

MASTER OF BUSINESS ADMINISTRATION (MBA)





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TOP REASONS

TO STUDY MBA AT UNIC



TOP
176-200
IN THE WORLD



#38
IN THE EU

FOR BUSINESS & ECONOMICS

Times Higher Education
World University Rankings by Subject 2026



AACSB
ACCREDITED

RANKED AMONG

TOP 6%

OF UNIVERSITIES WORLDWIDE

that meet the highest standards in strategic planning,
academic performance, and social impact



FLEXIBLE SPECIALISATION

Specific Concentration earned stated on Degree
awarded





TopMBA

UNIC'S ONLINE MBA IS RANKED

76-100

**WORLDWIDE IN ITS FIRST YEAR
IN THE RANKING**

QS Online MBA Rankings 2026



**ACCESS TO
AN EXTENDED
BUSINESS
NETWORK**



Courses taught by

**LEADING FACULTY
AND INDUSTRY LEADERS
FROM AROUND THE WORLD**



Twenty (20) members of the University of
Nicosia academic community are ranked

**AMONG THE WORLD'S MOST
DISTINGUISHED SCIENTISTS**

Stanford University List 2024



WELCOME

BY THE DEAN

Welcome to the UNIC MBA

As Dean of the School of Business and MBA Director, I would like to welcome you to one of the most dynamic and forward-looking MBA programmes in Europe. The University of Nicosia offers an MBA that combines academic rigour with practical application, flexibility, and strong business connections.

Our School of Business is accredited by AACSB International - the gold standard of excellence in business education, achieved by fewer than 20% of business schools worldwide. This distinction places your MBA experience at UNIC among the very best, globally.

Our accelerated 16-month MBA is designed to help you achieve your goals faster if you're aiming for a promotion, considering entrepreneurship, or focused on becoming a better leader. By joining a vibrant, global network of professionals and leaders from more than 30 countries, you will gain far more than a degree.

Here's what makes the UNIC MBA stand out:

Excellence and Opportunity

A rigorous curriculum enriched with case studies, simulations, enterprise information systems, and close engagement with industry and the public sector. Our dedicated Career Success Centre will help you craft your own career path and connect with real opportunities.

Flexibility and Choice

You can choose from three concentrations and over 30 electives, and there are two intakes per year. You also have the option to study abroad at over 25 partner universities. This flexibility allows you to customise your MBA to align with your aspirations.

Value and Return on Investment

The accelerated structure reduces tuition costs and time away from the workforce, offering exceptional value for money. With international MBA graduates experiencing an average salary increase of 20%, your investment in this programme will pay dividends for life. Financial aid options, including scholarships and assistantships, are also available to support your journey.

Outstanding Faculty

Our professors have extensive experience in academia and industry around the world. They serve as consultants, advisors, and board members, ensuring that your education is both cutting-edge and deeply practical. Most importantly, they are dedicated to inspiring you and supporting your success every step of the way.

A Powerful Alumni Network

We have nearly 800 graduates from over 30 countries, many of whom are thriving as managers, entrepreneurs, and innovators. This network provides an initial platform for international collaboration and career opportunities.

Beyond the Classroom

At UNIC, learning extends beyond the classroom into the real world. You can take part in international competitions, joint projects, business missions, and collaborations with students from Europe, the USA, Asia, and Africa. There are also opportunities to travel and engage with partners in the Mediterranean, the EU, India, and China.

Here at the University of Nicosia, we believe in hard work, seizing opportunities, and preparing you to succeed anywhere in the world. Our MBA equips you with the knowledge, skills, mindset, connections, and confidence to shape the future of business.

Welcome to the UNIC MBA - where your career deploys, and your ambitions take flight.

Professor Angelika Kokkinaki
Dean of the School of Business



THE UNIVERSITY



The University of Nicosia (UNIC) is a research-oriented institution dedicated to teaching, research, innovation, sustainability, societal engagement, and cultural contribution. With over 100 programmes at the Bachelor's, Master's, and Doctoral levels, offered both on-campus and online, UNIC serves more than 11,500 students from over 100 countries.

UNIC excels in high-quality research across various academic disciplines, with a particular emphasis on the emerging technologies of the Fourth Industrial Revolution and their societal impacts. The University collaborates actively with research centres, industry, and the community, ensuring that its programmes meet industry needs and receive accreditation from relevant professional bodies.

UNIC boasts an outstanding academic reputation and a global perspective, as evidenced by its impressive international rankings. Indicatively, in the 2026 edition of the THE WUR Rankings, the University of Nicosia (UNIC) has held its rank among the top 501-600 universities globally for the fourth consecutive year.

Situated in Nicosia, the capital of Cyprus, an EU-member state, UNIC's main campus offers an ideal setting for students seeking a dynamic and multicultural environment. Nicosia provides the benefits of a modern and welcoming city, making it an excellent choice for your academic journey.



#1

**FOR RESEARCH
QUALITY**

Among Greek and Cypriot
Universities

Times Higher Education
World University Rankings 2026



#151

IN THE EU

Times Higher Education
World University Rankings 2026



TOP

501-600

IN THE WORLD

Times Higher Education
World University Rankings 2026



#115

IN THE WORLD

Times Higher Education
Young University Rankings 2024

SCHOOL OF BUSINESS

GLOBAL LEADER IN BUSINESS AND ECONOMICS EDUCATION

The UNIC School of Business is a global leader in business education, with UNIC ranked among the Top 176-200 universities in the world, and #38 in the European Union, by the 2026 Times Higher Education World University Rankings by Subject. At the same time, the University is among the top 151 universities in the European Union in Research Quality.

