recommencement of classes

24th April 2027

Break for Easter Holidays /
Deadline for Assignment 2 PG students

10th May – 15th May 2027

Revision Tutorials

17th May – 5th June 2027

Final Examinations

30th August – 4th September 2027

Re-Examinations

24th November 2027

Graduation Ceremony

Advisory Board

President

Marios Kapiris

Director, Kyndryl Cyprus

Vice-President

Natasa Pilides

Former Minister of Energy, Commerce and Industry

Members

- > **Glafkos Mavros**
Former General Director, Hellenic Bank
- > **Anna P. Antoniou**
Chief Marketing Officer, SPP Media
- > **George Georgiou**
CEO, Green Energy Group
- > **Antonis Papas**
Marketing & Communications Manager, NP Lanitis
- > **Yangos Hadjiyannis**
CEO, CIM-Cyprus Business School
- > **Theo Hadjiyannis**
Founder, CIM-Cyprus Business School
- > **Garó Dzaghigian**
Sales Manager, Toyota
- > **Dr Christos Hadjiyannis**
Dean, CIM-Cyprus Business School
- > **Spyros Vassiliou**
Director, Spyros Vassiliou & Associates LLC
- > **Soteroula Soteriou**
Marketing & Corporate Image Manager,
Charalambides Christis
- > **Dr Nikolas Mastroyiannopoulos**
Director W11 Ventures
- > **George Chrysochos**
Managing Director, Cyfield Group
- > **Antonis Karpasitis**
Former General Manager, Metlife Cyprus
- > **Dr Myria Kkali**
Academic Director, Nicosia, CIM-Cyprus Business School
- > **Dr Katerina Pavlou**
Academic Director, Limassol, CIM-Cyprus Business School
- > **Maria Markidou Georgiadou**
Executive Director, Cyprus Seeds
- > **Maria Germanou**
Chief Transformation Officer, C.A. Papaellinas Group

Committees

The Academic Committee

- > Dean
- > Academic Directors (Nicosia & Limassol)
- > Director of Postgraduate Studies
- > Director of Undergraduate Studies
- > MBA Director
- > Two Members of Faculty
- > One Quality Assurance Expert
- > Undergraduate Student Representative (Nicosia)
- > Postgraduate Student Representative (Limassol)
- > Administrator

The Internal Quality Assurance Committee

- > Dean
- > Director of Quality & Research
- > Academic Directors (Nicosia & Limassol)
- > Director of Postgraduate Studies
- > 2 Members of Faculty
- > 1 Quality Assurance Expert
- > Undergraduate Student
- > Postgraduate Student
- > Administrator

Student Staff Communication Sub-Committee (SSCS)

- > Faculty (one from each programme)
- > Student Representatives (one from each programme)

Appeals, Grievances, Complaints and Disciplinary (AGCD) Committee

- > Director of Student Affairs
- > Faculty Representatives (Nicosia & Limassol)
- > Student Representatives (Nicosia & Limassol, UG & PG)
- > Administrator

Board of Examiners

- > Dean
- > Academic Directors (Nicosia & Limassol)
- > Faculty Representatives (Nicosia & Limassol, one from each programme)
- > 1 External Examiner (one per programme)
- > Administrator

Assessment Board

- > Dean
- > Academic Directors (Nicosia & Limassol)
- > Programme Coordinator
- > Module Leaders
- > External Examiner
- > Administrator

05

Programmes



Programmes Available

Programmes	Accredited/Evaluated by CYQAA	Due for re-accreditation
Undergraduate		
BA Business Management (4 Years)	Accredited	Fall 2029
BA Business Management with an optional concentration Marketing (4 Years)	Accredited	Fall 2029
BA Shipping Management (4 Years), Limassol	Accredited	Spring 2028
BA Shipping Management with an optional concentration Maritime Logistics (4 Years), Limassol	Accredited	Spring 2028
UWL BA (Hons) Business Studies with Digital Marketing (3 Years)	Evaluated	Fall 2030
UWL BA (Hons) Accounting and Finance (3 Years)	Evaluated	Fall 2030
UWL LLB (Hons) Law (3 Years)	Evaluated	Spring 2027
Postgraduate		
MSc. Human Resource Management (14 Months FT/24 Months PT)	Accredited	Spring 2028
MSc. Human Resource Management & Corporate Strategy (14 Months FT/24 Months PT)	Accredited	Spring 2028
MSc. Human Resource Management & Corporate Sustainability (14 Months FT/24 Months PT)	Accredited	Spring 2028
Master of Business Administration (14 Months FT/24 Months PT)	Accredited	Fall 2029
Master of Business Administration with Entrepreneurship and Digital Innovation (14 Months FT/24 Months PT)	Accredited	Fall 2029
UWL MSc. Digital Marketing (12 Months FT/24 Months PT)	Evaluated	Fall 2030
E-Learning Master of Business Administration (18 Months)	Accredited	Spring 2028
E-Learning Master of Business Administration with Shipping (18 Months)	Accredited	Spring 2028

Academic Regulations

Weekly Hours of Teaching

All undergraduate programmes run on a full-time basis only, i.e. 15 teaching periods per week of 55 minutes each. Postgraduate programmes are offered both as full-time and as part-time, i.e. 18 teaching periods per week of 55 minutes each as full-time, and 9 periods per week of 55 minutes each on part-time mode.

Credits

UWL Bachelors (3 years)	180 ECTS
CIM Bachelors (4 years)	240 ECTS
CIM Masters (14 Months FT/24 Months PT)	90 ECTS
CIM E-MBA (18 Months)	90 ECTS
UWL Masters (12 Months FT/24 Months PT)	90 ECTS

Programmes on offer

The majority of the programmes on offer are offered both at the Nicosia and Limassol campus. The Business School reserves the right not to run a particular programme if the demand is deemed to be insufficient.

Teaching Methods

Instructional methods include lectures and seminars by academics who are also actively leading large firms and organisations. Guest lecturers from the industry and business world are invited to talk about current market developments. Besides lectures, the teaching programme includes discussions, tutorials, industry visits, and several work projects. Programme methods are designed to foster continuing exchanges of views amongst students and to provide the means to learn from each other and gain new perspectives by interacting with students from other industries, countries and cultures.

Language of Instruction

The language of instruction for all programmes offered at CIM is English.



Levels of Strategy

- Levels of Strategy
- Strategic
- Corporate
organizational
the organization
there are
SBUs
- Business
- Operational
organizational
of resources



Cyprus
Business
School

Leading

Business School

06

Description of Undergraduate Programmes



6.1

Nicosia / Limassol

BA Business Management (4 Years)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Year 1

1. Business Communication and Skills for Success
2. Business Mathematics and Statistics
3. Marketing in the Digital Environment
4. Fundamentals of Management (and HRM)
5. Introduction to Financial Accounting
6. Economics and Analysis of Real-World issues

Year 2

1. Business Information Systems
2. Management and Cost Accounting
3. Consumer Behaviour
4. Human Resource Management
5. Integrated Marketing Communications
6. Business Law

Year 3 / Compulsory

1. Business Finance
2. Organisational Behaviour

Year 3 / Electives (4 out of 6)

1. Global Marketing
2. Public Relations
3. Leading Organisational Change
4. Digital & Social Media Marketing
5. Services Marketing
6. Entrepreneurship and Innovation

Year 4 / Compulsory

1. Graduate Project/Internship
2. Strategic Management

Year 4 / Electives (4 out of 6)

1. Business Ethics and Corporate Social Responsibility
2. Brand Management
3. International Trade and Finance
4. Doing Business in Emerging Markets
5. Strategic Marketing
6. Marketing for Social Issues

6.1.1

Nicosia / Limassol

BA Business Management with an optional concentration in Marketing (4 Years)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Year 1

1. Business Communication and Skills for Success
2. Business Mathematics and Statistics
3. Marketing in the Digital Environment
4. Fundamentals of Management (and HRM)
5. Introduction to Financial Accounting
6. Economics and Analysis of Real-World issues

Year 2

1. Business Information Systems
2. Management and Cost Accounting
3. Consumer Behaviour
4. Human Resource Management
5. Integrated Marketing Communications
6. Business Law

Year 3 / Compulsory

1. Business Finance
2. Organisational Behaviour

Year 3 / Electives

1. Global Marketing
2. Public Relations
3. Digital & Social Media Marketing
4. Services Marketing

Year 4 / Compulsory

1. Graduate Project/Internship
2. Strategic Management

Year 4 / Electives

1. Business Ethics and Corporate Social Responsibility
2. Brand Management
3. Strategic Marketing
4. Marketing for Social Issues



Degree Objectives

Our **Business Management** program consists of a set of core subjects, a selection of elective modules and an individual project. The program structure enables students to explore the various facets of management, ranging from communication to finance and marketing, within the business sphere. Moreover, the optional courses and the individual project allow students to build on the core areas and deepen their knowledge in the business management field. In this four-year program, students will gain specific business knowledge, an understanding of the business world, and will also develop a range of transferable intellectual and study skills.

The **Business Management** with Marketing program provides a solid foundation in both business and marketing. This goal is achieved through the program structure, which is a combination of core and elective courses and a final project that focuses on the area of marketing. Studying both subjects gives students an understanding of organisations and their management as well as the various ways marketing practices are employed to display the usefulness and quality of products, brands and services. The core subjects ensure students study essential areas of business management, while the optional modules offer them the opportunity to specialise and broaden their knowledge in the marketing field.

Recognition

The CIM Bachelor in Business Management (Marketing) enjoys world-wide recognition. Both in Nicosia and in Limassol, the program has been accredited by the CQAA and is recognised by KYSATS. As such, Cypriot students are eligible to apply for government subsidy up to €3417.

Admission Requirements

The usual minimum requirements are:

- > Recognised Secondary School Leaving Certificate 14/20 or higher
- > English competency e.g. IELTS 5.5, GCSE C OR equivalent qualification

Aims

- > Provide students with a variety of disciplines that approach business and management issues analytically and critically;
- > Enable students to cover the core concepts, practices and techniques of management and develop the skills required to lead;
- > Encourage students to employ socially, ethically and internationally aware approaches and principles to complex business management situations;
- > Cultivate the notion of continuing professional development by encouraging students to critically evaluate their personal strengths and weaknesses as well as keeping up to date with the latest business management ideas and practices;
- > Promote an international perspective through a mix of teaching, teamwork and opportunities for business visits.

We believe that working with talented peers from many different professional and cultural backgrounds, alongside close interaction with the academic staff, accelerates students' learning and management development which they can then apply in their future professional work.

Commencement

October. All modules run on a yearly mode.

Assessment

Students sit examinations once a year, in May.

The weighting of results is as follows:

Assignments: 30%

Final exams: 70%

The pass mark is 40%

Modules Aims

Year 1

Business Communication and Skills for Success

Business Communication and Skills for Success aims to improve students' language skills for communicating effectively in the world of business. They will learn how to write successful business assignments and a range of workplace documents; develop strategies for reading complex texts on business topics; be able to give effective presentations; take part in business negotiations and academic discussions and communicate clearly and effectively in both written and spoken situations. This module also aims to help students understand the key elements of employability; what employers want and how to gather relevant information on their future work environment. Additionally, they will learn to create a professional development plan to enhance employability and develop tools to apply for future opportunities such as CVs, cover letters, application forms and interview strategies.

Business Mathematics & Statistics

The course introduces students to the theory and problems of mathematical and statistical techniques applicable to the world of commerce and management. Students will understand the basic concepts and apply useful formulae and results directly to business problems. Students will be exposed to real life problems, both solved and unsolved, applying different mathematical and statistical techniques.

Marketing in the Digital Environment

This course provides students with a good knowledge of the basic precepts of marketing in general and digital marketing specifically. The course aims to provide students with a strong understanding about the major decisions facing marketing executives and top management in relation to building marketing strategies, building and managing strong value creating brands, sustainable marketing measuring and managing returns. Further the student will be introduced to digital marketing, including marketing communication marketing mix, the plan, communication theory, agencies, digital media, digital and social media marketing tools and the changing marketing environment.

Fundamentals of Management (and HRM)

This course is an overview of the major functions of management. The course examines the basic managerial functions of planning, organising, staffing, leading and controlling in the contemporary environment through a variety of theories and models for an effective managerial decision-making. Emphasis is on basic managerial functions of planning, organising, controlling and leading through a variety of theories and models for an effective managerial decision-making. Students will learn to explore the practical skills and competencies to deal with business challenges and challenges that managers face in business. The aim is to apply the theoretical concepts with leading examples in typical organisations and to user's



requirements. Upon completion, students should be able to work as contributing members of a team utilising these functions of management.

Introduction to Financial Accounting

This is an introductory course to financial accounting, where students will acquire the technical skills needed to analyse financial statements and disclosures for use in financial analysis and learn how accounting standards and managerial incentives affect the financial reporting process. By the end of this course, students will be able to read the three most common financial statements: the income statement, balance sheet, and statement of cash flows. Then they can apply these skills to a real-world business challenge.

Economics and Analysis of Real-World issues

This is an introductory course on economics, divided into two broad segments: microeconomics and macroeconomics. This course aims to provide students with an understanding of the basic economic analysis relevant to the decision-making of business enterprises and build knowledge on the microeconomic environment in which firms operate. Enables students to critically evaluate the challenges faced by organisations in today's perplexing business environment nationally and internationally. Furthermore, this module shall enable students to critically examine the type, nature and gravity of those challenges and create an organisation which is flexible and fluid to adopt to those challenges.

Year 2

Business Information Systems

The purpose of this course is to provide students with knowledge and skills required to utilise information systems effectively in an organisational context. The course introduces students to the application and management of information systems in an organisational environment. In addition, this module aims to introduce students to those concepts related to computer-based communication including email networks, internet, world wide web and bibliographic instruction. This module will enable students to consider issues related to ethics, computer security and privacy.

Management and Cost Accounting

This course is focused on management and cost accounting, which is a key function in organisations that involves developing and using financial and non-financial information to support decision making. This includes not just the technical aspects of decision making, but also the way in which management accounting systems are designed and implemented and whether employees are then motivated to act in ways that are congruent with the objectives of the organisation.

Consumer Behaviour

The module offers an understanding of how buyer behaviour helps marketers focus more effectively on customers' needs and wants. It also addresses wider societal concerns about consumption in a world of finite resources and the potential conflicts that face today's marketers as they attempt to square consumer needs with a firm's need for profits and societal responsibilities. The module enables students with an interest in consumer behaviour to develop their knowledge, understanding and skills in this area.

Human Resource Management

The course of Human Resource Management provides a broad introduction to principles, policies and best practices of managing personnel at all levels of employment. It puts emphasis on real case situations and the practical application of these practices. It gives learners a solid foundation concerning a variety of HR aspects, from the recruiting stage to retirement.

Integrated Marketing Communications

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics covered will include the role of integrated marketing communications, organising for advertising and promotion, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print and support media, direct marketing, sales promotions, PR and publicity, Internet marketing, Social Media, and Mobile Media Advertising.

Business Law

This course discusses fundamental concepts, principles and rules of law that apply to business transactions. It includes the function and operation of the courts, business crimes, torts, contract law, intellectual property, and the application of the Uniform Commercial Code to business activities. It draws attention to the legal aspects of business and aims to develop an understanding of the main principles of contract and company law vital for the success of any organisation.

Year 3

Business Finance

The course develops a theoretical framework for understanding and analysing the major financial problems of modern companies in the market environment. The course covers basic models of valuation of corporate capital, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure and various types of corporate capital employed, derivative assets and contingent claims on assets. It provides necessary knowledge in evaluating different management decisions and its influence on corporate performance and value.

Organisational Behaviour

This course integrates the study of management principles and practices with the study of human behaviour within organisations. The focus will be upon the translation of management and organisational behaviour theory to practices that result in organisational effectiveness, efficiency and human resource development. The primary goal of this course is to prepare students for advanced leadership roles in modern organisations. The main objective of this course is to provide students with the essential content and experiences they need to become a motivated student, successful manager and an effective employee in any type of work they do in the future.

Global Marketing

This module adopts a strategic approach to the study of marketing and communications, its role for organisations and for consumers in a dynamic global context. This module aims to:

Enable students to acquire a degree of expertise in developing marketing strategies for countries other than their own and thereby to extend their range of marketing understanding both to deal with global marketing situations in non-domestic markets and the impact of global competitors on the domestic market.

It also seeks to promote an understanding of the factors determining the extent to which standardisation in strategy and implementation is appropriate for success in global markets. The module will enable students to develop a sound understanding of the formulation and implementation of

global integrated marketing plans and associated activities whilst allowing them to appreciate and manage the marketing program within a variety of different contexts.

Public Relations

This course introduces students to the field of public relations and provides a foundational knowledge of public relations theory and practice. Students will begin to develop an understanding of professional practice, ethical issues, and the role of communication strategies and tactics in public relations management.

Leading Organisational Change

This course aims to expand students' awareness and knowledge of multiple issues associated with change.

In particular, to:

- > Identify the major theories and perspectives concerning organisational development and change.
- > Demonstrate the application of the theories and perspectives concerning managing change and organisational development in the context of human service organisations, community settings and large and small systems.
- > Be able to formulate the strategies and tactics for organisational change and OD interventions.

Digital & Social Media Marketing

This module concentrates on the contemporary ways of marketing: marketing that utilises electronic mediums and technological advancements such as smartphones, computers, tablets, etc. Beyond that, through this module, students will be able to understand how use of online platforms like websites, Facebook, Skype, Twitter, etc. are becoming a central pillar for successful marketing strategies.

Services Marketing

This module also builds upon and expands the marketing management concepts and models, which are here adapted to the services sector. The module will inform students about the application of marketing strategies to improve the quality of service, maintain and increase customer satisfaction levels and generate customer loyalty. Due to the importance of services to nations' economies, the study of services marketing is an important component of the marketing program.

The overall aim of this module is, therefore, to provide students with an understanding and awareness of the services sector, how marketing theory differs for this sector, the unique challenges faced by services marketers and managers and the application of relevant service theory in practice.

