

**The Cyprus
Institute of Marketing**



Master of Business Administration MBA

Earn a world-class MBA - Ranked 16th in Europe!*

*www.findyourMBA.com (2010)

Welcome to Cyprus' Business School

The Cyprus Institute of Marketing (CIM) has been operating in Nicosia since 1978, while, since 1984, we have also been operating in Limassol. The Institute, which is the first Business School on the island, was set up in order to promote the science of marketing both in Cyprus and abroad. During the past 33 years, CIM has evolved into a major centre for the development of marketing science in Europe and the rest of the world, providing the opportunity to more than 5,000 students to acquire qualifications that are specifically marketing-orientated. Ever since our establishment, CIM has been a pioneer in learning for adult, in-career people. Offering exclusively evening classes to working individuals, we attract those who, for one reason or another, missed on the opportunity to study right after graduating from school, but who have always had the will to learn, further their knowledge, and advance their careers. The CIM is thus rightly characterised as a 'Second-Chance Institution'; that is why we say that, at CIM, 'Learning Never Ends'.



What is an MBA?

The MBA program was developed originally in the United States and soon afterwards was introduced in the UK. It is currently expanding rapidly in continental Europe and the rest of the world. With the growing internationalisation of the world economy, an increasing number of companies and organisations require top managers to have an MBA Degree. The degree covers not only Business Administration per se, but also a variety of subjects, all of which are of vital importance to managers in the business and public sector.

Why have an MBA?

The Cyprus Institute of Marketing MBA program is action-oriented and is designed to accelerate the managerial and leadership development process of candidates. Gaining an MBA from the Cyprus Institute of Marketing will make you a great deal more competitive in the market place, as your knowledge of management skills and operating techniques will be significantly improved. Management in both the private and public sectors requires the highest level of relevant executive training, as well as vision, analytical skills and the ability to implement far-reaching decisions; our MBA program stimulates students to look beyond narrow boundaries and horizons, preparing them for higher-level career-planning. Our MBA is designed for practising managers with previous relevant education, training and work experience who are required to make a major contribution to the policy of their organisations.

The specific focus of the program 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 have been established with organisations in the industry, commerce and public sector have helped developed and design our MBA program.



Aims

- Provide a **broad understanding of managerial techniques** necessary for efficient decision-making
- Offer a **global view of management**, enabling students to face the challenges of the 21st century in a learned and informed way
- Promote **increased managerial effectiveness and competence** to help understand the various strategic approaches to managing a modern business
- Enrich students' **personal development and managerial prospects** by encouraging learning from their own past experiences and current needs, while prompting them to speculate about the future prospects of their market

Subjects

The program is made up of 18 subjects, 3 of which are compulsory and 3 optional:

Compulsory Subjects:

1. Business Policy & Strategy
2. Organisational Behaviour
3. Research Methods

Optional Subjects:

4. Accounting & Financial Management
5. Business Statistics
6. Marketing Management
7. Business Economics
8. Business Environment
9. Employee Relations
10. Financial Markets
11. Marketing Research
12. European Union Law
13. The European Business Environment
14. Operations Management
15. Financial Management
16. Advertising & Public Relations
17. Executive Skills
18. International Marketing Strategies

Thesis

The 10,000-word thesis is a major part of the MBA. Students are invited to undertake original research on a company or organisation and write a dissertation on it.

Work on the thesis usually starts in June after the exams are over, with the thesis submitted in early September. In the case of students starting their MBA in January, work on the thesis usually begins in August, with students required to submit their dissertation by February of the following year.

All students are allocated a thesis supervisor who assists them throughout their research. The thesis is marked by an internal examiner and moderated by an external examiner.



Entry requirements

The Institute accepts a wide range of qualifications. As well as proven academic excellence, admission to the MBA degree will depend on a candidate's motivation, drive and experience as a manager or business executive.

Offers are usually made to holders of:

- A Second Class Honours Degree from an accredited University

OR

- An approved UK/US Professional Qualification in such subjects as Accounting, Marketing, Insurance, Shipping etc.

OR

- Associateship/Membership of a UK Professional Body, such as the Chartered Institute of Marketing, the Institute of Chartered Accountants or similar

and who have

- 3 years' worth of work experience

and

- IELTS 6.0 or equivalent

Duration

Full-Time: 12 months

Part-Time: 24 months

Classes commence in October and January.

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

The academic year for January start runs from January to August, with final exams conducted in September. The thesis in this case must be submitted by February of the following year.

Weekly hours taught

The number of weekly contact hours for **Full-Time** study is 12 teaching periods per week and the total number of courses taught are 6.

The number of weekly contact hours for **Part-Time** study is 6 teaching periods per week and the total number of courses taught are 3 per year.



1978-2012
34 Years
of Excellence

The Cyprus Institute of Marketing

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