UNIC has also been ranked among the Top 151-200 universities in the world for Business Administration and among the Top 401-500 universities in the world for Management, in the ShanghaiRanking's Global Ranking of Academic Subjects (GRAS) 2025.

The School of Business prepares students to lead, govern and build organisations in a world increasingly shaped by innovation, digital transformation and sustainability.

Its programmes connect the established disciplines of Accounting, Finance, Economics, Marketing, Management, Management Information Systems, Business Administration, Tourism and Hospitality Management, Sustainability and Energy Management, with emerging fields such as artificial and superintelligence, workflow automation, crypto-assets, blockchain technology, digital platforms and the metaverse.

The School's strategic priority is to constantly improve and adapt, ensuring that graduates develop the knowledge, professional competencies and leadership capabilities needed to adapt, create value and lead confidently in an increasingly complex global business environment.

AACSB INTERNATIONAL ACCREDITATION

The UNIC School of Business has been accredited by the internationally recognised Association to Advance Collegiate Schools of Business (AACSB) International, having undergone a lengthy and demanding evaluation process.

This achievement further establishes the University of Nicosia on the map of leading higher education providers in Business Administration. Fewer than 6% of the world's Business Schools, just 1,066 institutions in over 100 countries, hold AACSB accreditation, placing UNIC among the elite accredited institutions. AACSB accreditation further enhances the University's international collaborations, research activity and the impact of its graduates at both local and global levels.





AACSB
ACCREDITED

**AMONG THE 6% OF BUSINESS
SCHOOLS WORLDWIDE**

meeting the highest standards in strategy, student
success and thought leadership



Top**MBA**

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**WORLDWIDE IN ITS FIRST YEAR
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QS Online MBA Rankings 2026

University of Nicosia
RANKED 176-200
FOR BUSINESS AND ECONOMICS



World
University
Rankings 2026

www.thewur.com



#38

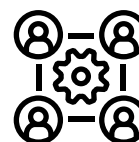
**IN THE EU FOR BUSINESS
& ECONOMICS**

Times Higher Education
World University Rankings by Subject 2026

PRME
CHAMPION
2026 – 2027

**PRINCIPLES FOR RESPONSIBLE
MANAGEMENT (PRME)**

champion in Cyprus, Greece, and Southeastern
Europe for sustainable business education



RANKED

151-200

**FOR BUSINESS
ADMINISTRATION**

ShanghaiRanking Global Ranking
of Academic Subjects 2025

THE UNIC MBA

TRANSFORMING CAREERS

THE MEDITERRANEAN MBA BUILT FOR GLOBAL LEADERS

The MBA is internationally acknowledged as the most valuable business qualification in the world. At the University of Nicosia Business School our MBA programme is founded on academic integrity and high global business engagement. Successful businesses in the future will be those which can confidently and capably steer a path through a world characterized by intense competition, rapid technological development, economic turbulence and increasing resource insecurity. Businesses need leaders who can think and act strategically in this volatile environment, managing the risk and challenges involved but also spotting and seizing opportunities for efficiency, innovation and new business models. Businesses also need leaders who will act responsibly in delivering value to all stakeholders.

Whether you plan to rise to a more senior leadership role, switch sector or strike out on your own, the UNIC MBA will equip you for success. Through collaborative learning and varied engagement with business, our MBA will prepare you for the opportunities and challenges you will face as a strategic business leader. You will gain understanding of decision making and strategic thinking, achieving success through the approach of strategic leadership in a continuously and rapidly changing environment, the complex nature of the global challenges facing organizations and business today, key concepts and tools of strategic marketing, organization and operations as well as accounting and finance. You will secure an insight as to how international economies and markets work and challenge existing business models while developing innovative strategies for your competitive market.



STRATEGIC LEADERSHIP

The Power of Strategic Leadership

- Expand your horizons to include the complexity of global challenges.
- Use innovative strategic thinking to chart appropriate course of actions in a rapidly changing environment.
- Develop your strategic leadership skills to manage key functions closely associated with organizations, operations, strategic marketing, finance and accounting.
- Keep up to date with the ever so changing international markets and economies.
- Learn how to accept and embrace the responsibility of managing natural, social and financial capital.





PROFESSIONAL DEVELOPMENT

Enhance your Employability

- In a constantly challenging and competitive global environment, take charge of your personal skills development and safeguard your future career.
- Develop your professional skills and learn how you can extend your professional reach.
- Enhance your communicating and interpersonal skills in order to succeed in more effective professional interactions.
- Experience the secrets of success taught by business leaders and recognized industry experts on the programme.



PERSONAL CONNECTION

Receive Personalised Attention Through Our MBA Experience

- Further enhance and develop life-long professional and personal networks in an environment of constant learning interaction.
- Master your sensitivity and appreciation of different cultures thus preparing for a global workplace.
- Interact with faculty and staff who care about you and your individual needs and goals.
- Join and become a member of a family of ambitious professionals.



THE UNIC MBA COMMUNITY

FACULTY, INDUSTRY, STUDENTS & ALUMNI

Our recent achievements and ranking, by times Higher Education World University Ranking, that places us among the top Top 176-200 universities in the world, and #40 in the European Union, for Business and Economics, underscores the quality of everything we do and is testament to our inspirational teaching, game-changing research and diverse engagement with global businesses. At the heart of our dynamic School is a faculty of more than 90 specialist academics, a vibrant student population of more than 1,500 and a suite of sought-after undergraduate and postgraduate programmes. Our programmes are founded in academic research and applied in the real business world. Our commitment to corporate engagement and our strong sector-wide links are found in our executive education programmes, our extensive guest speaker series and our long-standing relationship with the business professions.

Our School of Business fosters ambitious plans to continue building on our success and to stand among the top business schools in Europe and the Middle East. On campus and online, a dedicated MBA team is in place to help you through your studies.