Entrepreneurship and Innovation

This course aims to help university students to understand the personal characteristics and thinking styles of an innovator and entrepreneur. It also aims to nurture in students an innovation attitude, entrepreneurial spirit, and

team collaboration skills in a multi-disciplinary environment. Students will learn the basic skills of discovering real-life problems, generating new ideas, proposing new products, and planning new enterprises. They will then analyse the feasibility of a product/service from both technical and managerial perspectives.

Year 4

Graduate Project/Internship

During the fourth year of their studies, BA Business Management students are required to either submit a 10,000-word project OR choose the option of a 6-month internship at a specific business organisation and submit a 5,000-word report outlining the learning outcomes of the internship period.

The project/internship is equivalent to one course worth of credits (10 ECTS). It enables students to display their ability to integrate what they have learned into a piece of work, showing that they can apply what they have learned in a real-world situation. It also provides opportunities to incorporate learning from all the courses into the investigation of a real workplace problem or opportunity.

Strategic Management

This course introduces the key concepts, tools and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organisational processes and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.

Business Ethics and Corporate Social Responsibility

This course outlines different regulatory processes and ethical practices essential to an understanding of the principles of corporate governance and ethics in the contemporary business environment. It is designed to facilitate analysis of the regulatory influences on the behaviour of corporate executives, information disclosure and board functions/structures and to foster the growth and integration of candidates' knowledge of the ethical influences on the economic, financial, managerial, and environmental aspects of management. This course also critically analyses stakeholder participation in decision-making and the moral obligations of corporate managers.

Brand Management

The importance of brands raises significant questions of how to develop brand equity and how to communicate a branding strategy of differentiation, value and identification. The role of the Brand Manager is reviewed along with formulating the necessary communication strategies to build brand equity and secure market share.



More recent approaches in this vein suggest that the traditional brand management approach is all too limited, leaving many questions unanswered. Consequently, more recent approaches address the co-construction of brand value through viral branding, using social media, co-branding and brand extensions. In this respect, the principles of branding are now being applied beyond simply new product development, to such strategies as places, communities and countries.

Other key strategies that may be discussed include luxury branding, nation branding, business-to-business branding and corporate brands.

International Trade and Finance

This course provides students with an understanding of the principles and practices of international trade, payments and finance. This includes international trade theory; culture influences on international business decisions; Students will have the opportunity to gain an understanding of the international legal and regulatory framework within which international trade has to be conducted and there is significant emphasis on the practical and operational nature of this subject area.

Doing Business in Emerging Markets

The emergence of new markets that outperform the G7 countries offers an attractive opportunity for multinational enterprises. The main objective of this course is to analyse this phenomenon and illustrate how executives and managers approach emerging markets as part of their overall corporate strategies.

Strategic Marketing

This module examines recent developments in marketing thinking and market strategy development. It focuses on the dynamic aspects of market strategy development and current issues. The module aims to introduce students to a systematic way of thinking about developing marketing strategies, familiarise students with current advances/practices in marketing strategy, and help students develop analytical and problem-solving skills in marketing.

Marketing for Social Issues

This module examines the nature of social marketing and how the adoption of marketing concepts, frameworks and techniques developed for commercial marketers can be applied to the solution of social problems.

This module aims to:

- > Introduce students to the idea of marketing for a social purpose;
- > Examine the adaptation and adoption of commercial marketing principles and practice into the field of social change marketing;
- > Enable students to appreciate and manage and develop unique social marketing models for changing behaviours and attitudes as well as the use of commercial marketing to deliver goods, ideas, and service products for social marketing outcomes.

6.2

Limassol

BA Shipping Management (4 Years)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Year 1

1. Business Communication and Skills for Success
2. Business Mathematics & Statistics
3. Introduction to Financial Accounting
4. Introduction to Shipping
5. Shipping Business
6. Business Information Systems

Year 2

1. Maritime Economics
2. Port Management and Operations
3. Principles of Marketing & Management
4. Human Resource Management
5. Business Law
6. International Trade & Finance

Year 3 / Compulsory

1. Shipping Law
2. Strategic Management
3. Marine Insurance

Year 3 / Electives (3 out of 6)

1. Business Entrepreneurship and Innovation
2. Chartering & Shipbroking
3. Operations Management & Logistics
4. Maritime Logistics
5. Liner Shipping
6. Shipping and the Environment

Year 4 / Compulsory

1. Graduate Project
2. Supply Chain Management
3. Shipping Finance

Year 4 / Electives (3 out of 6)

1. International Maritime Conventions
2. Business Ethics
3. Managing Maritime Safety
4. Global Logistics
5. E-logistics and Systems Management
6. Green logistics and Sustainability

6.2.1

Limassol

BA Shipping Management with an optional concentration in Maritime Logistics (4 Years)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Year 1

1. Business Communication and Skills for Success
2. Business Mathematics & Statistics
3. Introduction to Financial Accounting
4. Introduction to Shipping
5. Shipping Business
6. Business Information Systems

Year 2

1. Maritime Economics
2. Port Management and Operations
3. Principles of Marketing & Management
4. Human Resource Management
5. Business Law
6. International Trade & Finance

Year 3 / Compulsory

1. Shipping Law
2. Strategic Management
3. Marine Insurance

Year 3 / Electives

1. Operations Management & Logistics
2. Maritime Logistics
3. Liner Shipping

Year 4 / Compulsory

1. Graduate Project
2. Supply Chain Management
3. Shipping Finance

Year 4 / Electives

1. Global Logistics
2. E-logistics and Systems Management
3. Green logistics and Sustainability

Degree Objectives

Shipping has been critical in the development of world trade for centuries. In the late twentieth century, falling transportation costs, worldwide economic growth, new economies and globalisation rendered Shipping a huge industry globally. In Cyprus in particular, Shipping has been – and continues to be – a thriving sector. Shipping, both as an industry and a service, global trading patterns and Shipping organisation, regulation, and prospects are the fundamentals of CIM's BA Shipping Management with an optional concentration in Maritime Logistics, an area in which CIM has been excelling for years (we also run a successful postgraduate programme in Shipping: MBA with Shipping).

Our BA Shipping management with an optional concentration in Maritime Logistics programme offers a comprehensive and integrated overview of the core subjects essential to a thorough understanding of Shipping Management. More specifically, it aims to develop the business skills required by professionals working in the area of maritime business; to foster critical analytical skills; and to show students how to apply the skills they gain to the challenges that modern maritime professionals will meet. The interdisciplinary nature of the programme (cutting across Shipping, Management, Law, Logistics and Economics) prepares students to be future professionals who can function effectively in the complex business environment in the global marketplace.

The structure of the curriculum progressively introduces students to various aspects of shipping management and the shipping industry. Year 1 modules provide foundations in various disciplines in the fields of trade and shipping and map out their significance in operations and decision-making. Year 2 modules pay added emphasis to the use of trade and shipping parameters in decision-making and in evaluating the effectiveness of policies and procedures. Year 3 and 4 modules urge students to reflect on integrated situations, with a view to assessing and predicting courses of action that they might take as shipping managers, in order to maximise efficiency and effectiveness. The Graduate Project/Internship module in Year 4 provides an opportunity to apply learning from all modules into a real-work-place environment.

The programme aims to prepare students to be critical, independent, thinkers, ethically sensitive and socially responsible, who will excel in their chosen careers in the shipping sector and in other related areas.

Recognition

The CIM BA Shipping Management (4 Years) has been reviewed and awarded maximum exemptions (2 out of 7) by the Institute of Chartered Shipbrokers (ICS):

1. **Introduction to Shipping**
2. **Economics of Sea Transport & International Trade**



The CIM BA Shipping Management is the only one of its kind to be offered in Cyprus and enjoys world-wide recognition. Apart from recognition by ICS (UK), the CIM BA Shipping Management has been accredited by the Cyprus Quality Assurance Agency and is thus recognised by KYSATS. Cypriot students are eligible to apply for state subsidy up to €3420.

Admission Requirements

The usual minimum requirements are:

- > Recognised Secondary School Leaving Certificate 14/20 or higher
- > English competency e.g. IELTS 5.5, GCSE C OR equivalent qualification

Commencement

October. All modules run on a yearly mode.

Aims

- > To master the intellectual skills necessary to contribute to developing strategies for the direction of international transport and trade;
- > To become well versed in and learn to critically analyse and evaluate the main theories and practices of international shipping, transport and trade;
- > To become able to describe and critically analyse the structures and institutions of managing and organising sea transport;
- > To become able to grasp the importance of the economic and regulatory institutions and practices of trade and transport;
- > To build upon their existing work experience to broaden and extend their knowledge and understanding of the range of issues of trade and transport in shipping environments;
- > To demonstrate the appropriate knowledge and research background and tools needed for postgraduate studies.

Assessment

Students sit examinations once a year, in May.

The weighting of results is as follows:

Assignments: 30%

Final exams: 70%

The pass mark is 40%



Modules Aims

Year 1

Business Communication and Skills for Success

Business Communication and Skills for Success aims to improve students' language skills for communicating effectively in the world of business. They will learn how to write successful business assignments and a range of workplace documents; develop strategies for reading complex texts on business topics; be able to give effective presentations; take part in business negotiations and academic discussions and communicate clearly and effectively in both written and spoken situations. This module also aims to help students understand the key elements of employability; what employers want and how to gather relevant information on their future work environment. Additionally, they will learn to create a professional development plan to enhance employability and develop tools to apply for future opportunities such as CVs, cover letters, application forms and interview strategies.

Business Mathematics & Statistics

The module introduces students to the theory and problems of mathematical and statistical techniques applicable to the world of commerce and management. Students will understand the basic concepts and apply useful formulae and results directly to the business problems. Students will be exposed to real life problems, both solved and unsolved, applying different mathematical and statistical techniques.

Introduction to Financial Accounting

This is an introductory module to financial accounting, where students will acquire the technical skills needed to analyse financial statements and disclosures for use in financial analysis and learn how accounting standards and managerial incentives affect the financial reporting process. By the end of this course, students will be able to read the three most common financial statements: the income statement, balance sheet, and statement of cash flows. Then they can apply these skills to a real-world business challenge.

Introduction to Shipping

This introductory module is considered an important 'opening' to the maritime world. It builds an understanding of the shipping industry and explains the role of shipping and its functions. At the same time, it introduces major aspects and concepts of the industry and overviews fundamental themes and concepts that will be covered later on in the course. The module gives an overview of the shipping industry including its role, services, organisation and the main issues it faces. The main characteristics of the industry are also highlighted.

Shipping Business

This module focuses on how business entities are structured, how they work, how they communicate and how they handle the legal and ethical constraints imposed upon them. The module examines the ships themselves and the disciplines of chartering, ship management, port agency and liner trades.

Business Information Systems

The purpose of this module is to provide students with knowledge and skills required to utilise information systems effectively in an organisational context. The module introduces students to the application and management of information systems in an organisational environment. In addition, this module aims to introduce students to those concepts related to computer-based communication including email networks, internet, world wide web and bibliographic instruction. This module will enable students to consider issues related to ethics, computer security and privacy.

Year 2

Maritime Economics

The aim of this module is to provide an understanding of the structure of the shipping industry, including the business entities, sectors and organisations, as well of the economic principles and policies related to the effective management of shipping companies operating within the global competitive environment. The module unit covers, amongst others, the major economic components of maritime transport, the factors related to supply and demand fluctuations in shipping markets and the relevant decision-making processes required and made by shipping agents. Furthermore, the module elaborates on the international maritime markets and their determinants, cost calculation methodologies in naval transports, and the importance of the upcoming structural changes in the industry.

Port Management and Operations

The main objective of this module is to familiarise students with the essential elements of ports, covering their role and function, administration, management, economics and operation. Moreover, the course will refer students to ports' historic development, to demonstrate their many functions and facets. The module discusses considerations regarding ports' location, infrastructure, cargo handling and storage, and importantly their ownership structure and strategies and finance. The module also examines current and future trends in port management and operation.

Principles of Marketing & Management

This module provides students with a good knowledge of the basic precepts of marketing and management. The major decisions facing marketing executives and top management are considered. The module also covers the major functions of management, in particular planning, organizing, staffing, leading and controlling in the contemporary environment through a variety of theories and models for an effective managerial decision-making.

Human Resource Management

The module provides a broad introduction to principles, policies and best practices of managing personnel at all levels of employment. It puts emphasis on real case situation and practical application of these practices. It gives learners a solid foundation concerning a variety of HR aspects, from the recruiting stage to retirement.

Business Law

This module provides students with an understanding of the legal framework within which business decisions take place and is designed to introduce students to Business Law. The course provides an understanding of the legal framework within which business decisions take place. It draws attention to the legal aspects of business and aims to develop an understanding of the main principles of contract and company law vital for the success of any organisation.

International Trade & Finance

This module provides students with an understanding of the principles and practices of international trade payments and finance. This includes international trade theory; culture influences on international business decisions; explores how all functional business areas (operations, marketing, management, accounting, finance, human resources and law) change in international setting thus developing a strategic framework for analysing international business decisions. Students will have the opportunity to gain an understanding of the international legal and regulatory framework within which international trade has to be conducted, and there is significant emphasis on the practical and operational nature of this subject area.

Year 3

Shipping Law

The module introduces students to general principles of maritime law and carriage of goods by sea law. It provides students with the tools necessary for interpretation, critical analysis and practical application of the clauses commonly used in the London Market in Hull, Cargo, Liability and offshore Energy insurance contracts. The course requires a systematic and methodical approach to cover the material and get familiar with case studies. The aim is to offer an understanding of the various legal concepts, analyse case law, interpret the statute and international conventions and apply the relevant principles involved to commercial situations.

Strategic Management

This module is concerned with the problems of the General Manager and with resolving strategic issues. This module aims to combine the functional analysis of other subjects in order to take a holistic approach to management decision-making. It also helps students understand and communicate with general managers and to provide the initial background for those who themselves intend to have a general management career. The module covers major areas of public controversy and academic interest as far as it affects current business practice.

Marine Insurance

The module provides an in-depth investigation of the legal principles underlying the area of Marine insurance. Different insurance policies and principles are used as a guide while the module also covers the important aspects of marine insurance: from terms and conditions to the practical handling of claims and loss prevention.

Business Entrepreneurship and Innovation

This module involves the application of patterns of behavior to enhance abilities, knowledge and decision making. The module is designed to integrate the two concepts in a way that students see them as a symbiotic relationship rather than isolated and independent activities. The module builds

an appreciation of the need for an entrepreneurial mindset across different contexts including commercial enterprises, family-owned businesses, social enterprises and public social partnerships operating at national and international levels. The practical application of responsible management and an ethical dimension to entrepreneurial and innovative activities play a key role in the discussion and debates that are a key feature of the module. Entrepreneurship is inextricably linked to innovation. This module incorporates innovation into the process of entrepreneurship by demonstrating innovation in all its manifestations and characteristics. Thus, innovation includes novelty, new insights into product development, new services, processes and systems that contribute to achieving competitive advantage or other strategic aims of organisations.

Chartering & Shipbroking

This module introduces students to topics examined in detail in subsequent courses (in later years) and therefore serves as an important introduction to chartering and shipbroking. The scope of this module is quite broad but it specifically provides a foundation for achieving the learning outcomes below.

Operations Management & Logistics

The module aims at outlining the contribution of logistics and operations management to corporate competitiveness. Students will learn how and why the design of the product itself and of its production and distribution process can drive such performances as quality, speed, flexibility, and cost-effectiveness. They will be instructed on how to carry out an assessment of processes' current performance and to identify improvement priorities. Lastly, the module will address the most relevant best practices suitable for achieving improvement targets.

Maritime Logistics

The module focuses on the current developments and practices in logistics and supply chain management within the global maritime industry (i.e., shipping and ports). It aims to:

- > Provide an understanding of the challenges involved in the management of systems for the transportation of goods by sea as well as the optimization of maritime transportation and distribution systems.
- > Stress and enable students to interrogate the importance of the maritime industry within global logistics and supply chain and the impact of current business patterns in logistics and supply chain within the maritime sector.
- > Offer students the tools to understand and be able to assess the strategic approach of shipping companies in the globalised marketplace as well as the logistics-related challenges faced by global port operators.

Liner Shipping

The module aims to introduce the students to the workings of the Liner Shipping Industry and prepare them to become strong entry level employees in any Liner Shipping functionality or be a proficient user of international cargo transportation services.

Shipping and the Environment

The aim of this module is to investigate the various ways in which shipping pollution may affect the environment. It focuses on the interaction between shipping and the natural environment and on how shipping can become more sustainable. Students become familiar with possible paths to improve environmental performance and, in the long term, to a sustainable shipping sector, based on an understanding of the sources and mechanisms of common impacts. Students also gain knowledge on emissions and discharges from ships, prevention measures, environmental regulations, and methods and tools for environmental assessment.

Year 4

Graduate Project

During the 4th year of their studies, students are required to either submit a 10.000-word project OR choose the option of a 6-month internship at a specific shipping organisation and submit a 5.000-word report outlining the learning outcomes of the internship period.

The project/internship is equivalent to one course's worth of credits (10 ECTS). It enables students to display their ability to integrate what they have learned into a piece of work showing that they can apply what they have learned in a real-world situation. It also provides opportunities to incorporate learning from all courses into the investigation of a real work place problem or opportunity.

During the course of the year, the mentor will monitor the student's progress. Evaluations of progress will be produced twice during the year and submitted to the Programme Coordinator, with a copy given to the student.

Seminars are provided throughout the semester in order to offer students academic support during their project/internship. Students are allocated a mentor based on their subject of interest. Following the seminars, students are expected to work with their mentor in preparing their project for submission.

The topic of 10.000-word project is decided by students and should focus on an area in shipping of their interest. Students are encouraged to begin thinking about the area of concentration early on. This is why in December students are allocated a tutor to assist them with the preparation and guidance of their project. The structure of the project resembles a dissertation; however, it is not technically a research-based piece of work. It is more a practical project, such as implementing techniques/models in a selected scenario. Potential topics may be generated by the academic staff or the student may submit his/her own to the Programme Coordinator. The Programme Coordinator will then approve the topic and assign a mentor to the student to guide him/her through the project.