WORLD-CLASS FACULTY

Our faculty members are gifted researchers and teachers who work closely with their students both in and out of class. The School has more than 90 Academic faculty members representing various nationalities. Our faculty members share with their students all the knowledge and insights gained through their lifelong professional experience. All of our MBA courses are led by internationally recognized faculty who bring incisive knowledge and practical expertise and relevance to the classroom. All are experienced teachers, researchers and consultants in their respective fields. Eight of the University of Nicosia Academics are listed among the top scientist in the world.



ENGAGEMENT WITH BUSINESS

At the heart of our approach to teaching and learning is a robust engagement with business and professional bodies. These relationships ensure our programme keeps pace with change, delivers learning from authentic business challenges and helps build powerful new networks and connections. Extensive links with industry, our alumni network, and professional organizations, produce various shared research projects. Top priority for our MBA programme is igniting learning through the application of theory to real business challenges.

INTERNATIONAL EXPERIENCE

In addition to our international faculty, student cohort, and exposure to businesses from around the world, the MBA programme offers a wide range of Erasmus Exchange Opportunities.

PROFESSIONAL DEVELOPMENT/ CAREER OUTCOMES

As global markets rapidly change and improve, opportunities arise. A critical aspect of the MBA programme is the focus on your professional development and the enhancement of your employability. Whatever your ultimate career objectives are, our expert support will help you acquire the skills to maximize your potential.

THE UNIC MBA COMMUNITY

OUR STUDENT AND ALUMNI COMMUNITY

On joining the UNIC MBA you immediately become part of a global network of the University of Nicosia students – present and past. This includes a big alumni worldwide network who occupy senior positions in many countries around the world and offer a valuable network of contacts.

Right from the start of the MBA we endeavor to build strong relationships and a friendly working environment. Our unique Welcome and Induction Programme will help you to settle and participate in our organized series of events to introduce you to our capital city.

CLASS PROFILE

Our MBA Degree attracts a diverse community audience, from a wide range of industry sectors and of various nationalities. The International diverse character of our students, enables the exchange of multicultural experiences and ideas making the time you spend at UNIC dynamic and insightful. Our students, like many of our teaching faculty, bring an international background in terms of both nationality and career. Each New Academic's year the MBA cohort from all around the world, comprises a vibrant mix that creates a lively sharing of ideas and insight into different cultures. The diversity we welcome also reflects the global nature of today's businesses. Our MBA programme gets to the core of international business and finance to address key issues of the day.





GRADUATE VOICES

Although I had completed my PhD in Economics in 2012, I decided to pursue new studies by enrolling in the MBA programme at the University of Nicosia, marking my first collaboration with the University of Nicosia, from which I graduated in 2014. This decision turned out to be one of the most pivotal professional and personal choices I have made. The high quality of education, the recognition of the degree by DOATAP, and the opportunity to attend the programme remotely using modern tools and technologies greatly contributed to my development as a more well-rounded professional. The supportive and positive spirit of both the professors and administrative staff at the University of Nicosia created an outstanding learning environment that enhanced my knowledge and understanding of the business world. This experience has been instrumental in shaping both my professional career and personal growth.

Dr. Spyros Repousis
PhD in Economics, 2012
Senior Credit Officer, Corporate Finance, Piraeus Bank,
Greece
MBA – Class of 2014





Education is not preparation for life. It is life itself. However, while education is a never-ending process, it is the foundations I acquired at UNIC that made the difference for me. I learned!

I think BIG! What about you?

Anna Rangelova
 Director Client Service, Nielsen Consumer Neuroscience,
 Nielsen, Geneva, Switzerland
 Tourism, Leisure and Events Management, Class of 2008
 MBA - Concentration in Management, Class of 2010
 Bulgaria

It is because of UNIC that I was prepared for all the challenges that appear post studies. Leaving university for the work arena is not easy. If you have gained the right knowledge, if you possess the proper tools and attitude, if you are armed with the relevant experience and confidence, and if you make the right choices with the proper support, you have nothing to fear. I went through that and succeeded. You can do it, too. You just have to make the right choice — the UNIC choice!

Milena Domanova
 Manager, Global Compliance Europe,
 Deloitte Global Tax Centre (Europe)
 Business Administration, Class of 2008
 MBA - Concentration in Finance, Class of 2012



PROGRAMME

STRUCTURE

The UNIC MBA programme is dynamic and intensive, reflecting an approach that stresses flexible specialization, experiential learning and optimum use of study time.

The programme is designed to offer insight into professional possibilities into modern organizations functioning in the context of today's competitive world. The pace of the programme is vigorous, aiming to provide students with the necessary skills to guide both their short and long term decisions. The curriculum aims at integrating theory with practice.

Each of the Compulsory, Required and Concentration modules involves lectures, discussions, project assignments, role-playing, case studies, and applied classwork. The participants consistently deal with realistic managerial and professional challenges.

PROGRAMME OPTIONS

Thesis Full Time Option

Our Thesis Full-Time programme is designed for those who are keen on an intensive experience and who wish to return to the job market quickly. This programme is possible with the option of choosing ONE (1) Concentration and undertaking a Capstone Thesis of 30 ECTS.

Non-Thesis Full Time Option

Our Non-Thesis Full-Time programme is designed for those who are keen on an intensive experience and who wish to return to the job market quickly but do not wish to undertake a Capstone Thesis Research. This programme offers the possibility of choosing one (1) Concentration or opting for a General MBA Degree.