A presentation and final report will be due at the end of the academic year. The report will include an introduction, purpose of the report, objectives, subject overview, methodology, evaluation of results and a conclusion. The final mark will be based on an assessment of the quality of the analysis, methodology, results and ideas, the student's knowledge displayed through the work and the organisation and structure of the presentation and final report.

Alternatively, students will also have the opportunity of participating in a six-month internship programme from a list of shipping organisations that our Business School collaborates with. Upon completion of the internship programme, students are required to submit a 5000-word report on the learning outcomes of their experience. A list of specific shipping companies and their departments which are willing to accept CIM students for an internship is provided to students for selection. At the same time, the employer will need to fill in a structured report commenting on the students' tenure.

The 10.000-word project and the 5.000-word internship report are marked by an internal examiner and moderated by an external examiner. Student may be required to support their work in front of an examining panel. Students will develop skills of planning, analysis, critical evaluation and time management.

Supply Chain Management

This module is designed to provide theoretical and practical knowledge and skills in various aspects of logistics and supply chain management. The module aims to enable students to creatively analyse how the concepts of the course can be applied to supply chains in the shipping industry.

Shipping Finance

The module focuses on traditional and alternative sources of finance available to shipping companies, covering both theory and practical examples on the topic. The module provides an overview of relevant topics such as, asset-backed finance, shipbuilding credit, debt financing in private and public markets, structured finance, and bank lending. Instruments covered include, among others, bonds, stocks, structured products, and preferred equity issues. In addition, the module covers topics related to investment appraisal and budgeting, as well as financial analysis and modelling of ship investment.

International Maritime Conventions

The module examines the most important international maritime conventions that are in force. In particular, the conventions covered deal with the carriage of goods and passengers by sea and the protection of the marine environment. In addition, the institutional framework and the stakeholders involved in shipping are discussed.

Business Ethics

The module engages with ethical theory in a business context. It examines influential ideas and philosophies of

ethical behaviour, current developments and governance issues, and the growth of codes and agreements guiding corporate social responsibility. The module seeks to examine current debates on the nature of the enterprise and its role and impact on society. The implications of creating and sustaining an ethical approach to entrepreneurial activities are identified and examined, and approaches to the management of business ethics appraised. Different ethical theories are used to undertake this analysis.

Managing Maritime Safety

The module provides a thorough understanding of contemporary maritime safety and its management. It provides varying viewpoints on traditional safety topics in conjunction with critical discussions of the international safety management code and its application. The module also offers new perspectives on maritime safety such as ship and equipment design for safety and the relevance of safety management systems, in particular the application of the ISM code to remote controlled or autonomous ships.

Global Logistics

This module applies key concepts of logistics to provide you with an understanding of the strategic and operational roles of logistics in the global business environment. Emphasis is placed on global and pan-European systems for materials sourcing and product distribution, to enable you to learn how businesses configure their supply chains to compete in today's major trading blocs. Early topics identify key issues in global logistics and contrast international and domestic logistics systems. This module will give students a comprehensive understanding of concept, tools and techniques involved in international logistics management.

E-logistics and Systems Management

The module provides the latest and most comprehensive coverage on digitalization in logistics and supply chain.

This module aims to:

- > Introduce students to all transport modes and the role of ICT in supporting an integrated freight and supply chain network.
- > Examine in depth support systems for B2C and B2B e-commerce and e-fulfilment, warehouse management, RFID, electronic marketplaces, global supply network visibility and service chain automation. Industry case studies are used to support the discussion.

Green logistics and Sustainability

The module provides an insight on the environmental impacts of logistics and the actions that companies and governments can take to deal with them. It introduces contributors and international case studies that illustrate the impact of green logistics in practice. It also covers the links between green logistics and corporate social responsibility and a series of postscripts examining the effects of new developments, such as 3D printing, distribution by drone, the physical internet and the concept of peak freight.



6.3

Nicosia / Limassol

UWL BA (Hons) Business Studies With Digital Marketing (3 Years)



Modules

Year 1

1. Principals of Management
2. Professional Skills
3. Management in Practice
4. Principles of Digital and Social Media Marketing
5. Employability Skills
6. Analysis of Real-World Issues

Year 2

1. Marketing and Brand Management
2. Web design and Development
3. Social Media and Analytics
4. Organisational Behaviour
5. Leadership and Teams
6. Group Business Development Applied Project

Year 3

1. Strategic Management
2. Career Strategy and Planning
3. Business Sustainability and Social Responsibility in Practice
4. Critical Inquiry in Marketing
5. Digital Marketing Consulting in Practice



Course Objectives

This course was developed in response to the growing need for business management professionals to play an active role in acquiring, converting and retaining customers using digital channels.

Success in delivering products and services to the market and sustaining competitive advantage is increasingly driven by streamlined processes. These processes have increased the need for individual employees to become confident, evidence-based decision-makers.

This course will introduce you to the customer-centric strategies that enable organisations to integrate management, resourcing and communications into silo-free structures. The course also recognises the requirement for professionals to be able to analyse and evaluate digital marketing campaign performance in the face of active competition and constant changes in consumer purchasing preferences and behaviour.

The course also anticipates the growing demand for professionals to understand how strategies for business growth must also be supported by genuine sustainability and social responsibility. To support long-term career progression and professional durability, several modules are focused on career development, leadership abilities and collaborative work practices. Modules will provide you with the opportunity to engage in project-driven critical enquiry into SME, start-up and enterprise marketing contexts and problems. Working as client-facing consultants, you will deliver projects that showcase genuine commercial experience and outcomes.

This combination of contemporary business management skills, digital campaign delivery and real-world experience will provide you with a competitive edge in the job market.

Why study this course?

This course offers a unique opportunity to gain practical skills and knowledge in business and digital marketing, equipping you for a successful career in these fields.

The course is delivered in a series of cycles integrating theory, skills, and practical elements. Each cycle introduces important foundational frameworks and helps you put theory into practice across a range of real-world scenarios and contexts.

The course content reflects the latest professional insights and academic research on business and digital marketing. To meet your personal development and employability needs, a substantial number of completely new modules have been developed which are aligned to current theory, skills and practice demands.

By the end of your studies, you will also have gained knowledge of consulting on digital marketing and business issues in a real-world context.

Recognition

The above programme is recognised by UK NARIC. It is also recognisable by KYSTATS and thus qualifies for subsidy by the Cyprus government of up to €3,417.

Admission Requirements

- > Secondary School Leaving Certificate with average 15/20
 - > 15/20 in English on the High School Leaving Certificate, or IELTS 5.5, or GCSE C or equivalent.
- Exemptions may be granted on a case by case basis.

Commencement

All UWL programmes commence in September and January only, subject to demand.

Assessment

Year 1

Principles of Management

Written Examination 50%, Written Examination 50%

Professional Skills

Oral Assignment 100%

Management in Practice

Written Examination 30%, Portfolio 70%

Principles of Digital and Social Media Marketing

Written Assignment Report (2000 words) 100%

Employability Skills

Written Assignment 30%, Oral Assignment 70%

Analysis of Real-World Issues

Written Assignment 40%, Written Assignment 60%

Year 2

Marketing and Brand Management

Written Assignment 100%

Web design and Development

Artefact 100%

Social Media and Analytics

Written Assignment 100%

Organisational Behaviour

Written Assignment 100%

Leadership and Teams

Oral Assignment 60%, Written Assignment 40%

Group Business Development Applied Project

Portfolio 100%

Year 3

Strategic Management

Written Assignment 100%

Career Strategy and Planning

Portfolio 40%, Portfolio 40%, Oral Assignment 30%

Business Sustainability and Social

Responsibility in Practice

Written Assignment 100%

Critical Inquiry in Marketing

Written Assignment Proposal (3000 words) 100%

Digital Marketing Consulting in Practice

Oral Assignment 50%, Written Examination 50%

Modules Aims

Year 1

Principals of Management

This module has been designed to give you a basic understanding of organisations with emphasis on conceptual and interpersonal skills, an overview of the challenges that arise for managers in organisational settings, and to provide you with an introduction to the concepts and theories that can be useful in facilitating effectiveness.

Professional Skills

In this module, you will learn to outline academic writing skills and presentation skills, show effectively working with others towards the completion of a task (teamwork skills), present skills in oral and written communication in the business environment, as well as duplicate the importance of business etiquette and the importance of rules and values in an organisation.

Management in Practice

In this module, you will develop job-specific knowledge and techniques needed to proficiently perform work tasks. You will also practise and improve the ability to work well with other people individually and in a group. Additionally, you will have the opportunity to practise taking a managerial approach to thinking and conceptualising about abstract and complex situations.

Principles of Digital and Social Media Marketing

You will be introduced to digital marketing and its impact on marketing. You will learn about the online marketplace and conduct micro analysis as well as learn about the macro environment of digital marketing. You will gain an overview of digital marketing strategy and learn how to use digital marketing and social media tool to create effective digital experiences.

Employability Skills

In this module, you will develop the personal and professional skills to prepare you for the world of work and understanding the concept of employability; reflecting on your career journey; and developing an active LinkedIn profile. The module will link closely with the other modules delivered during the semester and will help you to prepare for your future career and grasp core business theory.

Analysis of Real-World Issues

The aim of this module is to enable you to critically evaluate the challenges faced by organisations in today's perplexing business environment nationally and internationally. Furthermore, this module will allow you to critically examine the type, nature and gravity of those challenges and create an organisation which is flexible and fluid to adopt to those challenges.

Note: The School reserves the right to change its form of assessment.

Year 2

Marketing and Brand Management

On this module you will explore issues such as designing processes, making decisions about location, layout and capacity management, managing the supply chain, and managing quality. In particular, you will focus on practical examples and case studies. This will involve assessments in groups and/or individually in which you will present your research findings, before a final written exam.

Web design and Development

The aim of the module is to give the student the ability to evaluate, edit and create websites. Furthermore, this module will allow the student to create e-commerce and to explore user friendly web content management system that facilitates the creation of professional web interfaces including e-commerce and blogs.

Social Media and Analytics

The module aims to equip students with both theoretical knowledge as well as practical skills on the topic of social media and analytics tools and strategies. Students will explore, analyse and evaluate theories on the context of social media, types of actors, content writing, types of platforms in social media that will further on be applied to cases of organisations. A range of social media analytics tools will be discussed, and students will learn how to use various functions of social media analytics tools in order to monitor discussions and use sentiment analysis. Students will learn how to critically appraise social media campaigns and evaluate results using social media analytics tools.

Organisational Behaviour

On this module you will gain critical knowledge of how organisations work, and how individuals and groups affect organisational success or failure. You will explore the emerging workplace realities of self-leadership, networks, knowledge management and virtual teams, as well as organisational learning and working within culturally diverse work-place communities.

Leadership and Teams

In this module, you will have the opportunity to review the skills required to develop high performance working teams in the current business context. You will also explore the theories and models of group dynamics, communication, motivation, diversity, etc. Additionally, you will have to consider their implications for leadership in a team environment.

Group Business Development Applied Project

In this module, you will have the opportunity to work in groups and identify and develop a business projects for an organisation. Furthermore, this module is also aimed at understanding the groups dynamics and how to work in group by eliminating conflicts and work towards a common goal.

Year 3

Strategic Management

In this module, you will learn to explain the basic concepts, principles and practices associated with strategic management process. You will also critically analyse the internal business environment to determine strength and weaknesses and inform strategic management decisions for a given organisation using appropriate frameworks. Additionally, you will be able to critically analyse the external business environment to determine opportunities and threats and inform strategic management decisions for a given organisation using appropriate frameworks.

Career Strategy and Planning

This module will give you the opportunity to apply professional career management skills designed to assist you in actively planning and preparing for your future careers.

Business Sustainability and Social Responsibility in Practice

In this module, you will critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications. You will also investigate changing approaches and attitudes to sustainability and corporate social responsibility. Additionally, you will have to critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics.

Critical Inquiry in Marketing

The module teaches the overall process and steps required to formulate and develop marketing or/and social media marketing research project based on a specific marketing challenges and associated data within that specific problem domain. The process of using available literature, tools and hypothesise on propositions are reviewed in an empirical manner. It enables students to understand marketing and/ or digital and social media marketing research and produce a critically informed research proposal suitable for a marketing project. In addition, it will enable students to put into practice skills and insights gained in order to solve a real-world based marketing challenges.

Digital Marketing Consulting in Practice

This is a taught module that aims to equip students with a knowledge of the digital marketing consulting in the real world. Students will complete a guided consultancy project to develop their ability to deliver a basic consultancy to a client in addressing a real-world problem.

6.4

Nicosia / Limassol

UWL BA (Hons) Accounting & Finance (3 Years)



Modules

Year 1

1. Introduction to Financial Accounting
2. Digital Skills for Accountants
3. Quantitative Methods
4. Introduction to Management Accounting
5. Introduction to Economics
6. Introduction to Sustainability in Accounting

Year 2

1. Auditing in Context
2. Financial Accounting
3. Taxation
4. Business and Corporate Law
5. Financial Management
6. Management Accounting

Year 3 / Compulsory

1. Corporate Finance
2. Financial Reporting
3. Performance Management and Control

Year 3 / Electives (3 out of 4)

1. Personal and Corporate Taxation
2. Auditing
3. Analysis Report on Current Issues in Accounting and Finance
4. Blockchain Technologies in Finance



Course Objectives

On this Accounting and Finance course you will learn essential principles while developing the practical skills you need to succeed.

Our professionally qualified tutors all have industry experience, most of them with the Big Four accounting firms; with their guidance you will grow your understanding of current practices.

As a team, we do everything we can for our students, but do not take our word for it. Since the student satisfaction ratings were first introduced, this course has frequently featured in the top ten accounting degrees in the country.

Alongside your specific professional abilities, we will encourage you to develop the transferable skills that will help you to stand out to potential employers. These include analytical, research and communication skills.

All our teaching staff pride themselves on putting students first, and you will always have academic support when you need it. Your tutors will work with you as an individual to make the most of your career opportunities.

You will listen, learn, discuss and gain hands-on experience of how business and finance work through:
lectures / seminars / tutorials / workshops.

When you graduate, provided you have passed specific accredited optional modules at Level 6/Year 3, you will be awarded up to nine exemptions from ACCA and it is possible to become an ACCA-qualified accountant within two years of graduation.

Benefits

The course provides the maximum exemptions (9 papers) from the ACCA examinations. There is no University that receives a higher number of exemptions.

Why study this course?

This accounting and finance degree at the University of West London will help you gain both knowledge and practical experience.

You will learn from professional accountants who will support your academic and career goals, equipping you to compete in the financial jobs market.

The course is designed to maximise exemptions from the exams set by professional accountancy bodies such as the Association of Chartered Certified Accountants (ACCA).

This means you will sit fewer ACCA exams and you could shorten the length of time it takes you to gain your professional qualification.

Exemptions from Professional Bodies

Holders of the BA degree in Accounting and Finance are eligible for maximum exemptions from ACCA (9 out of 14) and 5 exemptions from CIMA's Certificate level.

Recognition

The above programme is recognised by UK NARIC. It is also recognisable by KYSATS and thus qualifies for a subsidy by the Cyprus government of up to €3,417.

Admission Requirements

- > Equivalent qualifications eg. Secondary School Leaving Certificate with average 15/20
 - > 15/20 in Mathematics on the High School Leaving
 - > 15/20 in English on the High School Leaving Certificate, or IELTS 5.5, or GCSE C or equivalent.
- Exemptions may be granted on a case by case basis.

Commencement

All UWL programmes commence in September and January only, subject to demand.

Assessment

Year 1

Introduction to Financial Accounting

Written Assignment 40%, Written Examination 60%

Digital Skills for Accountants

Portfolio 100%

Quantitative Methods

Written Assignment 40%, Written Examination 60%

Introduction to Management Accounting

Written Assignment 40%, Written Examination 60%

Introduction to Economics

Written Assignment 40%, Written Examination 60%

Introduction to Sustainability in Accounting

Artefact 100%

Year 2

Auditing in Context

Written Assignment 40%, Written Examination 60%

Financial Accounting

Written Assignment 40%, Written Examination 60%

Taxation

Written Assignment 40%, Written Examination 60%

Business and Corporate Law

Written Assignment 40%, Written Examination 60%

Financial Management

Written Assignment 40%, Written Examination 60%

Management Accounting

Written Assignment 40%, Written Examination 60%

Year 3

Corporate Finance

Written Assignment 40%, Written Examination 60%

Financial Reporting

Written Assignment 40%, Written Examination 60%

Performance Management and Control

Written Assignment 40%, Written Examination 60%

Auditing

Written Assignment 40%, Written Examination 60%

Personal and Corporate Taxation

Written Assignment 40%, Written Examination 60%

Analysis Report on Current Issues in Accounting and Finance

Written Assignment 100%

Blockchain Technologies in Finance

Oral Assignment 50%, Written Assignment 50%

Note: The School reserves the right to change its form of assessment.

Modules Aims

Year 1

Introduction to Financial Accounting

The module aims to develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparation of basic financial statements. Upon successful completion of this module, you should have a solid base from which to continue onto Level 5/Year 2 Financial Accounting and Level 6/Year 3 Financial Reporting.

Digital Skills for Accountants

The aim of this module is to provide you with a range of digital skills required to succeed in the workplace as well as throughout your studies. You will be introduced to research skills and methods in the field of accounting and finance, both of a quantitative and qualitative nature. You will also learn to critique, prepare and present findings in an impactful manner to specialist and non-specialist audiences, and reference your findings using the Harvard referencing system.

You will also develop data analysis and general IT skills through spreadsheet modelling and using accounting software which are essential for accountants. You will be exposed to social media platforms for professional networking (Eg: LinkedIn), learn to use online platforms (Eg: Canva) to design your CV, and engage in career-focused activities.