Flexible Part-Time Option

Our Flexible Part-Time programme is designed for those who are keen on pursuing and enhancing their Business Knowledge, but wish to do so in a more relaxed pace, taking as little or as many courses as they can manage during each semester/period. Students can choose from one (1) up-to four (4) courses per semester should they choose the part time study. Individual study plans are prepared to reflect each student's needs and circumstances. This programme offers the possibility of choosing one (1) Concentration or opting for a General MBA Degree. Our flexible part time MBA programme can be completed with or without a Capstone Thesis.

The ability to specialize is a further step to personalizing your experience, giving you the opportunity to dive deeper into a given topic/area that has relevance for your career, sector, or interests. Specializing can be an effective way of demonstrating expertise to future employers.

MBA ACADEMIC PATH

FOUNDATION COURSES	ECTS
COURSE TITLE	0
Foundations in Economics	0
Foundations in Accounting	0
Foundations in Statistics and Research	0
Foundations in AI and Business	0

** The Foundation Courses aim to prepare students in the relevant fields, in order to undertake the corresponding Compulsory Courses without any gaps. Those students who have covered these areas in previous studies can opt out of attending them.*

COMPULSORY COURSES	ECTS
COURSE TITLE	36
HR Management and Organizations Effectiveness	6
Business Economics	6
Financial and Managerial Accounting	6
Financial Management	6
Strategic Marketing	6
Corporate Strategy	6
Concentration Courses	54

THESIS OPTION Concentration Required	ECTS
COURSE TITLE	
Required Courses	42
Decision Making Methods and Tools	6
Scholarship and Research	6
Thesis	30
Specific Concentration Electives (2 courses)	12

** The 2 concentration courses can be chosen from the list of courses for each specific concentration*

NON-THESIS OPTION Concentration Required	ECTS
COURSE TITLE	
Required Courses	24
Decision Making Methods and Tools	6
Scholarship and Research	6
Business Processes and Systems	6
Globalization and International Business Challenges	6
Specific Concentration Electives (5 courses)	30

** The 5 concentration courses can be chosen from the list of courses for each specific concentration*

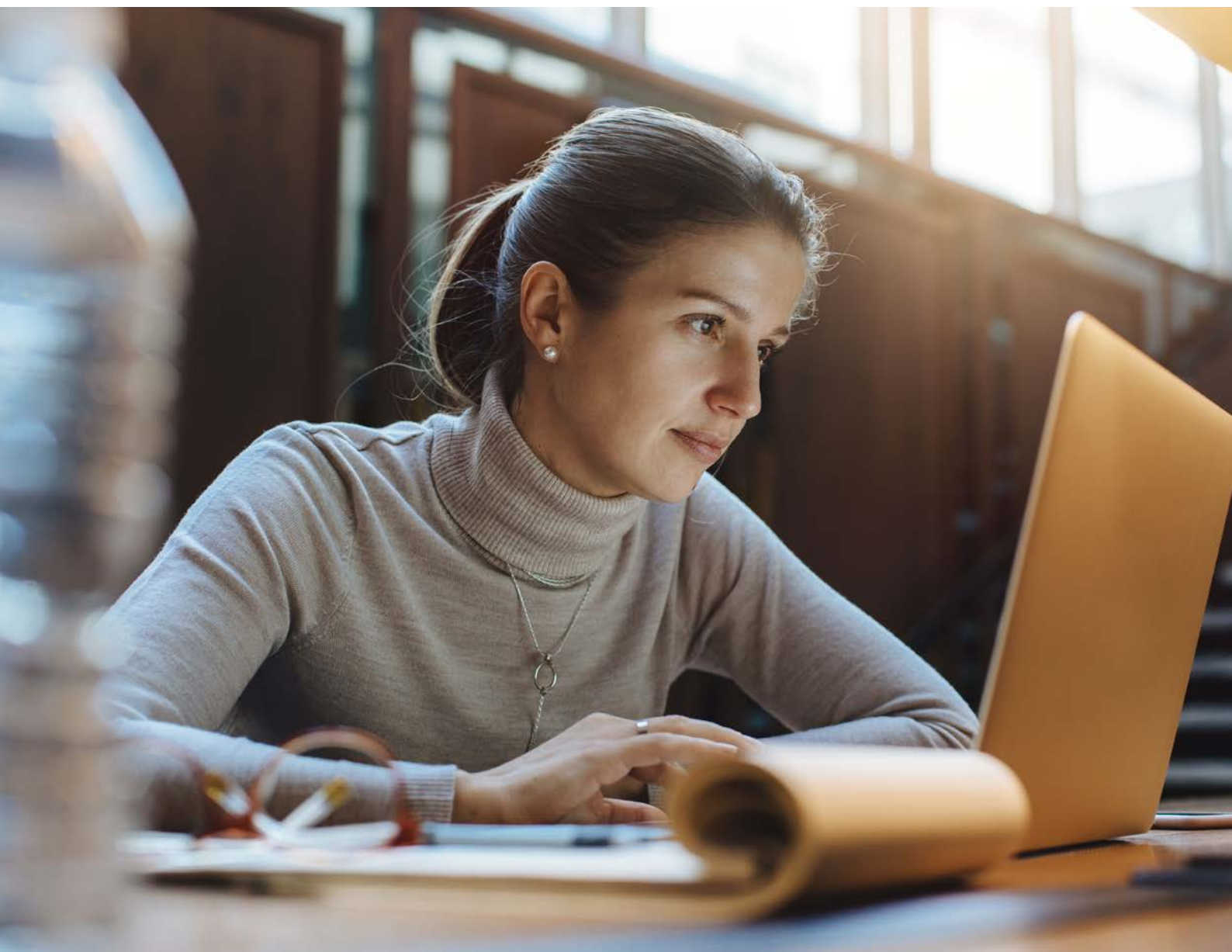


CONCENTRATIONS

ELECTIVES COURSES

1	2	3
MARKETING	FINANCE	HUMAN RESOURCE MANAGEMENT
Digital Marketing	Portfolio Analysis	Integrity in Organizations
Consumer Behavior	Financial Markets and Institutions	Organizational Behavior
Marketing of Services	Financial Risk Management	Performance Management and Compensation Systems
Corporate Social Responsibility and Sustainability Marketing	Global Financial Strategies	Employee Resourcing and Employee Development
Marketing Communications	Fintech and Digital Finance	Transformational Leadership
Global and International Marketing	Corporate Finance and Sustainable Investing	Diversity, Equity and Inclusion

* Concentration Elective Courses are offered on a rotation basis throughout the semesters provided they secure the minimum required registered students (6 students).



THESIS

FULL-TIME OPTION

Our 16 month thesis option full-time programme is designed for those who are keen on an intensive experience and who wish to return to the job market quickly. This 16 month full-time programme is possible with the option of choosing ONE (1) Concentration and undertaking a Capstone Thesis of 30 ECTS.

FOUNDATION COURSES

Students without previous Business Studies are required to complete the following foundation courses:

- Foundations in Economics
- Foundations in Accounting
- Foundations in Statistics and Research
- Foundations in AI and Business

* The Foundation Courses are 16 hour duration, non ECTS, no charge preparatory courses. The Foundation courses are assessed with a "Pass" or "Fail" end of course test.

SEMESTER 1	SEMESTER 2	SUMMER ACADEMIC PERIOD	SEMESTER 3
Compulsory and Required Business Courses	Compulsory and Required Business Courses	Required and Concentration Business Courses	Compulsory and Required Courses
HR Management and Organizations Effectiveness	Financial Management	Concentration Elective Course	Capstone Thesis Completion of a major Research Capstone Thesis
Scholarship and Research	Business Economics	Concentration Elective Course	
Financial and Managerial Accounting	Decision Making Methods and Tools		
Corporate Strategy	Capstone Thesis (Start the research)		
Strategic Marketing			

NON-THESIS

FULL-TIME OPTION

Our 16 month NON-Thesis full-time programme is designed for those who are keen on an intensive experience and who wish to return to the job market quickly but do not wish to undertake a Capstone Thesis Research. This programme offers the possibility of choosing one (1) Concentration or opting for a General MBA Degree.

FOUNDATION COURSES

Students without previous Business Studies are required to complete the following foundation courses:

- Foundations in Economics
- Foundations in Accounting
- Foundations in Statistics and Research
- Foundations in AI and Business

* The Foundation Courses are 16 hour duration, non ECTS, no charge preparatory courses. The Foundation courses are assessed with a "Pass" of "Fail" end of course test.

SEMESTER 1	SEMESTER 2	SUMMER ACADEMIC PERIOD	SEMESTER 3
Compulsory and Required Business Courses	Compulsory, Required and Concentration Business Courses	Concentration Business Courses	Compulsory and Concentration Business Courses
HR Management and Organizations Effectiveness	Decision Making Methods and Tools	Concentration Elective Course*/ OR Free Elective Course	Business Economics
Scholarship and Research	Business Processes and Systems	Concentration Elective Course*/ OR Free Elective Course	Financial Management
Financial and Managerial Accounting	Globalization and International Business Challenges		
Corporate Strategy	Concentration Elective Course*/ OR Free Elective Course		Concentration Elective Course*/ OR Free Elective Course
Strategic Marketing	Concentration Elective Course*/ OR Free Elective Course		

THESIS

FLEXIBLE PART-TIME OPTION

Our Flexible Part Time MBA Programme is designed for those who are keen on pursuing and enhancing their Business Knowledge, but wish to do so in a more relaxed pace, taking as little or as many courses as they can manage during each semester/period. Students can choose from one (1) up-to four (4) courses per semester should they choose the part time study. Individual study plans are prepared to reflect each student's needs and circumstances. This programme offers the possibility of choosing one (1) Concentration or opting for a General MBA Degree. Our flexible part time MBA programme can be completed with or without a Capstone Thesis.

FOUNDATION COURSES

Students without previous Business Studies are required to complete the following foundation courses:

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- Foundations in Statistics and Research
- Foundations in AI and Business

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SEMESTER 1	SEMESTER 2	SUMMER ACADEMIC PERIOD	SEMESTER 3	SEMESTER 4	SEMESTER 5 AND/OR SEMESTER 6
Compulsory and Required Business Courses	Compulsory Business Courses	Concentration Electives Business Courses	Compulsory Business Courses	Compulsory and Required Business Courses	Capstone Thesis
HR Management and Organizations Effectiveness	Financial and Managerial Accounting	Concentration Elective Course	Financial Management	Corporate Strategy	Completion of a major Research Capstone Thesis
Scholarship and Research	Strategic Marketing	Concentration Elective Course	Business Economics	Decision Making Methods and Tools	

**The above is a sample of a path. Different options and different order of choosing courses may apply*

NON-THESIS

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- Foundations in AI and Business

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SEMESTER 1	SEMESTER 2	SUMMER ACADEMIC PERIOD	SEMESTER 3	SEMESTER 4	SEMESTER 5	SEMESTER 6
Compulsory and Required Business Courses	Compulsory Business Courses	Concentration Electives Business Courses	Compulsory Business Courses	Compulsory and Required Business Courses	Required and Concentration Elective Business Courses	Required and Concentration Elective Business Courses
HR Management and Organizations Effectiveness	Financial and Managerial Accounting	Concentration Elective Course	Financial Management	Corporate Strategy	Business Processes and Systems	Globalization and International Business Challenges
Scholarship and Research	Strategic Marketing	Concentration Elective Course	Business Economics	Decision Making Methods and Tools	Concentration Elective Course	Concentration Elective Course
						Concentration Elective Course

*The above is a sample of a path. Different options and different order of choosing courses may apply

FOUNDATION COURSES

ECONOMICS

The course is designed for students with no previous background in economics. It examines the fundamental economic principles such as scarcity and choice, opportunity cost, demand and supply, elasticity, cost of production and market structures

ACCOUNTING

This course is designed for students with no background in accounting. The course examines the basic principles of accounting, and the ways in which accounting statements and financial information can be used to improve the quality of decision making. The main topics covered in this course include the double entry system, the accounting cycle, preparation of the basic financial statements, and partnerships.