Quantitative Methods

The module aims to provide an understanding of the role of data analysis in business and finance. Develop basic analytical and numerical skills into an ability to approach and solve business problems and develop the ability to interpret numerical results as an aid to decision-making.

Introduction to Management Accounting

The module aims to develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business contexts. Upon successful completion of the module, you should have a solid base from which to continue on Level 5/Year 2 Management Accounting and Level 6/Year 3 Performance Management and Control.

Introduction to Economics

The aim of the module is to help you to develop an awareness of the economic environment in which business operates, within a local, national and international context.

Introduction to Sustainability in Accounting

This module aims to give you a deeper understanding of sustainable business operations and the important role played by professional accountants in helping companies embed sustainability into their corporate strategies to deliver long-term value to stakeholders. The module also explores the important role of data analytics in sustainable business practices.

Year 2

Auditing in Context

The aim of this module is to enable you to demonstrate an understanding of auditing principles and regulations in a business context for organisations in the UK. You will learn to apply the audit procedures in a variety of simple practical situations. Upon successful completion of this module, you should have a solid base from which to continue onto Level 6/Year 3 Auditing.

Financial Accounting

The aim of the module is to build and further develop the knowledge and skills taught in Level 4/Year 1/Year 1 Introduction to Financial Accounting. You will gain a deeper understanding of applying accounting standards and the theoretical framework in the preparation of financial statements of entities, and how to analyse and interpret those financial statements.

Upon successful completion of the module, you should have a solid base from which to continue onto Level 6/Year 3 Financial Reporting.

Taxation

The module aims to develop knowledge and skills relating to the tax system as applicable to individuals. Upon successful completion of this module, you should have a solid base from which to continue on to Level 6/Year 3 Personal and Corporate Taxation.

Business and Corporate Law

The module aims to develop knowledge and skills in understanding the general legal framework and specific legal areas relating to business, recognising the need to seek further specialist legal advice where necessary.

Financial Management

The module aims to develop the knowledge and skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions. Upon successful completion of this module you should have a solid base from which to continue on to Level 6/Year 3 Corporate Finance.

Management Accounting

The module aims to build on knowledge and skills taught at Level 4/Year 1/Year 1 (Introduction to Management Accounting) and develop an understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business contexts. Upon successful completion of this module, you should have a solid base from which to continue onto Level 6/Year 3 Performance Management and Control.

Year 3

Corporate Finance

This module builds on knowledge and skills taught at Level 5/Year 2 (Financial Management) and aims to develop the skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions.

Financial Reporting

The aim of the module is to build and further develop knowledge and skills taught at Level 4/Year 1/Year 1 (Introduction to Financial Accounting) and Level 5/Year 2 (Financial Accounting) in understanding and applying accounting standards and the theoretical framework in the preparation of financial statements of entities, including group entities, and how to analyse and interpret those financial statements.

Performance Management and Control

The module aims to build on knowledge and skills taught at Level 4/Year 1 (Introduction to Management Accounting) and Level 5/Year 2 (Management Accounting and develop knowledge) helping develop skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision-making, performance evaluation, and control.

Auditing

This module builds on Level 5/Year 2 Auditing in Context and aims to enable you to demonstrate a detailed understanding of auditing principles and procedures applicable to business organisations and to select and apply those procedures in a variety of practical situations.

Personal and Corporate Taxation

The module aims to build upon the knowledge and skills gained at Level 5/Year 2 (Taxation) and develop knowledge and skills relating to the tax system as applicable to individuals, single companies, and groups of companies.

Analysis Report on Current Issues in Accounting and Finance

The module aims to enable you to engage in a knowledge-based debate with your peers on selected current issues in accounting and finance.

This is not a taught module, it is a research project that focuses on the current issues in the accounting and finance profession.

Blockchain Technologies in Finance

The module aims to demystify the world of blockchain technology for accountants and will enable you to get to grips with technological advances and digital disruptors, give a clearer understanding of what they mean to the role of a professional accountant, and how to make informed decisions about adopting and using new technologies.

6.5

Nicosia / Limassol

UWL LLB (Hons) Law (3 Years)



Modules

Year 1

1. Concepts and Foundations of Criminal Law and Offences against Persons
2. Constitutional Law
3. English Legal System
4. Contract Law
5. Criminal Law – Fraud and Crimes Against Property and Defences
6. Public Law

Year 2

1. European Union Law
2. Property Law
3. Tort Law
4. Equity and Trusts
5. Land Law
6. Mooting and Advocacy Skills

Year 3

1. Company Law
2. Employment Law
3. Intellectual Property Law
4. Civil Litigation and Practice
5. Commercial and Consumer Law
6. International Human Rights Law



Course Objectives

This law degree lets students focus on applying knowledge in practice, using real-world legal scenarios. It gives students the knowledge, tools and experience that will ready them for a rewarding career as a legal professional. All modules are taught with reference to current legal practice, by experts in the field, in order to ensure students are up-to-date with all ongoing changes in the profession.

As students work towards attaining their LLB degree, they will develop a thorough understanding of the complexities of the legal system. They also develop key skills to help them navigate their new career.

We aim to give students a well-rounded education in all aspects of the law, so they will experience:

- > close interaction with teaching staff
- > learning support as an integral element of modules
- > focus on employability skills, including presenting, mooting, advocacy, and research
- > In addition, they will have the chance to learn from the wisdom and experience of leading guest speakers, including academics, barristers, judges and solicitors. Their expertise will raise students' awareness of how the law operates in the real world.

Admission Requirements

- > High School Leaving Certificate with average 15/20
 - > GCSE, O'Level in English or IELTS 5.5 or 15/20 in English on the High School Leaving Certificate
- Exemptions may be granted on a case by case basis.

Career Progression

You could go on to work as a:

- > barrister
- > chartered legal executive (England and Wales)
- > paralegal
- > solicitor

Commencement

All UWL programmes commence in September and January only, subject to demand.

Assessment

Year 1

Concepts and Foundations of Criminal Law and Offences against Persons

Assignment 50%, In-class test 50%

Constitutional Law

In-class test 50%, In-class test 50%

English Legal System

In-class test 50%, In-class test 50%

Contract Law

Assignment 50%, In-class test 50%

Criminal Law – Fraud and Crimes Against Property and Defences

Assignment 50%, Assignment 50%

Public Law

In-class test 50%, In-class test 50%

Year 2

European Union Law

Assignment 50%, Exam 50%

Property Law

In-class test 50%, Assignment 50%

Tort Law

Assignment 50%, In-class test 50%

Equity and Trusts

Assignment 50%, Assignment 50%

Land Law

In-class test 50%, Exam 50%

Mooting and Advocacy Skills

Oral Assignment 35%, Written Assignment 15%,

Oral Assignment 50%

Year 3

Company Law

Assignment 50%, Exam 50%

Employment Law

Assignment 50%, Exam 50%

Intellectual Property Law

Assignment 50%, Exam 50%

Civil Litigation and Practice

Assignment 50%, Exam 50%

Commercial and Consumer Law

Assignment 50%, Exam 50%

International Human Rights Law

Oral Assignment 40%, Exam 60%

Note: The School reserves the right to change its form of assessment.

Modules Aims

Year 1

Concepts and Foundations of Criminal Law and Offences against Persons

The first aim of this module is to enable students to understand certain key aspects of criminal law, such as the criminal process, actus reus, mens rea, legal capacity and the main offences against the person and to consider possible reforms in the law. The second aim of the module is to further develop problem solving techniques, including the identification and application of relevant law to factual situations.

Constitutional Law

This module is designed to enable students to develop an understanding of the key principles and core concepts underpinning constitutional law.

The aims of the module are as follows:

- > Understand what a constitution is and why it is necessary
- > Understand the key characteristics of constitutions
- > Understand the importance of constitutional principles
- > Develop an understanding of the different sources of constitutional law
- > Develop an understanding of the constitutional sources of the powers available to different governing

English Legal System

This module is designed to enable students to develop an understanding of the English Legal System.

The aims of the module are as follows:

- > Understand the basic structure of the English Legal System
- > Understand the different sources of law within the English Legal System
- > Understand the various roles performed by key institutions and people within the English Legal System
- > Develop an understanding of the criminal trial process, including the roles of the police and judges with respect to sentencing

Contract Law

The module examines the key areas of contract law including; formation of contract, consideration, terms of contracts, exemption clauses, vitiating factors, misrepresentation and remedies for breach. It aims to develop skills in the areas of legal problem solving and communication of this in a clear and professional manner.

Criminal Law – Fraud and Crimes Against Property and Defences

The first aim of this module is to enable students to understand certain key aspects of the criminal offences of fraud, theft, criminal damage, robbery, burglary and handling plus the main related defences available to defendants, and to consider possible reforms in the law. The second aim of the module is to further develop problem solving techniques, including the identification and application of relevant law to factual situations.

Public Law

This module is designed to enable students to develop an understanding of public law.

The aims of the module are as follows:

- > Understand the main institutions involved in government
- > Understand the linkage between constitutional law and administrative law
- > Understand the sources of public law
- > Develop an understanding of the main principles of public law such as the rule of law (including the principle of legality and due process), the separation of powers, Parliamentary sovereignty, Parliamentary accountability of the Executive, representative democracy and responsible government
- > Develop an understanding of the key mechanisms available under administrative justice
- > Develop an understanding of Judicial Review – the various hurdles, the procedure and the grounds for Judicial Review

Year 2

European Union Law

This module is designed to enable students to develop an understanding of the English and European Legal Systems.

The aims of the module are as follows:

- > Understand the basic structure of the European Union
- > Develop an understanding of the sources of law in Europe
- > Understand the various roles performed by key law-making institutions in Europe
- > Understand the key principles of EU law, including supremacy, direct effect, indirect effect and state liability
- > Understand the Court of Justice of the EU and references under Art 267 TFEU
- > Understand EU law relating to freedom of movement of goods and of workers

Property Law

Property law is the area of law that focuses on the various forms of ownership in real property (land) and personal property. Thus, property refers to legally protected claims to land and personal property. This module explores the respective concepts of property law in English Law, including Equity. We shall explore and critically consider the way in which people – often several at the same time - acquire rights over land, and how disputes over these rights can be avoided, and if not, avoided then resolved. The principles of the Land Registration Act 2002 will be a key part of the module.

Tort Law

The aims of the module are to:

- > equip students with appropriate and relevant substantive and contextual knowledge of the rules, principles and

policy factors underpinning the development and application of Tort Law in England and Wales;

- > enable students to conduct research using appropriate information technology (IT), including statistics and other numerical data, in order to resolve problems caused by breaches of Tort related obligations and to maintain and update their expertise;
- > help students to develop an understanding of how interpersonal interests are affected and protected by the Law of Torts; and
- > facilitate the active development of skills in order to be able to make use of the process by which disputes involving Tort law are resolved.

Equity and Trusts

The aim of the module is to enable students to This module includes the study of both Equity and the law of Trusts in English Law. It introduces the concept of equity and explores the creation of equitable interests and the rules applicable to their transfer. It provides students with a knowledge and understanding of the trust mechanism and the rules which apply to its creation and operation. This module enables students to identify and analyse the different types of trust, examining the distinctions between express and implied trusts and the circumstances in which are expressly created and the circumstances in which implied trusts arise, together with the importance of such trusts and their application.

Land Law

This module will deal with the main principles of Land Law. Land law deals with the rights to use, alienate, or exclude others from land. We shall focus on the creation and determination of leases, encumbrances over land, in particular easements, the law of mortgages and the creation and passing of freehold restrictive covenants.

Mooting and Advocacy Skills

The module aims to enable students to undertake effective undergraduate study of law whilst instilling them with the skills required in the areas of oral presentation skills, advocacy and mooting.

Students will be provided with opportunities to become familiar with a range of legal research skills and drafting skills in the context of advocacy and mooting.

Year 3

Company Law

This module develops a critical understanding of the legal framework in which modern companies operate and in particular it examines the nature, formation, constitution, capital structure, internal affairs, management and insolvency of different companies in the context of modern business practice.

Employment Law

The first aim of this module is to enable students to understand certain key aspects of employment law, including the employment protection given to individuals and what remedies are available if these provisions are not complied with. The second aim of the module is to build on the knowledge of contract law which students have studied at level one and to apply this knowledge in a practical context. The final aim of the module is to further develop the problem-solving techniques, including the identification and application of relevant law, which students have been introduced to whilst studying modules at levels 4 and 5.

This module will look at key aspects of the function, practical context and principles involved in employment law. It will primarily focus on the major areas of individual employment law including wrongful dismissal, unfair dismissal and discrimination. The module will build on the knowledge of contract law, which all students will have, whilst also showing them one area of UK law where the impact of Employment Law is substantial and continuing.

Intellectual Property Law

This Module Study Guide has been designed to guide students studying the Intellectual Property Law module as part of the LL.B. The module will introduce students to the key areas in the law relating to Intellectual Property, including copyright, patents and trademarks.

Civil Litigation and Practice

- > To enable students to understand the most common actions and procedures in civil litigation and practice (i.e. it provides context to the law already studied on the degree and complements the study of law, process and procedure covered in other modules on the LLB such as Contract Law, and Tort).
- > To enable students to understand the way in which the law and procedure underpins legal practice.
- > To encourage critical awareness of the development of the legal system and its changing nature.
- > To further develop students' problem-solving techniques including identification of the relevant legal issues and procedures.
- > To further develop students' legal skills such as interviewing, drafting, writing, advocacy and negotiation.
- > Students that undertake this will be encouraged to participate in the Community Advice Project run by the School of Law and Criminology.

Commercial and Consumer Law

The object of this module is to introduce students to the law relating to commercial and consumer law, an area which affects us all. The aim of this module is to enable students to fully understand and contextualise the legal principles relating to selected commercial and consumer transactions and how these impact on businesses and consumers.

International Human Rights Law

This module will explore how human rights theory has developed (both up to and since) the United Nations Declaration of Human Rights. The expansion of rights-based arguments from Thomas Paine through to contemporary theory will be discussed, as well as the expansion in the international law of rights such as the International Covenant on Economic, Social and Cultural Rights (ICESCR), and other international human rights treaties. Further issues include the rights of indigenous peoples and issues around global development and social justice. By the end of the module, you will have explored the specific philosophical and theoretical literature on human rights and have acquired an understanding of the historical development of rights-based arguments. You will have learned to evaluate a broad range of issues and contexts related to the national, regional and international human rights doctrines, their tensions and their application, to contextualise the issues of politics and morality to a given human rights question.



07

Description of Postgraduate Programmes



7.1

Nicosia / Limassol

MSc. Human Resource Management (14 Months FT / 24 Months PT)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Compulsory:

1. Human Resource & Talent Management – Yearly
2. Organisational Behaviour & Change Management – Yearly
3. Employment Law – Term 1
4. Employee Relations – Term 2
5. Research Methods – Yearly
6. Dissertation – Yearly

Electives (2 out of 6):

1. Leadership & Corporate Strategy - Yearly
2. International HRM - Yearly
3. Strategic HRM - Yearly
4. Ethics & Corporate Social Responsibility - Yearly
5. Equality, Inclusion and wellbeing in the Workforce – Yearly
6. Critical Issues in HRM - Yearly

7.1.1

Nicosia / Limassol

MSc. Human Resource Management - Corporate Strategy (14 Months FT / 24 Months PT)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Compulsory:

1. Human Resource & Talent Management – Yearly
2. Organisational Behaviour & Change Management – Yearly
3. Employment Law – Term 1
4. Employee Relations – Term 2
5. Research Methods – Yearly
6. Dissertation – Yearly

Electives (2 out of 3):

1. Leadership & Corporate Strategy - Yearly
2. International HRM - Yearly
3. Strategic HRM - Yearly

7.1.2

Nicosia / Limassol

MSc. Human Resource Management - Corporate Sustainability (14 Months FT / 24 Months PT)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Compulsory:

1. Human Resource & Talent Management – Yearly
2. Organisational Behaviour & Change Management – Yearly
3. Employment Law – Term 1
4. Employee Relations – Term 2
5. Research Methods – Yearly
6. Dissertation – Yearly

Electives (2 out of 3):

1. Ethics & Corporate Social Responsibility - Yearly
2. Equality, Inclusion and wellbeing in the Workforce – Yearly
3. Critical Issues in HRM - Yearly



Course Objectives

The programme's primary objective is to provide knowledge and develop different kinds of managerial skills for the effective management of human resources and for devising and implementing corporate strategy/governance in any corporate setting. Knowledge and competences lie in the minds of people of an organization. The emphasis of the programme is on human resources and on how any organization looking to create and maintain a competitive advantage, must connect recruiting, developing, and managing people for effective implementation of strategy and governance.

This MSc programme will accelerate students' managerial and leadership development process. Those who graduate with this MSc are guaranteed to have an in-depth knowledge of management skills and operating techniques and that their existing knowledge will be significantly increased. Management in both the private and public sectors requires executive training, vision, analytical skills, the ability to implement far-reaching decisions, and the ability to self-reflect. These are some of the core learning outcomes of this MSc.

The programme offers students the ability to specialize in either Corporate Strategy or Corporate sustainability, so allowing human resource managers to operate at a strategic level and manage their organisations effectively in the complex and uncertain business environment of today. The new specialisations are aligned with the new market trends and were developed in close consultation with the industry.

Recognition

The CIM MSc. HRM is the first MSc. of its kind to be offered in Cyprus and enjoys world-wide recognition. Apart from recognition by SHRM (US), the CIM MSc. HRM has been accredited by the Cyprus Quality Assurance Agency and is therefore recognised by KYSATS. Cypriot students are eligible to apply for government subsidy up to €3420.

Aims

- > To acquire the technical skills required in human resource management.
- > To identify the importance of motivation in terms of knowledge and practice as well as to maintain talented employees by reducing turnover.
- > To enhance the ability to use data and apply analytical strategic skills in solving HRM problems and making competitive strategic decisions.
- > To create an ability which will enable students to organize people and exercise leadership in culturally diverse environments.
- > To enhance the ability to exercise ethical judgement and design corporate strategic decision making.
- > To acquire the strategic knowledge necessary for effectively managing an organizations' human resources in a competitive manner.