AI AND BUSINESS

This course provides a comprehensive introduction to artificial intelligence (AI) in business. Students will gain a foundational understanding of core AI concepts, including machine learning, deep learning, natural language processing, and computer vision. The course explores the wide range of AI applications across sectors such as healthcare, finance, transportation, education, and entertainment. Students will examine how AI is transforming industries by increasing efficiency, fostering innovation, and creating new business opportunities. The course also addresses ethical issues, challenges, and the social impact of AI, including concerns related to privacy and bias. In addition, it reviews emerging trends in AI research and prepares students for careers in AI-related fields by offering practical insight into how AI skills can be applied in professional environments.

STATISTICS & RESEARCH

This course is designed for students with no background in statistics and research. It covers basic descriptive statistics, provides the foundations to quantitative methods for business, prepares students by giving them the necessary tools needed for the required course in quantitative methods 'Decision Making Methods & Tools', makes students appreciate the importance of statistical methods in business and makes students able to interpret statistical output.



COMPULSORY COURSES

HR MANAGEMENT AND ORGANIZATIONS EFFECTIVENESS

This course equips students with the knowledge and skills needed to manage human resources effectively and enhance organizational effectiveness. It focuses on strategies for attracting and selecting talent, developing and implementing training programs, and evaluating performance. Students will build capabilities in change management, the design of disciplinary procedures, and the effective management of employee relations. In addition, the course examines the importance of health and safety in the workplace and analyzes the legal frameworks that affect human resource management.

BUSINESS ECONOMICS

This course is designed to identify the role of business within the economy and the relevance of economics to business decision making, to demonstrate the operation of markets and the price mechanism, to distinguish the different goals of organizations, to identify how these goals affect managerial decision making, to analyze market structures and the implications that such structures have for business conduct and performance and to identify how macroeconomic variables and government economic policies affect a business organization.

FINANCIAL & MANAGERIAL ACCOUNTING

This course aims to give students a general overview of financial and management accounting theory and practice. It is designed to enable students to use the accounting cycle for businesses, to illustrate knowledge of key accounting issues for partnerships and Corporations. This course also aims to analyze how financial statements can be evaluated and used for decision making, to analyze and apply basic managerial accounting techniques, to illustrate how accounting theory and practice can be used to address practical problems and to analyze the importance of using accounting tools in the management process of the firm.

FINANCIAL MANAGEMENT

This course is designed to enable students to create a knowledge and understanding of financial management techniques suitable for all commercial organizations, to provide an understanding of how financial resources are acquired from external capital markets and generated from internal operations, to examine the effective utilization and control of those funds within the organization, to apply various forecasting techniques, to evaluate the short- and long-term needs of an organization and to assess the capital structure of an organization and relate it to its most desirable capital budgeting based on the cost of capital incurred.

STRATEGIC MARKETING

This course aims to outline the essentials of marketing theory and offers a structured approach to identifying, understanding and solving marketing problems. The course describes marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research. The course additionally cultivates the skills and competencies required towards strategic marketing planning, with various tools and processes being presented both as a theoretical basis and in their practical application framework. The students are finally taught how to practically integrate theory with practice towards the development of a strategic marketing plan.

CORPORATE STRATEGY

This course is designed to examine the strategic position of an organization by assessing the external environment, the internal strategic capabilities, the purpose and culture of the organization, to analyze an organization's strategic choices for the future in terms of both the directions in which strategy might move and the methods by which strategy might be pursued and to discuss the multitude of issues involved in the formation and implementation of strategy (e.g. strategy performance and evaluation, strategy development process, leadership and strategic change).

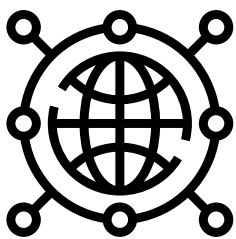


REQUIRED CONCENTRATION COURSES

BUSINESS PROCESSES & SYSTEMS

This course aims to discuss the strategic role of operations management in organizations; the importance of designing and managing effectively the organization's supply network and apply principles of modelling upon specific problems. Examines how to design operation systems to support the strategy of the organization and gain a competitive advantage in the marketplace; the role and key decisions of the operations manager (forecasting demand, capacity management, inventory management, scheduling etc.) and examines what-if scenarios in simulations and detect points of reduced efficiency. Discusses KPIs, data collection and analysis in the context of a simulation model to derive optimal decision making; the implications of managing effectively quality and performance in organizations and the need for continuous improvement and the methodologies for effecting change (students should be able to understand the reasons necessitating change in operations and how to effect such change through both projects and continuous improvement).





GLOBALIZATION & INTERNATIONAL BUSINESS CHALLENGES

This course is designed to comparatively assess the different theories explaining the interplay between state power and market organization with the structure of international trade, development and finance; critically evaluate the dynamics shaping the process of globalization and the role of the Multinational Companies (MNC) as agents of that process; reflect on the role and strategies of the modern state as an investor, manager and effective regulator by drawing on specific examples of competing models of economic organization across several industries and debate on the rise and roles of the modern state-owned Multinational Companies (SMNC).