Commencement

Classes commence in October.

The academic year runs from October to May, when the final exams take place. From June onwards, students work on their dissertation, which must be submitted in October.

Admission Requirements

- Entry requirements are flexible 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 obtain from the programme. The usual minimum requirements are:
- > A Second Class Honours Bachelor Degree from an accredited University
 - > English competency e.g. IELTS 6.0, GCSE C OR equivalent qualification

Assessment

Students sit examinations once a year, in May.

The weighting of results is as follows:

Assignments: 40%

Final exams: 60%

All modules have 2 assessment components:

- > Two Assignments worth 20% each (January & April) for Yearly modules
- > Final Examination for all modules* worth 60%

The pass mark is 50%

Students must pass all modules as well as the Dissertation.

Note 1: *The module of Research Methods is assessed solely by the Research Proposal

Note 2: Some assignments are in the form of group work followed by a presentation and self reflective report

Dissertation

A key requirement of the MSc. is a dissertation of 10,000 words, which must be submitted at the beginning of October or, in case the dissertation is found wanting further revision by the Business School'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 MSc. 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 theses once exams are over in June. They must submit their work at the beginning of October of the same year. Students are allocated a tutor, who assists them in the early stages of research. The Business School encourages students to undertake studies that are of a current concern to a real organisation, preferably their own if employed.

The pass mark is 50% and students' final grades will be indicated on their transcript. In case the dissertation is not of an acceptable standard, students, may re-submit their work, by mid-December at the latest, at a cost of 200 Euros. If the dissertation is again found to be unsatisfactory, then the student will fail their MSc.

Modules Aims

Human Resource & Talent Management

This module aims firstly, to offer students a critical introduction to the key elements of human resource management as well as an introduction to the employment law on each of these elements. Secondly, it demonstrates how the social sciences can assist in understanding the management of human resources; and to examine and evaluate human resource policies and practices of organisations. Thirdly, it provides students with an in depth understand and critical knowledge of critical functions, which include human resources planning, recruitment, selection, performance management, compensation, training and development, employee relations and it develops students' ability to analyse and critically evaluate HR policies and practices.

It also aims to appreciate the critical role played by HRM in contributing to the performance and success of every organization. It also provides students an introduction to the Human Resource Information System field, its recent developments and assists students to appreciate its use in a modern organisation.

Organisational Behaviour & Change Management

This module aims to provide the student with the basics of organizational behaviour related to management. It focuses on translating management and organizational behaviour theory to practices that result in organizational effectiveness, efficiency, and human resource development. It also addresses issues such as workforce motivation, incentives, team building and office environments and how we can best manage the dynamics of organizational change. Furthermore, it examines the contemporary principles, techniques and research findings in management and organizational behaviour that are driving high performance and continuous improvement in business today. Finally, it provides the student with an understanding about Diversity in Organization, Attitudes and Job Satisfaction, Personality and Values, Perceptions and Individual Decision Making, Motivation Concepts, Communication, Leadership, Power and Politics, and Conflict and Negotiation. It also imparts knowledge on Organization Culture, Change and Stress Management and the understanding of management and organizational behaviour. These are concepts associated with continuous improvement in individual and group processes.

Employment Law

This module aims to build on the basic Employment Law knowledge students acquire during the course 'Managing Human Resources' and to provide the student with a working knowledge of the principles of employment Law with emphasis in Cyprus Labour Law and its effectiveness. It critically analyses the scope and limitation of the law with particular emphasis to the Cyprus Law and its relation to contract formation, recruitment and selection, employee/ employer rights and responsibilities and discrimination within the below five areas:

- > Introduction to Employment law concepts and definitions

- > Contract of employment
- > Employment conditions and the Cyprus Law
- > Termination of employment
- > Dispute resolution

It also equips students with a deeper understanding of the legal regulation of termination of employment, the role of collective bargaining and employee participation in the workplace.

Employee Relations

This module aims to introduce students to a range of contemporary issues in employee relations, to encourage critical evaluation of different approaches to the management of employee relations, to prepare students for the practical challenges of managing complex employment relationships at work and to provide students with a theoretical foundation of key quantitative methods used in employee relations research.

Research Methods

The module aims to enable students to understand business research, offering an in-depth understanding of relevant approaches and elements of undertaking a research enquiry and to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem. It also produces a critically informed research proposal suitable for a coherent business project that shows detailed knowledge of a topic relevant to the student's programme of study. Finally, it ensures the development of critical core competencies and skills including, defining research questions; setting appropriate research objectives; study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling and analysis methods; effective reporting of results. The importance of ethical conduct in conducting research in both a domestic and in international business contexts. Skills will be put into practice and insights gained to help solve a real-world business problem.

Dissertation

The dissertation provides a means to integrate the theory and knowledge gained from the variety of modules studied throughout the student's time in the programme. The primary aim of the project is to provide students with an opportunity to initiate their own research, collect and analyse qualitative and quantitative information and present their findings in a written report. Such an in-depth investigation enables students to produce a piece of work, which has been instigated, developed and produced as a result of their own initiative. The dissertation is therefore one of the means through which has the opportunity to develop and demonstrate the power of rigorous analysis, critical enquiry, independent judgment and clear expression.

The key aims of the dissertation module are to enable students to plan and conduct an extended piece of postgraduate business/management research, develop critical thinking and management skills towards a management role. Furthermore, to broaden students'

perspectives beyond the limitations of their prior experience, significantly broaden students' creative and research skills to produce original and thought-provoking solutions to real-world management problems and to provide a critical understanding of theory and research methodology.

Leadership & Corporate Strategy

This module aims to enable students to develop and expand their high-level understanding of Corporate Strategy and Leadership in the workplace, and to develop a critical and informed understanding of the business environment and business opportunities in which organisations operate. It also equips students with a range of tools and concepts of strategic analysis, business modelling that will enable them to assess the strategic position of business organisations and to develop them with strategic thinking and vision that can be utilized in formulating strategies, evaluating options, and implementing strategic decisions.

International HRM

This module aims to introduce students to theories and practices of international human resource management (IHRM). Students will develop skills to critically examine the influence of national institutions and culture on the choice and effectiveness of HRM practices. Being able to reflect on the role of HRM policies and practices in achieving desired employee and organizational outcomes, building on a discussion of the challenges and opportunities firms face in managing people and workplaces at the global level are further skills which will be developed.

Strategic HRM

This module aims firstly, to provide students with a critical understanding of the theories, principles, historical trends, current issues and practices relevant to human resource management strategy in organisations. Secondly, to support the development of subject specific and key transferable skills necessary for employment in roles, which require the effective management of both human and knowledge capital within the organisation, therefore extending beyond purely human resource management roles. Thirdly, to explore the shifting of roles from process manager or administrator to strategic business advisor and partner. Lastly, to provide an understanding of the unique strategic positioning of contemporary human resource management and the subsequent demands placed on professionals working in this area.

Ethics & Corporate Social Responsibility

This module aims to critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications to investigate changing approaches and attitudes to sustainability and corporate social responsibility in the frame of corporate governance. To also critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics. Furthermore, it examines the impact of globalisation on enterprise and evaluates diverse ethical models and theories (normative and descriptive).



Equality, Inclusion and wellbeing in the Workforce

This module aims to introduce contemporary themes associated with HRM, with the objective of creating an in-depth and critical exploration of some of the challenges that we face in the workplace today. It delves in depth into issues such as managing diversity, changing patterns of work and careers, working ethically, well-being at work and work-life balance in the context of HRM and Corporate governance. It develops students' ability to analyse and critically evaluate multiple and often competing perspectives that pertain to HRM in today's workplace and governance.

Critical Issues in HRM

This module aims firstly, to introduce contemporary themes associated with HRM, with the objective of creating an in-depth and critical exploration of some of the challenges that we face in the workplace today. Secondly, to delve in depth into issues such as managing diversity, changing patterns of work and careers, working ethically, well-being at work and work-life balance in the context of HRM. Thirdly, to develop students' ability to analyse and critically evaluate multiple and often competing perspectives that pertain to HRM in today's workplace.

7.2

Nicosia / Limassol

Master of Business Administration (14 Months Ft / 24 Months Pt)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Compulsory:

1. Leadership & Corporate Strategy - Yearly
2. Organisational Behaviour & Change Management - Yearly
3. Financial Management - Term 1
4. Economics - Term 2
5. Principles of Research - Term 1
6. Data Analysis - Term 2
7. Final Research Project

Electives (2 out of 7):

1. Strategic Marketing - Yearly
2. Ethics & Corporate Social Responsibility - Yearly
3. International Business & Cyprus in the Global Economy - Yearly
4. Operations Management, Sustainability and Supply Chain Management - Yearly
5. Entrepreneurship & Innovation - Yearly
6. Business Model Innovation and Digital Transformation - Yearly
7. New Digital Technologies - Yearly

7.2.1

Nicosia / Limassol

Master of Business Administration with Entrepreneurship and Digital Innovation (14 Months Ft / 24 Months Pt)

Note:

All optional modules are subject to availability of lecturers and student demand. For a module to run, there must be a minimum of eight students.

Modules

Compulsory:

1. Leadership & Corporate Strategy - Yearly
2. Organisational Behaviour & Change Management - Yearly
3. Financial Management - Term 1
4. Economics - Term 2
5. Principles of Research - Term 1
6. Data Analysis - Term 2
7. Final Research Project
8. Entrepreneurship & Innovation - Yearly

Electives (1 out of 2):

1. Business Model Innovation and Digital Transformation - Yearly
2. New Digital Technologies - Yearly

What is an MBA?

A very successful MBA in both full-time and part-time mode of delivery has been offered both in Nicosia and Limassol since 1993, and is currently accredited by the Cyprus Quality Assurance Agency and recognised by KYSATS. It enjoys worldwide recognition and offers the possibility to its holders to secure a high-ranking position across the industry or continue for PhD studies in Europe and the US. In addition to this general MBA, CIM has also been offering an MBA with Shipping (in Limassol only), which has become the top Shipping Management programme in Cyprus. An e-Learning MBA has also been very recently accredited by the Cyprus Quality Assurance Agency.

The overall purpose of the CIM MBA programme is to develop the analytical and strategic management skills of students using concepts derived from a wide range of business-related fields, thus enabling them to respond creatively and effectively to the challenges of the global business environment. With an optional concentration in Entrepreneurship and Digital Innovation, the programme offers students the option to specialise in this globally growing field.

This overall purpose embraces several distinct and individual objectives:

- > **To provide** a coherent and integrated course of study that will satisfy the needs of career-ready graduates and organisations operating within increasingly complex, dynamic, and diverse external environments.
- > **To develop** students' intellectual ability based on synthesis, reflection, and analysis of complex and changing environments and build graduates' practical management competence through engagement with business.
- > **To enable** students, in terms of personal efficacy, to plan, develop and implement responses to changing environments using an interdisciplinary approach to management.
- > **To cultivate** an international perspective through a mix of blended teaching, teamwork, and opportunities for enterprise visits and promote a creative and entrepreneurial approach to problem solving.

Our MBA consists of a set of core subjects, a selection of elective modules, and an individual Dissertation Project based on experiential learning.

Course Objectives

The CIM MBA programme has been designed for aspiring and ambitious executives. Whatever the stage of our candidates' career, it will accelerate their managerial and leadership development process. Gaining an MBA from Cyprus's premier Business School will enable our students to become more competitive in the marketplace as their 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 students look beyond narrow boundaries and horizons, preparing them for higher-level career development planning.

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 commerce and public sectors ensure that the CIM MBA programme is relevant and has high practical value.

CIM is the most connected Business School in Cyprus in terms of memberships and links with universities and professional bodies. CIM works closely with The Chartered Management Institute (CMI), a professional body engaging business and education to inspire people to become skilled, confident, and successful managers and leaders. With a wealth of practical qualifications, events, and networking opportunities on offer, CMI helps people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. It is anticipated that our graduates will be able to apply for graduate membership with CMI and so have access to thought leadership, research and online resources which provide practical insight for both today's leaders and the next generation. This initiative will increase the standard of professionally qualified managers at CIM as well as the employability of our graduates.

Similarly, CIM has established long relationships with The Chartered Institute of Management Accountants in the UK, one of our oldest affiliations which will bring a wealth of networking opportunities to analyse information to advise strategy and drive sustainable business success.

Optional specialisation in Entrepreneurship and Digital Innovation

The CIM MBA with an optional specialisation in Entrepreneurship and Digital Innovation is designed to give graduates a strong business innovation foundation for a future career in the start-up sector. In this programme, students focus on developing their innovation initiatives through creativity and willingness to take risks as well as an entrepreneurial mindset with strong management skills and market familiarity.

Through courses like Entrepreneurship and Innovation, Digital Tools and Business Model Innovation and Digital Transformation, students also build a strong understanding on how to develop business models – both traditional and innovatively digital.

Recognition

The MBA offered in Nicosia and in Limassol alike is accredited by the Cyprus Quality Assurance Agency and upon completion can be submitted to KYSATS for recognition. As such, Cypriot students are eligible to apply for a government subsidy of up to €3420.

Aims

- > significantly improve graduates' leadership capabilities and skills;
- > demonstrably build graduates' practical management competence through engagement with business;
- > encourage and promote a creative and entrepreneurial approach to problem solving;
- > demonstrably develop graduates' understanding of responsible and sustainable business practices;
- > cultivate an international perspective through a mix of teaching, teamwork, and opportunities for business visits;
- > and produce MBA graduates capable of filling senior management positions in a wide range of national and international organisations.

A fundamental part of students' learning and development is participation in group work. All modules have an assessed group work element embodied in them, with all MBA course members taking part in group exercises. Students are rewarded for good teamwork and according to how well they, as a team, have performed.

We believe that working with talented peers from many different professional and cultural backgrounds and close interaction with the academic staff accelerates students' learning and management development that they can take with them in their future professional plans.

The design of the course proceeds on the premise that effective management requires a combination of broad strategic management knowledge and specialist analytical skills. The core subjects ensure students study essential areas of general management, while the optional modules and individual Dissertation project allow students to build and apply knowledge gained on these core areas. Moreover, through electives, students tailor-make their own version of the CIM MBA to fit their needs. In addition, the optional concentration in Entrepreneurship and Digital Innovation allows students to receive specialised education and help boost an understanding of leadership, management and project-building skills that are necessary for creating a successful business.

The proposed MBA programme includes various elements of work-related, work-based, and work-integrated learning in modules throughout the programmes. The curriculum of the programme has been designed with employability at its core, not as an add-on. Employability skills are embedded in every module of the degree including developing the ability to clearly articulate the skills gained.

Weekly Hours Taught

The number of weekly taught hours for full-time study is 18 teaching periods per week.

The total number of modules taught in one year is 6. For part-time students, the number of weekly teaching periods is 9.



Assessment

The weighting of results is as follows:

Assignments: 40%
Final exams: 60%

All modules have 2 assessment components:

- > Two Assignments worth 20% each (January & April) for Yearly modules
- > -Final Examination for all modules (Term & Yearly) worth 60% (January and/or June)

The pass mark is 50%

Students must pass all modules as well as the Dissertation.

Note 1: *The module of Research Methods is assessed solely by the Research Proposal

Note 2: Some assignments are in the form of group work followed by a presentation and self reflective report

Commencement

Classes commence in October.

The academic year runs from October to May, when the final exams take place. From June onwards, students work on their dissertation, which must be submitted in October.

Admission Requirements

Entry requirements are flexible 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 obtain from the programme. The usual minimum requirements are:

- > A Second Class Honours Bachelor Degree from an accredited University
- > 2 years of work experience
- > English competency e.g. IELTS 6.0, GCSE C OR equivalent qualification

Modules Aims

Leadership & Corporate Strategy

Leadership & Corporate Strategy aims at providing students with an understanding of the strategic aspects and decision making processes of the organization and the tools that top management employs. Furthermore, the module aims to provide students with an understanding of various organizational structures and management processes with emphasis on strategic decisions such as the resource allocations, mergers and acquisitions, diversifications, business analysis, competitor analysis and planning. Finally, the module discusses the role of top managers such as the CEO, or general managers as strategists and how these roles attempt to co-ordinate all business and functions in the organisation to reach its objectives and longer term goals.

Organisational Behaviour & Change Management

The module of Organisational Behaviour & Change Management focuses on the interaction of people in organizations and the consequences of their behaviour for organizational effectiveness and performance. Organisational structures, perceptions and attitudes, technologies and objectives provide the appropriate framework within the behaviour of individuals, groups, networks hierarchies and organizations. This module aims to provide students with an understanding of a systematic set of behavioural science concepts for analyzing human behaviour in organizations. Further it provides the opportunity for relating these theoretical ideas to realistic organizational problems through practical experience within the corporate environment. The module aims to increase the ability to influence, lead and manage others effectively in organizational contexts. The major theories and research findings in this area derive from the academic disciplines of psychology, sociology and anthropology and students will be required to familiarize themselves as directed. It is expected that the knowledge gained will be used in case study analysis. In this way students are expected to improve their ability to perceive the drivers of organizational behaviour and to form diagnostic conclusions as a basis for managerial action and change management.

Final Research Project

Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation for finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge that is a discovery of hidden truths. Here, knowledge means information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. Research can lead to new contributions to the existing knowledge. Only through research it is possible to make progress in a field. Research is done with the help of study, experiment, observation, analysis, comparison, and reasoning. As such, this module introduces students to the essentials of Research Methodology and equips them with the necessary tools to conduct the research for their assignments and, particularly, their dissertation.