DECISION MAKING METHODS & TOOLS

This course is designed to enable students to take a business perspective and concentrate on how statistics and quantitative methods in general can be used in problem solving and decision-making; provide students with the necessary skills in order to use a scientific approach to solve problems and make decisions as business executives; demonstrate a number of important topics on statistics and probability theory; discuss the basic principles of forecasting and elaborate on a number of statistical forecasting methods and promote interaction of students with the lecturer, the course content and each other.



SCHOLARSHIP & RESEARCH

"Scholarship and Research", is based on the assumption that postgraduate scholarship provides skills fundamental for achieving competence in the other courses of the master's programmes, as well as for undertaking the MBA Thesis. The course is designed to develop your knowledge and understanding of academic practice and research. It utilizes a research process and problem-based learning approach to develop your practical competence in aspects appropriate to academic practice and research in business and management.

1

MARKETING CONCENTRATION ELECTIVES

DIGITAL MARKETING

This course equips students with the knowledge and skills needed to understand and apply digital marketing strategies in a rapidly evolving digital environment. Students will learn how to manage and evaluate digital marketing campaigns, leverage social media platforms, optimize websites through SEO, and create content that attracts and retains target audiences. The course also explores advanced topics such as marketing in the metaverse, along with the ethical and legal challenges associated with digital marketing.

CONSUMER BEHAVIOR

This course is designed to provide students with a detailed and thorough understanding of consumer behavior and to describe how the study of consumer behavior helps companies better serve their clients. Particular emphasis is placed on understanding how self, perception, learning and motivation contribute to consumer decision-making processes and are ultimately expressed as behavior. In particular, decision making methods are presented, ways of evaluating alternatives and products are described, and ways of purchasing and using products are described. In completing this course, students will have understood how big companies use consumer research for their own strategies, and they will in turn be able to apply these theories themselves.

MARKETING OF SERVICES

The course is designed to master the key concepts and differentiating factors of Services Marketing, to recognize services' differences from tangible goods and understand their marketing implications, to comprehend the value and benefits of 'People' and Internal Services Marketing, to analyze and design the Service as a specific and methodically designed process and to manage Customer Encounters, Service Relationship Marketing and Customer Loyalty. Designs a comprehensive Services Marketing Mix and provides a solid foundation of SM business education that will enable students to become effective managers anywhere in today's globally competitive environment. Enhances intellectual development and student graduate maturity and develops the skills necessary towards practical implementation of the knowledge gained. Interrelates the material covered with adjacent and relevant business theories.

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY MARKETING

This course examines the integration of Corporate Social Responsibility (CSR) and sustainability into marketing strategies. Students will critically analyze stakeholder management, green marketing, and the role of businesses in promoting social and environmental responsibility. The course focuses on developing marketing strategies that align with the United Nations Sustainable Development Goals (SDGs), addressing greenwashing, and exploring ethical business practices. Through case studies, workshops, and discussions, students will acquire the skills needed to design sustainable marketing strategies and contribute to socially responsible businesses.

MARKETING COMMUNICATIONS

This course is designed to provide an overview of the key principles of marketing and marketing communications. To appreciate the theoretical knowledge underlying marketing communications and IMC (Integrated Marketing Communications) practice. To demonstrate all marketing communication issues and promotional tools. To understand the consumer differences in markets, their effect on integrated marketing communications. To illustrate on how the marketing communication tools can be applied in practice, to appreciate the importance and role of marketing communications in the overall marketing plan and to design communication campaigns.



GLOBAL AND INTERNATIONAL MARKETING

This course is designed to give students a strong understanding of marketing in an international context and to equip them with the practical and analytical skills needed for effective decision-making. These capabilities will help future managers and entrepreneurs respond to the distinct challenges they are likely to face when promoting their company's products and services in foreign markets. The course explores key issues involved in the development and preparation of an international marketing plan and is aimed at postgraduate students seeking a contemporary perspective on international marketing.



2

FINANCE CONCENTRATION ELECTIVES

PORTFOLIO ANALYSIS

This course is designed to teach the students the skills required to manage an investment portfolio under conditions of uncertainty and to choose such strategies that balance performance and risk within the investor's objectives. To make students understand that Portfolio Management is a dynamic process that requires an understanding of both theory and practice and to provide them with an understanding of the measurement and evaluation of performance, by separating luck from skill, and adjusting performance for risk.

FINANCIAL MARKETS AND INSTITUTIONS

This course is designed to provide a conceptual understanding of the function of financial markets, the flow of funds, levels of interest rates and time value of money; to analyze the institutional framework through a discussion of the theoretical background to the structure and performance of the financial system, and the role, goals and decision-making process of financial intermediaries participating in financial markets' operations; to examine the international integration of financial markets and institutions, using a rich body of empirical evidence, consider the policy implications with emphasis on global developments, and contrast these issues with the relevant theory; and to develop the analytical and research skills of the student using a specific problem or issue related to markets and institutions.

FINANCIAL RISK MANAGEMENT

This course is designed to evaluate different types of financial risk and various financial instruments available to counteract unwanted financial risk; to create and optimise opportunities available to organizations that are prepared to take on various degrees of financial risk, either as defensive moves or in the implementation of dynamic strategies.





GLOBAL FINANCIAL STRATEGIES

This course is designed to enable students to evaluate the flow of funds and the function of financial markets, the theoretical background of Efficient Market Hypothesis and bond, stock and exchange rate markets.