Economics & Financial Management

This is a joint module where students cover Economics in the first half and Financial Management in the second half. The aim of the Economics component of the module is to introduce students to economics and provide a foundation of economic understanding and knowledge so as to grasp the implications for businesses of changes in the economic environment. Moreover, it aims to develop the ability to use economic understanding and knowledge in examining and assessing a number of microeconomic and macroeconomic issues. As regards the Financial Management element of the module, it aims to cover the basic areas of financial management, which are of fundamental interest to corporate managers and to understand the basic principles needed to implement financial decisions both inside and outside the firm.

Principles of Research

The course aims to enable students to understand business research, offering an in-depth understanding of relevant approaches and elements of undertaking a research enquiry and to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem.

Data Analytics

The course aims to ensure that students develop a good understanding of the main methods used to analyse qualitative and quantitative data and to allow students to practise cleaning and organizing data for analysis, and complete analysis and calculations using statistical data analysis tools

Strategic Marketing

The Strategic Marketing module aims to build upon the basic foundations laid by the Marketing module. In particular the module seeks to extend the depth of knowledge about the development of marketing strategies, and their implementation. On completion of the module students will understand the processes adopted by marketing professionals: analysis, development of marketing strategies, and critically, the ways in which these strategies are implemented, and refined in response to tactical/short term imperatives. The general intent of the module is to refine students' ability to make marketing decisions, and also to do so at a higher level than discussion previously. In particular the module will help students develop their ability to: choose the most effective analytic strategies, assess implementation and managerial implications; and critically evaluate strategic marketing analysis methods with respect to their validity and relevance in a range of marketplaces. The module will also explore the impact of marketing decisions upon the long-term evolution of markets; and market structures in terms of customers, competitors and market channels.

Operations Management, Sustainability and Supply Chain Management

The Operations Management module provides a general introduction to operations and process management and explains how the operations function fits within the organisation overall. The module also explores how actors outside the core operations function have a role in, and engage in the management of processes.

The module will show students the wide organisational scope of operations management activity and will establish an understanding of the core concepts underlying the discipline. The module is introductory in nature, and while focused primarily on large organisations, it also looks at small organisations and even the management of individual “human” processes. It is intended as an introduction to operations management in both service and manufacturing organisations. Its intention is to provide the building blocks of those basic principles which are broadly applicable to most organisations. The module will introduce the basic principles of the “lean” operation, and show how managers can adopt lean principles in practice.

Entrepreneurship & Innovation

The Entrepreneurship and Innovation module is about entrepreneurs, innovators, and the things (products, services and processes) they create. Students often misunderstand the purpose of modules on entrepreneurship and innovation. Such modules – and this is no exception – are not “vocational”; they don’t tell you how to write a business plan, how to find VC funding for a start-up etc. Issues like these are certainly subjects that come up for appraisal, but our aim is to critically analyse them, not give you a “how to” for new venture creation.

Entrepreneurship is not confined to the context of new ventures or start-ups. For example, entrepreneurship can occur within large and mature organisations, and as often as not occurs within the non-profit sector. Similarly, innovation is not just about ideas, inventions and technology. In the module we take a very broad view of innovation, and for example will look at process innovations, and organisational innovations as well as new technology, products and services.

What the module is about, is creativity, and creative problem solving. The module will explore a range of different perspectives on entrepreneurship and the activities of entrepreneurs. If the module is at all “vocational” it is in inculcating a mind-set that supports entrepreneurship and innovation. The intention is to help you develop the understanding, attitude and skills that will help you create and implement “the new”.

International Business & Cyprus in the Global Economy

International Business & Cyprus in the Global Economy aims to develop in students a working knowledge of the global business environment, including its economic, political, legal and socio-cultural components. Moreover it aims to develop in students the ability to think strategically about leveraging various country differences to create worldwide competitive advantages. Through the module of International Business & Cyprus in the Global Economy students delve into the challenges that businesses face when entering foreign markets and when competing against local firms and other international companies, with a particular emphasis to the Cyprus economy. In addition, the module provides students with conceptual frameworks for analysing business opportunities globally and across countries in different stages of economic development.

Ethics & Corporate Social Responsibility

This module aims to critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications. Moreover, students will investigate changing approaches and attitudes to sustainability and corporate social responsibility and will also critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics. Added to this, the module aims to examine the impact of globalisation on enterprise and evaluate diverse ethical models and theories (normative and descriptive). This module explores corporate responsibility and ethics from a multidisciplinary and multistakeholder perspective. It reviews theories and practice of corporate ethics, responsibility, and liability and illustrates how they apply to a number of complex business, development, and policy situations in the evolving global business landscape.



7.3

Nicosia / Limassol

UWL MSc. Digital Marketing (12 Months FT / 24 Months PT)



Modules

FULL TIME (Start September or February)

Term 1

1. Global Brand Management and Leadership
2. Strategic Marketing and Psychology in a Digital Era
3. Digital Tools

Term 2

4. Digital Retail Environments – New Paths to Purchase
5. Content Marketing and Campaign Management
6. Innovation, Creativity and Digital Futures

Term 3 / Optional (1 out of 2):

7. Digital Marketing Consultancy Project**
8. Digital Marketing Dissertation**

PART TIME (Start September or February)

Term 1

1. Global Brand Management and Leadership
2. Strategic Marketing and Psychology in a Digital Era

Term 2

3. Content Marketing and Campaign Management
4. Digital Tools

Term 3

5. Innovation, Creativity and Digital Futures
6. Digital Retail Environments – New Paths to Purchase

Term 4 / Optional (1 out of 2):

7. Digital Marketing Consultancy Project**
8. Digital Marketing Dissertation**

* The rationale for the timing of the consultancy project is to match the seasonal nature of the demand of consultancy work.

** Pre-requisites for progression to the Digital Marketing Consultancy Project or Digital Marketing Dissertation: Successful completion or RPL (or a combination thereof) for at least 5 modules (100 credits).



Overview

Our MSc Digital Marketing is a multi-dimensional and dynamic course designed to deliver a challenging learning experience which will equip you with the knowledge and skills required to become future strategic decision-makers and creative problem-solvers in digital marketing.

Throughout this course, you will learn how to effectively analyse, communicate and operate in competitive local and global contexts, preparing you to be a highly successful digital marketing professional within a rapidly evolving industry.

Through a series of specifically designed, practical hands-on workshops, expert guest speakers, simulations, and industry “live briefs”, we provide:

- > a modern approach to the teaching of digital concepts, from a broad range of avenues including strategic marketing, leadership, e-commerce, consumer behaviour, social media marketing and designing new paths to purchase on innovative digital platforms
- > a thorough curriculum aimed at the optimal utilisation of digital tools, to enhance data analysing and research skills, along with providing insights to improve marketing performance
- > hands-on practical learning through modern assessments and industry-inspired projects
- > the opportunity to develop and further enhance skills like creative problem solving, innovative thinking, and the ability to work independently and as a team to formulate ideas and opinions that drive effective marketing proposals and add value to any global organisation or marketing team
- > knowledge of how the digital customer experience is integral to marketing
- > well-structured and carefully curated course content to enhance different levels of understanding and learning styles.

CIM Accreditation

The Chartered Institute of Marketing (CIM) has approved this degree for exemptions on CIM qualifications. UWL has developed strong links with CIM and our teaching content has been developed alongside CIM's learning outcomes to ensure that course content is aligned to industry requirements.

Course Objectives

This course will enable you to master the critical analysis of data and the application of appropriate digital tools and technologies to provide creative and strategic digital marketing solutions and strategies.

Each module contains the latest content relevant to present-day practice within the digital marketing industry and embeds key skills required for digital marketing practitioners, such as management skills for marketing professionals and research methods in marketing.

This dynamic course has a very strong focus on integrated learning, where the teaching and assessments will simulate real-life marketing situations with industry client-inspired digital marketing projects, to prepare students to pursue a successful career in digital marketing.

Admission Requirements

- > An honours degree (2:2 or above) from a UK university or equivalent, or a Chartered Business School of Marketing (CIM) Professional Diploma.
- > UWL also considers applications from those who do not have a formal qualification but have extensive marketing experience. 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. All applications are considered on an individual basis.
- > ELTS 6.5 or GCSE C or equivalent.

Commencement

All UWL programmes commence in September and January only, subject to demand.



Modules Aims

Global Brand Management and Leadership

This module aims to introduce the context of global branding and brand development, in correlation with the complex dynamics of global marketing. You will learn how to adopt a strategic approach to branding and communication in a global digital context, defining the concepts of brand architecture, brand growth to measurements of brand equity and evaluating brand performance.

Strategic Marketing and Psychology in a Digital Era

This module aims to create a productive discourse on contemporary marketing challenges and future digital marketing trends and their impact on marketing, industry, consumers and the environment. You will gain the knowledge and skills required to develop and provide an industry-standard, consultative approach to defining and delivering effective marketing projects.

Through this module, you will also gain a valuable portfolio of marketing and research skills which would enable you to critically reflect on the role and responsibilities of contemporary marketers, develop effective marketing proposals and gain an in-depth understanding of conducting research in marketing.

Digital Retail Environments – New Paths to Purchase

This module covers understanding, measuring and evaluating the online consumer journey, exploring how customer relationship management (CRM) is an effective technique in planning long-term customer retention and growth, and how to further enhance your ability to develop and propose consultative recommendations for new approaches covering social media marketing platforms, multichannel and omnichannel marketing strategies.

The module comprehensively presents concepts and theories of evolving consumer behaviour and new paths to purchase in the digital retail environment. It illustrates the dimensions of social psychology and its relationship to brands and branding, and also the way in which an emotional attachment with a brand influences the decision-making process.

Digital Tools

The module is designed to help you develop the ability to assess the potential of digital tools for acquiring, converting and retaining customers and develop channel-specific testing and search engine optimisation strategies that maximise return on marketing investment.

You will assess the way in which digital channels provide marketers with unique opportunities to improve the effectiveness of campaigns through continuous testing, analysis and optimisation throughout the module with a blend of theoretical models and hands-on practice.

Assessment

Global Brand Management and Leadership

Written Assignment 40%, Artefact 20%, Oral Assignment 40%

Strategic Marketing and Psychology in a Digital Era

Oral Assignment 20%, Artefact 30%, Written Assignment 50%

Digital Retail Environments – New Paths to Purchase

Written Assignment 50%, Written Assignment 50%

Digital Tools

Oral Assignment 50%, Written Assignment 50%

Content Marketing and Campaign Management

Written Assignment 20%, Artefact 50%, Oral Assignment 30%

Innovation, Creativity and Digital Futures

Written Assignment 50%, Oral Assignment 50%

Digital Marketing Consultancy Project

Written Assignment 10%, Written Assignment 50%, Oral Assignment 40%

Digital Marketing Dissertation

Written Assignment 10%, Written Assignment 90%

Note: The School reserves the right to change its form of assessment.

Content Marketing and Campaign Management

This module aims to explore the central role of content marketing within the context of the explosive growth of “the creator economy” in modern marketing communications.

The rapid expansion of creative content, posted by consumers, influencers to global companies via social media digital channels, (i.e. Instagram, YouTube, Facebook, TikTok, LinkedIn, Twitter etc) combined with the use of mobile devices, broadband and Wi-Fi, has brought added complexity to the work of marketing strategists and planners.

Understanding consumer contexts and leveraging defining customer preferences have become critical parts of the decision-making process in order for marketers to deliver engaging content for marketing campaigns. Through this module, you will be able to gain an in-depth understanding of data-driven marketing and explore effective campaign development and management.

It would also enable you to further develop strategic thinking, planning, creative, and research skills.

Innovation, Creativity and Digital Futures

This module aims to provide a comprehensive guide to digital product and services creation in a marketing context.

Through this module, you will also gain a range of valuable skills including project management, innovation and collaboration and research skills, which will enable you to explore a marketing idea through analysing the market and develop the concept for a minimum viable product along with a product/service launch marketing proposal.

Digital Marketing Consultancy Project

This module is neither a taught module in the same way that any of the other modules are taught nor a traditional research-based project. It is a student-led consultancy project where you (with support from allocated tutor/supervisor) will have the opportunity to work with, though not necessarily in, a company on a clearly defined project addressing a real issue set by the organisation.

Through this module, you will be able to gain practical experience and apply and develop a range of skills including analytical, communication, project management, consultancy, research and other transferable skills. The module also enables you to apply the knowledge and skills gained from previous modules on this course to solve a real business problem or explore a real business opportunity, and in doing so, you will be able to reflect on your personal learning journey, gaining vital experience as a digital marketer and also making a valuable contribution to the business.

Please note, the MSc course will be taught over 12 months, however, students who wish to do the Digital Marketing Consultancy Project but are unable to find a Consultancy Project during the summer (due to the seasonal nature of the demand for digital marketing consultancy projects), can attempt the module during the following September semester, or do the Digital Marketing Dissertation instead.

Digital Marketing Dissertation

This is a student-led independent academic research module where you (with support from allocated tutor/supervisor) will be able to apply the knowledge and skills gained from all other modules on this course (such as management, marketing and research skills) to understand digital marketing research and contemporary issues, and produce an academic dissertation which identifies, critically analyses and provides strategic solutions to challenging digital marketing issues.

In doing so, you will also be able to make a useful contribution to the existing academic and professional knowledge base.

The associated substantive documentation will, in addition to describing the theoretical and practical aspects of the project, demonstrate the effective and efficient application of the research methods taught in the particular topic of the project undertaken.

08

Description of E-Learning Programmes



8.1

E-Learning

Master of Business Administration (18 Months)

All modules carry 12 ECTS. The Capstone Project carries 18 ECTS.

Modules

Compulsory:

1. Organisational Behaviour
2. Strategic Management
3. Economics & Financial Management
4. Entrepreneurship & Innovation
5. Research Methods
6. Capstone Project

Elective (1 out of 5):

1. Strategic Marketing
2. Ethics & Corporate Social Responsibility
3. International Trade
4. Operations Management
5. International HRM

8.1.1

E-Learning

Master of Business Administration with Shipping (18 Months)

Modules carry either 12 or 6 ECTS. The modules that carry 6 ECTS are: Maritime Economics & Trade Policies; Finance & Accounting; Maritime Law; and Marine Insurance.

Modules

Compulsory:

1. Organisational Behaviour
2. Strategic Management
3. Research Methods
4. Maritime Economics & Trade Policies
5. Finance & Accounting
6. Maritime Law
7. Marine Insurance
8. Capstone Project

Elective (1 out of 3):

1. Shipping Finance
2. Maritime Logistics & Global Supply Chain Management
3. Shipbroking & Chartering Practice



What is an e-learning MBA?

The brand new e-Learning MBA programme by CIM-Cyprus Business School is a distance-learning Masters that combines flexibility with in-depth study of the latest analytical and strategic management skills.

This e-Learning MBA, developed by expert academics and seasoned industry professionals, brings together CIM's decades-long experience in distance learning, its close connection with industry, innovative teaching methodologies, and its long and proven commitment to working individuals.

The e-Learning MBA from CIM covers ideas and concepts derived from a wide range of business-related fields, enabling students to respond creatively and effectively to the challenges of the global business environment.

Key Features

- > A coherent and integrated course of study that appeals to in-career professionals and ambitious graduates who want to learn how to operate within increasingly complex, dynamic and diverse external environments;
- > An innovative and carefully-curated programme that will spark students' intellectual acumen and promote synthesis, reflection, and analysis of complex and changing environments and build graduates' practical management competence through engagement with business;
- > A course that pays particular attention to students learning to plan, develop, and implement executive responses to changing environments, using an interdisciplinary approach to management.
- > Classes led by lecturers with intimate knowledge of different international contexts and experience at top international universities
 - A course that mixes independent study, webinars, tutorials, one-to-one meetings, group work, and opportunities for enterprise visits (physical and virtual), and which promotes creative and entrepreneurial approaches to problem solving.

- Consisting of a set of core subjects, a selection of elective modules, and an individual Capstone Project based on experiential learning.
- Option for a non-credit preparatory module, ensuring students will be fully equipped with key study skills.
- Custom-made state-of-the-art learning platform called MOTI, expertly designed and maintained to ensure an engaging and interactive experience.
- A wealth of e-resources and CIM's famous administrative and academic support throughout.

Programme design & structure

Effective management requires a combination of broad strategic management knowledge and specialist analytical skills. The core subjects of the CIM e-Learning MBA cover essential areas of general management while optional modules and the individual Capstone project enable students to build and apply knowledge gained on these core areas.

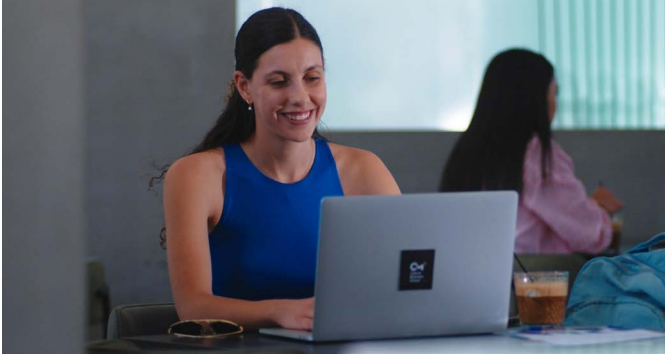
All courses draw on work-related, work-based, and work-integrated learning. The curriculum of the each module has been designed with employability at its core. Employability skills are embedded in every module of the programme. The e-MBA is offered in two distinct directions. The first is a **general MBA**, designed for professionals seeking to evolve in their careers. The second is a specialised **MBA in Shipping**, designed for those who want to excel in the Shipping Management industry.

Moti

For the purposes of the e-Learning MBA, the CIM e-Learning Unit partnered up with a purpose-built platform called MOTI.

This platform is an interactive social hub where learning happens in a social and constructivist way.

MOTI incorporates recorded lecturers, activities, discussion forums, and other forms of interaction with fellow students and lecturers. Moreover, MOTI is seamlessly connected with i-CIM, through which students monitor and manage their studies.