FINTECH AND DIGITAL FINANCE

The course “FinTech and Digital Finance” examines the evolution and impact of financial technologies (FinTech) on the global financial system. It covers core technologies such as digital payments, blockchain, cryptocurrencies, and artificial intelligence, as well as their transformative effects on financial products and services. The course analyzes FinTech business models, including robo-advisors, online lending, and InsurTech, while also examining regulatory and ethical issues related to privacy, cybersecurity, and financial inclusion. Students will develop strategic thinking and innovative skills to leverage the potential of FinTech for competitive advantage in the financial sector.

CORPORATE FINANCE AND SUSTAINABLE INVESTING

This course focuses on the management of corporate finance, including working capital, capital structure, and short-term financing, while also introducing sustainable investment strategies. Students will examine concepts such as ESG factors (Environmental, Social, and Governance), green finance, mergers and acquisitions, corporate restructuring, and real options in investment decisions. The course combines theoretical knowledge with practical applications, with the aim of equipping students with skills in financial management, ethical decision-making, and sustainable investing.

3

HUMAN RESOURCE MANAGEMENT CONCENTRATION ELECTIVES

INTEGRITY IN ORGANIZATIONS

This course presents and analyzes key ethical theories as they relate to business. Critically evaluates these theories and apply them in business situations. Initiates discussion on the difficulties in choosing an ethical framework to apply in international contexts and appraise the role of culture in doing so. Develops a corporate business ethics management programme and demonstrates the design and application of codes of ethics in organizations.

ORGANIZATIONAL BEHAVIOR

This course explores individual values, personality, and behavior in the workplace, with particular emphasis on learning, emotions, and attitudes. Students will examine strategies for building high-performing teams and strengthening communication within organizations. The course covers topics such as equality, fairness, leadership styles, and organizational structure in depth. Students will also develop the ability to manage organizational change, conflict, and stress using contemporary theories and practical approaches. Through lectures, group projects, case studies, and simulations, the course offers a comprehensive and applied learning experience.

PERFORMANCE MANAGEMENT AND COMPENSATION SYSTEMS

The course "Performance and Reward Management Systems" examines the principles and practices of performance management, as well as the alignment of compensation with organizational strategies and goals. Students will develop skills in the design and implementation of effective management systems, while also evaluating relevant legal and ethical issues.

EMPLOYEE RESOURCING AND EMPLOYEE DEVELOPMENT

This course focuses on the strategic management of human resources, including staffing, talent acquisition, employee development, and performance evaluation. Students will explore methods for ensuring that organizations have the right people with the necessary skills and experience, develop strategies for workforce planning, and understand the role of the human resources function in improving employee well-being. Topics include recruitment processes, leadership development, diversity, and training programs. The course emphasizes practical application through case studies, simulations, and interactive learning.

TRANSFORMATIONAL LEADERSHIP

This course examines the principles and theories of transformational leadership. Students will develop skills to inspire and motivate teams, promote innovation, and lead organizational change. Key topics include emotional intelligence, strategic planning, communication techniques, and ethical leadership. Through case studies, role-playing exercises, and group projects, students will apply transformational leadership practices to real-world scenarios. The aim of the course is to strengthen leadership effectiveness and prepare students for leadership roles across a range of organizational settings.

DIVERSITY, EQUITY AND INCLUSION

The course "Diversity, Equity, and Inclusion" focuses on understanding the concepts of DEI and their importance for organizational performance. Students will learn how to apply DEI strategies in business environments and develop critical awareness of systemic challenges and opportunities. The course includes lectures, case studies, workshops, and discussions, covering topics such as unconscious bias, cultural intelligence, and inclusive leadership.



ADMISSIONS

PROCEDURE

MINIMUM ACADEMIC & PROFESSIONAL REQUIREMENTS

The minimum Academic requirement for admission to the MBA programme is a Bachelor's Degree from a recognised University. In addition to the above, applicants must also satisfy the following requirements:

- Standardized Test Scores- The Graduate Management Admission Test (GMAT) is required of all students with a minimum score of 400. Students with a CPA of 2.5 or higher on the 4-point system or 2.2 for UK standards or equivalent, or three years of professional experience, will be exempted from the GMAT. A candidate without the GMAT may be provisionally admitted and allowed to take the foundation courses, but will need to submit their GMAT scores as stated above, in order to be accepted as MBA students.
- A Curriculum Vitae (CV) indicating the applicant's education, academic and professional experience, any publications, awards, etc.
- Letters of Recommendation – Two recommendation letters from individuals who have known the applicant in his/her educational and professional environment are required
- Personal Statement – The applicant is required to submit a comprehensive outline highlighting his or her individual competences and strengths and providing their reflections regarding expectations and the value of the programme to their personal advancement and career development.
- Proficiency in Greek for the programme offered in the Greek Language.

ENGLISH LANGUAGE REQUIREMENTS

Students satisfy the English requirements if their first degree was taught in English. Otherwise, they would need to present a minimum TOEFL score 550 and above, or Computer-based TOEFL score of 213 and above, or Internet-based TOEFL (iBT) score 79-80 and above, or GCSE (or GCE) English Language "O" Level of "C" or above or IELTS of 6.5 and above or Cambridge Exams (First Certificate with Grade B and above).



FINDING OUT MORE

We encourage you to attend one of our Open Days or make an appointment to come and visit the campus. If you are not able to make it to campus you also have the opportunity to find out more by meeting some of our staff and Alumni at various MBA Exhibitions taking place globally. Details of forthcoming events and opportunities are posted on our website. We can also arrange one-to-one sessions in person or via Skype with our MBA Relationship Manager.



**ONE STEP TODAY.
A DIFFERENT CAREER
TOMORROW**



**FULL DETAILS OF THE ENTRY
REQUIREMENTS
CAN BE FOUND ON:
UNIC.AC.CY/MBA**







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