E - Learning Methodology

Our e-learning methodology, developed and refined over several years, draws on the most tested and effective models of online teaching and is based on five important pillars:

- > **Access and Motivation**, ensuring a welcoming, communicating and motivating approach and philosophy for all;
- > **Online Socialisation**, ensuring that all students participate actively and learn from each other;
- > **Information Exchange**, ensuring that all lecturers explain and summarise each session's learning outcomes and check understanding at all stages;
- > **Knowledge Construction**, ensuring a holistic approach to learning and the combination of different teaching methods and techniques;
- > **Development**, ensuring that all students benefit from individual plan development and close monitoring of their performance and progress.

Capstone Project

This e-Learning MBA includes a compulsory Capstone Project.

Capstone Projects are included in some of the world's top MBAs and are increasingly used by educators instead of the traditional dissertation. They are experiential projects where students take what they have learnt throughout the course of their programme and apply it to a specific idea or case study. In designing a Capstone Project, we were mindful of offering a culmination of learning gained at the time of the project start (the synthesis, integration, and application of acquired knowledge) rather than the acquisition of still further new knowledge. The CIM e-Learning MBA programme is geared towards working professionals; Capstone Projects give students the ability to take the knowledge and theory they have learned and apply it in a real-world setting, communicating this impact appropriately in written and spoken forms. A specialist tutor will be with you throughout this process.

Group Work

What makes us unique at CIM is the emphasis we put on team work and on making our students feel welcome and empowered. A fundamental part of students' learning and development is participation in peer-led virtual group work. Group exercises and group discussions (e.g. conferencing, forum discussions, creation of group padlets) are a feature of all modules and ensure that students never feel alone in their learning journey.

Admission Requirements

Entry requirements are flexible 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 obtain from the programme. The usual minimum requirements are:

- > A Second Class Honours Bachelor Degree from an accredited University
 - > 2 years of work experience
- English competency e.g. IELTS 6.0, GCSE C or equivalent qualification

Onboarding

All e-Learning students will be given in-depth training on how to use the custom-made learning platform MOTI as well as CIM's state-of-the-art i-CIM platform.

In addition, all e-Learning MBA students will be offered the opportunity to complete a fast-track optional Academic Skills Development module.

This module is designed for students in need of academic skills enhancement prior to commencing their studies. The focus is on developing and refining the skills required for postgraduate study in Cyprus. All students will have the chance to develop their communication and research skills through the course, including as part of the Research Methods module. This optional course is intended to ease students into the learning strategies needed for the successful achievement of an MBA.

This credit-free course is fully pre-recorded and will be available for all throughout the duration of their studies.

Assessment

The Research Methods module is assessed as follows:

- > 1 individual poster presentation (weighed at 30%)
- > 1 e-tivity (weighed at 10%)
- > 1 research proposal (weighed at 60%)

The Capstone Project is assessed as follows:

- > Pecha Kucha of the skill development and learning gained through the project (10%)
- > Capstone Project Report (90%)

Modules with 6 ECTS are assessed as follows:

- > 2 e-tivities (submitted in a portfolio and weighted at 40% and one final online examination (60%)

All other modules are assessed as follows:

- > 4 e-tivities (weighed at 10% each and submitted together
- > in a portfolio, total of 40%)
- > 1 final online written examination (weighed at 60%)

Modules Aims

Organisational Behaviour

- > Delves into key management theories that result in organisational effectiveness, efficiency, and human resource development.
- > Addresses issues such as workforce motivation, incentives, team building and office environments and how we can best manage the dynamics of organisational change.
- > Examines contemporary principles, techniques and research findings in management and organisational behaviour that are driving high performance and continuous improvement in business today.
- > Provides deep understanding of management and organisational behaviour concepts associated with continuous improvement in individual and group processes.

Strategic Management

- > Emphasises value and process of strategic management.
- > Helps students integrate and apply their prior learning to strategic decision making in organisations.
- > In-depth examination of an organisation's vision and mission and of principles, techniques and models of organisational and environmental analysis.
- > Explores theories and practices of strategy formulation and implementation.

Economics & Financial Management

- > The Economics component provides students with a foundation of economic understanding and knowledge so as to grasp the implications for businesses of changes in the economic environment.
- > It also develops students' ability to use economic understanding and knowledge in examining and assessing a number of microeconomic and macroeconomic issues.
- > The Financial Management component covers the basic areas of financial management of fundamental interest to corporate managers and helps students understand the basic principles needed to implement financial decisions both inside and outside the firm.

Entrepreneurship & Innovation

- > Introduces students to the various processes and considerations of managing new product development and creating new ventures, including, for example, identifying opportunities for innovation, building business models to extract maximum value from innovative ideas, and financing new ventures.
- > Helps students develop new skills and knowledge about innovation that will enhance their ability to contribute to the long-term competitiveness of businesses.
- > Ensures students understand the link between entrepreneurial activity and economic development

Research Methods

- > Enables students to understand business research, offering an in-depth understanding of relevant approaches

- and elements of undertaking a research enquiry.
- > Provides students with the necessary skills and knowledge to determine the information necessary to address identified research problems.
- > Helps students develop critical core competencies and skills including: defining research questions; setting appropriate research objectives; study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling and analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts.

Strategic Marketing

- > Offers comprehensive managerial and practical introduction to Marketing.
- > Ensures students understand marketing strategies and the elements of marketing analysis, customer analysis, company analysis and competitor analysis.
- > Offers in-depth knowledge of elements of the marketing mix (product, pricing, promotion, and distribution strategies) and of different ways of promoting products and services through new marketing methods.
- > Teaches students to design and implement marketing plans.

Ethics & Corporate Social Responsibility

- > Investigates corporate social responsibility (CSR) and sustainability informed by ethical theory and stakeholder perspectives.
- > Draws on key principles, theories, and key issues raised by stakeholder groups.
- > Builds in-depth understanding of contemporary social issues in business by highlighting the importance of a collaborative approach with internal and external stakeholder groups.

International Trade

- > Reviews International Trade theory and examines how culture influences international business decisions.
- > Explores how all functional business areas (operations, marketing, management, accounting, finance, human resources and law) change in international settings.
- > Provides thorough review and analysis of the international trade and business environment and teaches students how to apply this knowledge to practical aspects of doing business in international markets.

Operations Management

- > Introduces students to the concepts, principles, problems and practices of operations management and pays emphasis on managerial processes for effective operations.
- > Offers in-depth look into operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance and project management.

International HRM

- > Introduces students to key theories and practices of International HRM.
- > Critically examines the influence of national institutions and culture on the choice and effectiveness of HRM practices.
- > Invites reflection of the role of HRM policies and practices in achieving desired employee and organisational outcomes.
- > Discusses challenges and opportunities firms face in managing people and workplaces at the global level.

Maritime Economics & Trade Policies

- > Provides an understanding of the historical context and main players in maritime economics and their roles in shaping global shipping markets.
- > Explores the organisation of the shipping market, key market structures, and the supply-demand dynamics that influence freight rates and shipping operations.
- > Examines the economics of different shipping markets (freight, shipbuilding, sale & purchase, and demolition markets) and their interrelationship.
- > Analyses shipping cost structures, economies of scale, and their impact on different types of vessel trades (bulk, tanker, and containership).
- > Evaluates the future challenges facing maritime transport, including environmental regulations, decarbonization, and technological innovations, and their effect on global trade policies.

Finance & Accounting

- > Provides students with a solid foundation in the principles, practices, and techniques of financial and management accounting, with particular relevance to the maritime and shipping sectors.
- > Develops students' ability to critically interpret and apply accounting information for strategic decision-making, performance evaluation, and financial analysis, while understanding the limitations and assumptions inherent in accounting data.

Maritime Law

- > Provides students with a foundational understanding of the general principles of maritime law, with particular focus on the law governing the carriage of goods by sea, while introducing the legal context in which marine insurance operates.
- > Encourages a structured and analytical approach to the study of maritime law through the application of real-world case studies and industry scenarios.
- > Develops students' ability to interpret and apply legal concepts by engaging with case law, statutory provisions, and international conventions relevant to maritime commerce.

Marine Insurance

- > Equips students with the analytical and practical skills required to interpret and apply standard clauses used in the London Market, particularly in Hull, Cargo, Liability, and Offshore Energy insurance contracts.

- > Encourages a systematic and structured approach to learning through the examination of real-world case studies and insurance disputes.
- > Develops students' ability to engage with the legal foundations of marine insurance by analysing relevant case law, statutes (such as the Marine Insurance Act 1906), and international conventions, and applying them to complex commercial scenarios.

Shipping Finance

- > Critically analyses various corporate financing options, including equity, bank financing, and joint ventures, within the context of shipping industry dynamics.
- > Evaluates and compares alternative sources of funding, considering the unique characteristics of shipping investments and the economic conditions of the global shipping market.
- > Assesses the advantages and disadvantages of different financing methods, with particular emphasis on the shipping industry's high volatility in freight rates and ship prices, and their impact on investment decisions.

Maritime Logistics & Global Supply Chain Management

- > Provides students with a comprehensive understanding of logistics and supply chain management concepts within the context of maritime transport.
- > Equips students with the skills to evaluate and analyse the impact of globalisation on multi-modal and intermodal transport systems.
- > Develops students' ability to assess the integration of maritime logistics components and their role in global trade and supply chain networks.
- > Enhances students' knowledge of the key factors that influence mode and route choices in shipping logistics, enabling them to tailor solutions to business needs.
- > Explores sustainable logistics practices, focusing on green logistics, container fleet management, and environmental impacts in the shipping industry.

Shipbroking & Chartering Practice

- > Provides students with an advanced understanding of logistics and supply chain management concepts, specifically within the context of maritime transport.
- > Equips students with the analytical tools to critically evaluate the impact of globalisation on multi-modal and intermodal transport systems and their strategic implications.
- > Develops students' ability to assess the integration of maritime logistics components and their strategic role in global trade and supply chain networks.
- > Enhances students' capacity to identify and analyse the key factors influencing transport mode and route choices, empowering them to design tailored logistics solutions for complex business environments.
- > Examines sustainable logistics practices, focusing on green logistics, container fleet management, and environmental considerations within the maritime industry.



Capstone Project

- > Synthesises student learning in a single practical real life project that demonstrates the fulfilment of the programme's learning outcomes.
- > Enables a demonstration of business research with a potential real-world outcome and integrates student academic knowledge with experiences beyond the virtual classroom and combine developing knowledge, skills, and personal interests.

Capstone projects may take a wide variety of forms, but most are long-term investigative projects that culminate in a final product, presentation, or performance. For example, students may be asked to select a topic, profession, or social problem that interests them, conduct research on the subject, maintain a portfolio of findings or results, create a final product demonstrating their learning acquisition or conclusions (a paper, short film, or multimedia presentation, for example), and give an oral recorded presentation on the project to a panel of instructors, experts, business persons and broader community members who collectively evaluate its quality.

Capstone projects are generally designed to encourage students to think critically, solve challenging problems, and develop skills such as oral communication, public speaking, research skills, media literacy, teamwork, planning, self-sufficiency, or goal setting—i.e., skills that will help prepare them for modern careers, and adult life. The projects are also interdisciplinary and may require students to apply skills or investigate issues across many different subject areas or domains of knowledge. Capstone projects also tend to encourage students to connect their projects to community issues or problems, and to integrate “outside-of-school” learning experiences, including activities such as interviews, scientific observations, or internships.

09

General Information



International Students Page / About Cyprus

Cyprus is a country with
a distinct character.

Cypriots are the most welcoming of people and their hospitality to visitors is as warm as their sun-soaked island. English is widely spoken everywhere, while German, French and other European languages are spoken in hotels, shops and restaurants.

By reason of its location and the excellent communications systems available, Cyprus is rightly called the crossroads of the Middle East. There are frequent and regular connections to Europe and the Middle East through the two International Airports in Larnaca and Paphos.

In addition to air-services, regular cruise ships and ferryboat services operate from France, Italy, Greece, Syria, Lebanon and other Mediterranean ports, to Larnaca and Limassol.



Places to see: Nicosia

Since the twelfth century A.D., the capital of Cyprus has been Nicosia. There, East and West mingle in sharp contrast; the city is the seat of government and the principal commercial centre of the island. All foreign embassies are located in Nicosia and so are most of the consulates. The capital is an ideal centre for both business and pleasure with easy access to the other towns, villages, mountains and all resorts on the island.

Modern public transportation enables students to travel in comfort to other towns or cities, or within Nicosia or Limassol for day-to-day student requirements.

Nicosia is built on the site of Ledra, one of the great 'city-kingsdoms' of antiquity, which today lends its name to the main shopping centre of the city. The modern city has an unmistakably international and cosmopolitan atmosphere. The nightlife of Nicosia is very vibrant, with hundreds of restaurants, bars and night-clubs that are open until the early hours of the morning.

The Cyprus Archaeological Museum, the Folk-Art Museum, the Handicraft Centre, the Venetian Walls, the Archbishopal Palace, the Cathedral Church of St. John, Phaneromeni's Collection of Icons, as well as medieval churches are located within a short distance from each other. The walled city and the surrounding suburbs, co-exist with modern buildings, state-of-the-art shopping malls and gourmet restaurants.

Places to see: Limassol

Limassol is the largest city in geographical size, and the biggest municipality on the island. Limassol is the biggest port in the Mediterranean transit trade. It has also become one of the most important tourism, trade and service-providing centres in the area. Limassol is renowned for its long cultural tradition. A wide spectrum of activities, museums and archaeological sites are available to the interested visitor. Consequently, Limassol attracts a wide range of tourists mostly during the extended summer season to be accommodated in a wide range of hotels and apartments. Limassol was built between two ancient cities, Amathus and Kourion, and during the Byzantine rule it was known as Neapolis (new town). Limassol's tourist strip now runs east along the coast as far as Amathus.



International Students Page / Other Information

English Language Requirements

University of Cambridge Exams	B2 First (FCE)
IELTS	5
TOEFL (IBT)	71
IB English B Standard Level (SL)	5
IB English B High Level (HL)	4
IB English A Literature (SL & HL)	4
Cambridge IGCSE or GCSE English as second language	D
Cambridge IGCSE or GCSE English as first language	E
Cambridge GCE English A Levels	D
Cambridge GCE AS Level English Language	C
Anglia Examinations	Intermediate
Password Skills Plus Test	5.5
Michigan Language Assessment	ECCE (52)
SAT Evidence-Based Reading and Writing (EBRW)	530
PEARSON PTE Academic	58
Common European Framework of Reference for Languages (CEFR)	B1

International Students Page / Financial Obligations

Annual Tuition Fees must be paid in whole to the Business School, PRIOR to the arrival of the student in Cyprus. Fees include the cost of issuing a VISA.

Fees Refund

NO REFUND will be made once the student has arrived in Cyprus. Likewise, NO REFUND will be made once the student has been issued a visa, irrespective of whether the student eventually comes to Cyprus or not.

There is a 100% refund if the student does not come to Cyprus and no VISA has been secured as per the decision of Ministerial Committee of 27 April 2016.

Visas

Every student coming to Cyprus must have a student VISA. Students arriving to Cyprus without a VISA are likely to be deported.

Immigration Registration

Upon arrival of the student in Cyprus, the Business School will undertake to register the student with the Immigration Authorities. Upon arrival in Cyprus, students must show the Immigration Authorities that they:

- > have fully paid the fees to the Business School and are in possession of an Official Letter of Admission
- > have at least EUR 3500 for maintenance support
- > have a valid passport

EU Students / Financial Obligations

Prior to their final exams, students must settle all their financial obligations. Students will not be allowed to sit for their final exams unless they have fully met all their financial obligations.

In case a student fails to conform to the terms of payments as stipulated in the Agreement, then the Business School reserves the right to ask the student to leave the Business School. In such case, all rights of the student will be forfeited. The Business School offers a 10% discount to students who fully settle their financial obligations prior to the commencement of the programme.

Under no circumstances will the Business School issue examination results if all financial obligations to the Business School HAVE NOT BEEN SETTLED.

Fees Refund

Before the commencement of classes, 70% of Fees will be refunded up to two weeks after the day of registration. However, only 50% of fees will be refunded if the cancellation of registration is effected 15 days or less BEFORE the commencement of the programme of study.

After the Commencement of Classes: 40% of Fees will be refunded within two weeks of the student's registration with the Business School. No refunds will be made after the lapse of two weeks or more of the day the student registers with the Business School. The above refunds ONLY apply in the case of cash payments of the total amount of the annual fees. In cases of students paying in instalments or post-dated cheques, no refund is available, before or after the commencement of classes. The Business School will demand the balance of outstanding fees if, for any reason, a student decides to withdraw from the Business School before the programme is duly completed.

Government Subsidy

All of our on-campus programmes qualify for government subsidy (for Cypriot students) up to 3420 euro.

Note:

Online programmes do not qualify for government subsidy as per the Regulations of the Republic of Cyprus.

Annual Tuition Fees 2026-2027 / Nicosia - Limassol

Notes:

Payment can be made by monthly instalments. Each student will agree a personalised payment plan, during the Admission process.

Programme of Study	Euro
BA Business Management (4 Years) / BA Business Management with an optional concentration in Marketing (4 Years)	6000 /p.a.
BA Shipping Management (4 Years) / BA Shipping Management with an optional concentration in Maritime Logistics (4 Years)	5540 /p.a.
UWL - BA (Hons) Business Studies with Digital Marketing (3 Years)	7000 /p.a.
UWL - BA (Hons) Accounting and Finance (3 Years)	7000 /p.a.
UWL - LLB (Hons) Law (3 Years)	7000 /p.a.
MSc. HRM / MSc. HRM Corporate Strategy / MSc. HRM Corporate Sustainability (14 Months FT / 24 Months PT)	6730
MBA / MBA with Entrepreneurship and Digital Innovation (14 Months FT / 24 Months PT)	7960
UWL - MSc. Digital Marketing (12 Months FT / 24 Months PT)	8000
E-Learning MBA / MBA with Shipping (18 Months)	6000
Other Fees	
CIM Registration Fee for all programmes	200 /p.a.
Registration Fee for Full Scholarships / Exchange Students	500
Registration Fee for UWL Bachelor	500 /p.a.
Registration Fee for UWL Master	500
Thesis Resubmission fee	100
Re-sit Fee for CIM Assignments & Exams	75
Re-sit Fee for UWL Assignments & Exams	100
UWL Retake Fee	500



Business School



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Campus



Meet the CEO



Yangos Hadjiyannis

LL.B (Nott.), DMS, LL.M (Cantab)
CEO

Yangos Hadjiyannis earned an LL.B. with a First-Class Honours from the University of Nottingham. He then moved to the University of Cambridge (Trinity Hall) where he earned a Postgraduate Diploma in Management Studies and the next year, an LL.M. in International Law with First Class Honours. In May 2022, he completed successfully the highly exclusive Executive Education program “Authentic Leadership” at Harvard University. In July 2022, he was awarded an Honorary Doctorate in Business Administration by the University of West London.

From 2008 to 2019, he was the Deputy Director-General of CIM-Cyprus Business School, in charge for business development and strategy. From 2020 he is the Chief Executive Officer.

He is a Non-Executive Director at KEDIPES (Cyprus Asset Management Company). He is also a member of the Board of Directors of CIPA (Invest Cyprus) and Chairman of the Promotion Committee. Moreover, he is a member of the Cyprus Advertising Control Agency and member of the Executive Committee of the Cyprus Employers & Industrialists Federation (OEB).

Yangos Hadjiyannis is an advisor to many companies on issues of strategy and management.

In recent years, he took up a research interest in Economics and Financial affairs and he has published various Articles with the local and international press. He is a commentator for the local media on financial affairs and as such he is regularly hosted on TV and radio.



Faculty

CIM / Nicosia

Name / Surname	Rank	Qualifications	Area of Specialization
Ms Anastasia Yiannakou	Lecturer	Bachelor, Master, ACCA	Financial Accounting
Ms Athena Neophytou	Lecturer	Bachelor, Master	HRM
Ms Athina Stavrinidou	Lecturer	LLB, LLM	Employment Law
Assoc. Prof. Dr. Christiana Charalambidou	Assoc. Prof	Bachelor, Masters, PhD in Economics	Statistics, Research Methods
Assoc. Prof. Dr Constantinos Constantinou	Assoc. Prof	Bachelor, MBA, PhD	Organisational Behaviour & Change Management
Eur Ing George Ashikalis	Lecturer	Bachelor, Master, Eur Ing	Employee Relations
Dr Haris Machlouzarides	Lecturer	Bachelor, Masters, PhD	Entrepreneurship & Innovation, Digital Marketing
Ms Ioanna Apserou	Lecturer	Bachelor, Masters	Management
Dr Katerina Georgiadou	Assoc. Prof	LLB, LLM, PhD	Law
Assoc Prof. Dr Maria Socratous	Assoc. Prof	Bachelor, Master, PhD	Global Brand Management
Prof Dr Marios Georgiou	Professor	Bachelor, Master, PhD	Strategic Management, International Business
Mr Michael Pekris	Senior Lecturer	Bachelor, Master	Financial Management/Auditing
Assoc Prof. Dr Myria Kkali	Assoc. Prof	Bachelor, Master, PhD	Consumer Behaviour, Marketing
Ms Theodora Physounis	Senior Lecturer	Bachelor, Master	Economics
Dr Yangos Hadjiyannis	CEO	LLB, LLM	Law
Mr Theo Hadjiyannis	Professor	Bachelor, Master	Marketing
Dr Christos Hadjiyannis	Dean	Bachelor, Masters, Phd	Dean

CIM / Limassol

Name / Surname	Rank	Qualifications	Area of Specialization
Assoc Prof. Dr Katerina Pavlou	Assoc Prof	Bachelor, Master, PhD	Statistics, Research Methods
Assoc Prof. Dr Myria Kkali	Lecturer	Bachelor, Master, PhD	Marketing
Capt. Parani Vaithinathan Singaravelu	Lecturer	MBA	International Maritime Conventions & Shipping Business
Capt. Valentin Mavrinac	Senior Lecturer	Bachelor, Master	Managing Maritime Safety
Dr Christos Hadjiyiannis	Dean	Bachelor, Masters, PhD	Dean
Dr Efimia Tamara Agathokleous	Lecturer	Bachelor, MBA, PhD	Marine Insurance
Dr Marina Himoni	Lecturer	LLB, LLM, PhD	Law
Dr Nektarios Michail	Lecturer	Bachelor, Master, PhD	Maritime Economics
Dr Stephan Meyer	Senior Lecturer	Bachelor, Master, PhD	Organisational Behaviour/Change Management
Dr Yangos Hadjiyiannis	CEO	LLB, LLM	Law
Mr Andreas Damianou	Lecturer	LLB, LLM, MBA	Business Law
Mr Constandinos Papaminas	Lecturer	Bachelor, MBA	Port Management & Operations
Mr Constantinos Pelecani	Lecturer	Bachelors, ACCA	Economics, Audit
Mr Daniel Ellina	Lecturer	Bachelor, Master	Supply Chain Management
Mr Graham Paul Cowling	Lecturer	Bachelor, Advanced Diploma	Chartering & Shipbroking
Mr Ioannis Treppidis	Lecturer	Bachelor, Master, ACCA	Financial Accounting
Mr Jamie Stratton	Lecturer	Bachelor, Master	Marketing , HR
Mr Justin Panayiotis Hadjilambris	Lecturer	Bachelors, MBA	Economics, Finance
Mr Marios Kyriakou	Lecturer	Bachelor, Master	Business Information Systems
Mr Mikhail Konoplev	Lecturer	Bachelors, Masters, ICS	Shipping
Mr Nikolaos Stephanou	Lecturer	Bachelors, MBA	Maritime Logistics
Mr Polydoros Demetriades	Lecturer	LCCI, Bachelor, Masters, PGCE	Finance & Accounting
Mr Spyros Efrem	Lecturer	Bachelors, ICS	Shipping Finance
Mr Theo Hadjiyiannis	Professor	Bachelor, Master	Marketing
Ms Annita Petrou	Lecturer	Bachelor, Master	Fundamentals of Management
Ms Debbie Demetra Phylactou	Lecturer	Bachelor, Master	Human Resource Management
Ms Elena Tsappi	Lecturer	Bachelor, Master, PhD	Research Methods, Marketing
Ms Helen Angelides Papacostantis	Lecturer	LLB, LLM	Business Ethics, Law, Marketing
Ms Maria Pavlou	Lecturer	Bachelor, Master	HRM
Ms Marilena Poullou	Lecturer	LLB, LLM	Maritime Law
Ms Monika Potsou	Lecturer	Bachelors, Master	Employee Relations, HR
Prof. Dr Marios Georgiou	Professor	Bachelor, Master, PhD	Strategic Management, Entrepreneurship, Ethics



UWL / Nicosia

Name / Surname	Rank	Qualifications	Area of Specialization
Assoc Prof. Dr Maria Socratous	Assoc Prof	Bachelor, Masters, PhD	Global Brand Management
Assoc Prof. Dr Myria Kkali	Assoc Prof	Bachelor, Master, PhD	Consumer Behaviour, Marketing
Assoc. Prof. Dr Giorgoulla Thrasylvoulou	Assoc Prof	Bachelor, Master, PhD	Research Methods, HR
Dr Athina Manoli	Lecturer	Bachelor, Masters, PhD	Research Methods, HR
Dr Christos Hadjiyiannis	Dean	Bachelor, Masters, PhD	Dean
Dr Haris Machlouzarides	Lecturer	Bachelor, Masters, PhD	Digital Marketing
Dr Katerina Georgiadou	Lecturer	LLB, LLM, PhD	Law
Dr Louis Karaolis	Lecturer	LLB, Masters, PhD	Law
Dr Yangos Hadjiyiannis	CEO	LLB, LLM	Law
Mr Christos Morphi	Lecturer	LLB, LLM	Law
Mr Ioannis Ioannou	Lecturer	LLB, LLM	Law / Property Law
Mr Ioannis Sidiropoulos	Lecturer	LLB, LLM	Commercial and Consumer Law
Mr Konstantinos Taramountas	Lecturer	LLB, LLM	Contract Law
Mr Louis Kangas	Senior Lecturer	Bachelors, Masters	Digital Marketing, Digital Retail
Mr Marios Timinis	Senior Lecturer	Bachelors, MBA	Taxation



Name / Surname	Rank	Qualifications	Area of Specialization
Mr Michael Pekris	Lecturer	Bachelor, Master	Financial Management/Auditing
Mr Peter Pieris Pieris	Lecturer	Bachelor, ACCA	Corporate Finance
Mr Polis Xinaris	Lecturer	Bachelor, MBA	Digital Tools, Campaign Management
Mr Theo Hadjiyannis	Professor	Bachelor, Master	Marketing
Ms Anastasia Yiannakou	Lecturer	Bachelor, Master, ACCA	Financial/Management Accounting
Ms Athina Stavriniidou	Lecturer	LLB, LLM	Employment Law
Ms Christia Hadjispyrou	Lecturer	LLB, Masters	Constitutional Law
Ms Christina Kelepenioti	Lecturer	Bachelor, Masters, Advanced Diploma	Criminal Law
Ms Elena Panayiotou	Lecturer	Bachelors, MBA, PhD	Financial Accounting
Ms Ino Georgiadou	Lecturer	LLB, LLM	Law
Ms Joanna Christou	Lecturer	Bachelor, Advanced Diploma	Civil Litigation
Ms Nectaria Hadjiyianni	Senior Lecturer	Bachelors, Masters, FCCA	Financial/Management Accounting
Ms Theodora Physounis	Lecturer	Bachelor, Master	Economics
Prof Dr Marios Georgiou	Professor	Bachelor, Master, PhD	Strategic Management, International Business

UWL / Limassol

Name / Surname	Rank	Qualifications	Area of Specialization
Dr Athina Manoli	Lecturer	Bachelor, Masters, Phd	Research Methods
Dr Christos Hadjiyiannis	Dean	Bachelor, Masters, Phd	Dean
Dr Louis Karaolis	Associate Prof	LLB, Masters, PhD	Public Law, European Law
Dr Yangos Hadjiyannis	CEO	LLB, LLM	Law
Mr Constantinos Pelecani	Lecturer	Bachelors, ACCA	Auditing
Mr Fotos Gregoriou	Lecturer	Bachelors, MBA	Digital Tools
Mr Georgios Kantianis	Lecturer	Bachelors, Masters	Web Design & Development, ICT
Mr Ilias Chalntoupis	Lecturer	Bachelors, Masters	Digital Marketing
Mr Ioannis Ioannou	Lecturer	LLB, LLM	Equity and Trusts, Land Law
Mr Jamie Stratton	Lecturer	Bachelor, Master	International Business, Management, Leadership
Mr Justin Panayiotis Hadjilambris	Lecturer	Bachelors, MBA	Introduction to Economics
Mr Louis Kangas	Senior Lecturer	Bachelors, Masters	Global Brand Management & Leadership
Mr Marios Timinis	Senior Lecturer	Bachelors, MBA	Taxation / Corporate Taxation
Mr Polydoros Demetriades	Lecturer	LCCI, Bachelor, Masters, PGCE	Financial Accounting
Mr Theo Hadjiyannis	Professor	Bachelor, Master	Marketing
Mr Yiannis Petevis	Lecturer	Bachelor, Master	Content Marketing
Mr Zenon Papaphilippou	Lecturer	Bachelor, Master	Quantitative Methods, Management Accounting
Ms Andria Papageorgiou	Lecturer	LLB, LLM	Property Law
Ms Annita Petrou	Lecturer	Bachelor, Master	Management, HR
Ms Athina Stavrinidou	Lecturer	LLB, LLM	Employment Law
Ms Christia Hadjispyrou	Lecturer	LLB, Masters	Law
Ms Debbie Demetra Phylactou	Lecturer	Bachelor, Master	HR
Ms Ekave Kolonas	Lecturer	LLB	Business Law
Ms Eleftheria Gianoulakis	Lecturer	Bachelors	Financial Accounting
Ms Elena Makedona	Senior Lecturer	Bachelors, MBA	Consumer Behaviour, Global Marketing
Ms Elena Tsappi	Lecturer	Bachelors, Masters, PhD	Digital Marketing Dissertation
Ms Ioanna Ioannou	Lecturer	Bachelor, Master	Strategic Marketing / Digital Marketing
Ms Joanna Christou	Lecturer	Bachelor, Advanced Diploma	Civil Litigation
Ms Maria Christofi	Lecturer	Bachelors, Masters, PhD	Social Media Analytics, Digital Marketing
Ms Marilena Georgiou	Lecturer	Bachelors, ICAEW	Financial Management, Accounting
Ms Monika Potsou	Lecturer	Bachelors, Master	Organisational Behaviour
Ms Pineolopi Charalampous	Lecturer	LLB, LLM	Law, Property Law
Ms Sophia Nicolaou	Lecturer	Bachelor, Advanced Diploma	Law
Ms Vana Demetriou	Lecturer	LLB, LLM	Law



e-Learning

Name / Surname	Rank	Qualifications	Area of Specialization
Dr Trevor Gerhardt	Lecturer	PhD	Research Methods
Assoc Prof. Dr Katerina Pavlou	Assoc Prof	Bachelor, Master, PhD	Statistics, Research Methods
Assoc Prof. Dr Maria Socratous	Assoc Prof	Bachelor, Master, PhD	Global Brand Management
Assoc. Prof. Dr Giorgoulla Thrasyvoulou	Assoc Prof	Bachelor, Master, PhD	Research Methods, HR
Assoc. Prof. Dr.Christiana Charalambidou	Assoc Prof	Bachelor, Master, PhD	Statistics, Research Methods
Dr Anna Kakrida	Lecturer	PhD	Maritime Law
Dr Constantinos Constantinou	Assoc Prof	Bachelor, MBA, PhD	Organisational Behaviour & Change Management
Dr Efimia Tamara Agathokleous	Lecturer	Bachelor, MBA, PhD	Marine Insurance
Dr Pedro Nunes	Lecturer	Bachelor, Master, PhD	Maritime Economics
Dr Stephan Meyer	Senior Lecturer	Bachelor, Master, PhD	Entrepreneurship & Innovation
Mr Chris Droussiotis	Lecturer	Bachelor, MBA	Finance & Accounting
Mr David Fleetwood-Walker	Lecturer	Bachelor, Masters, MCIPD	Research Methods
Ms Nectaria Hadjiyianni	Senior Lecturer	Bachelors, Masters, FCCA	Finanical/Management Accounting

Library / i-CIM Portal



The Business School operates two libraries: the main library in Nicosia and a second library in Limassol. The libraries are equipped with the latest books on marketing and management, as well as books in other disciplines such as banking, tourism, insurance, finance, shipping, and computing. All books are listed in our computer database and are also accessible through the Business School's i-CIM. There are both lending and referencing facilities.

Moreover, the libraries are subscribers to a range of journals, most which are available in electronic form on the Business School's i-CIM and are free of charge for students of the Business School.

Some examples of e-journal titles that CIM subscribes to can be found below:

- > Harvard Business Review
- > Financial Times
- > Journal of International Marketing
- > Journal of Marketing Management
- > The Marketing Review
- > EuroMed Journal of Management
- > European Journal of Marketing
- > International Journal of Bank Marketing
- > International Journal of Pharmaceutical and Healthcare Marketing
- > International Journal of Wine Business Research
- > International Marketing Review
- > Journal of Business & Industrial Marketing
- > Journal of Communication Management
- > Journal of Consumer Marketing
- > Journal of Fashion Marketing and Management
- > Journal of Historical Research in Marketing
- > Journal of Islamic Marketing
- > Journal of Product & Brand Management
- > Journal of Research in Interactive Marketing
- > Journal of Research in Marketing and Entrepreneurship
- > Journal of Services Marketing
- > Journal of Social Marketing
- > Marketing Intelligence & Planning
- > Qualitative Market Research
- > Young Consumers

Nicosia Librarian
Georgia Sotiriou (georgia.s@cim.ac.cy) Working Hours: Mondays to Fridays 08:00-11:00 / 16:30-19:30
Limassol Librarian
Evgenia Demetriou (evgenia@cim.ac.cy) Working Hours: Mondays to Fridays 15:00-19:00



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Scholarships & Bursaries



In 2024, 10 Full Scholarships were awarded as well as 20 Partial Scholarships, in collaboration with various Organisations, total worth of €100,000.

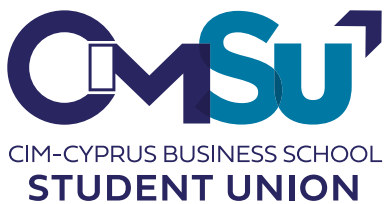
The Business School yearly awards a series of scholarships and bursaries to EU citizens in collaboration with local organisations and media groups.

Moreover, students in their first year can also be eligible for a partial scholarship based on the grades of their High School Leaving Certificate.

For more information and application forms please contact us on scholarships@cim.ac.cy

Student Union

Our students are at the heart of everything we do.



CIM students are active learners in the classroom and they are also actively involved in the Business School's academic and strategic decision making through their representation in committees and the Council. When you join CIM, you automatically become member of the CIM Student Union, an autonomous and entirely student-run body that puts together social, cultural, educational, and sport events.

Each campus runs its own Student Union. Elections are held in November. The following roles are available on the Union's Council:

- > President
- > Vice President
- > Secretary
- > Course Representatives (1 first-year student, 1 second-year student, one third-year student, one fourth-year student, and three postgraduate students (one MBA student, one MSc. HR & Corporate Strategy, and one MSc. Digital Marketing)).

Mission

The mission of the CIM Student Union is to develop and maintain meaningful, imaginative, reciprocal and sustainable relationships with our students in and out of the classroom in an effort to engage students, enable a free and independent student voice, contribute towards their educational journey whilst in the college and foster success during their studies and beyond.



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This Prospectus was submitted for review on 10th November 2025 and approved by the Ministry of Education, Sport and Youth, through a letter dated 12th December 2025.

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