



UNIVERSITY OF
WEST LONDON

The Cyprus
Institute of Marketing

Cyprus' Business School



Earn a British

BA (Hons) degree
in Business Studies
with Marketing (3 Years)
in **Cyprus**



The Cyprus Institute of Marketing

The Cyprus Institute of Marketing (CIM) was established in 1978 in Nicosia and has been operating in Limassol since 1984. As Cyprus' first Business school, it was set up to fulfill the gap existing in Cyprus' Educational System. During the past 34 years, CIM has successfully established itself as a European Business School providing the opportunity to more than 5000 individuals to acquire higher qualifications with a business orientation. Offering exclusively evening classes for in-career individuals who did not have the chance to study abroad but have had the will to learn and further their personal development, CIM has since its inception been a pioneer in learning for adults and in-career people. Characterised as a 'Second-Chance Institution', at CIM Learning Never Ends.



University of West London

The University of West London is a British University with sites in Ealing and Brentford and an educational hub in Berkshire. It traces its roots back to 1860, when teaching began on its Ealing site and until 1st May 2011 it was named Thames Valley University.

The University of West London is one of the UK's most diverse and exciting universities. It was named the number one improved and modern University in London by the Guardian University Guide for the second year running in 2011 and was named the number one for graduate employment by Times Higher Education Magazine in 2008.

The University of West London is ideally situated 25 minutes from the center of one of the world's most vibrant capital cities.

The University of West London has three sites for students to choose from, all easily commutable from central London:

Ealing site

Brentford site

Berkshire sites



Teaching methods

How you learn is almost as important as what you learn and it's our job to make sure we give you all the information you need in as interesting and varied a way as possible. So there will be lectures, seminars, tutorials and workshops where you will listen and learn, discuss and gain hands-on experience.

Coursework

As you would expect, throughout your course there will be a healthy amount of coursework for you to complete and exams, group work and presentations so that we, and you, can see just how far you are progressing. And don't forget, we are always available to give you a hand should you need one.

Career progression

Our BA (Hons) Business Studies with Marketing course aims to open doors.

We give you all the knowledge, experience and skills you'll need to go out and start a rewarding career in the fields of business marketing or management.

We'll have done our bit – now it's up to you.

On course completion Exit skills

Our aim is to produce graduates with all the skills and abilities needed to flourish in the world of business marketing and management. We hope you will leave us:

- a confident and independent learner with sound underpinnings of business knowledge and behaviour;
- an inspired decision maker, putting all your knowledge to use in reaching creative and effective solutions to complex business situations;
- someone who could make the most of postgraduate or professional study;
- an effective team player but also someone able to work independently;
- someone who doesn't see a job as the end of their studies but just the start of Continuous Professional Development and Lifelong Learning;



BA (Hons) Business Studies with Marketing

(3 Years)

Aims

The aims of this program are to increase and refine the management and marketing skills of the students, most of whom will be already in management posts. Superior management is the product of certain attitudes, knowledge, and skills that combine in unique persons to secure an organisation's survival, growth, financial returns and continuous adaptation to changing circumstances. The course is precisely concerned with identifying and helping produce such attitudes. Our lecturers are inspiring and continuously alert to changes in the business world. As firms in Cyprus and abroad face the challenges of the 21st century, there continues to be a need for increased numbers of general managers who have a holistic view of how successful organisations are structured and managed.



Course structure

Year I - Level 4

1. Principles of Marketing
2. Economics
3. Organizational Behaviour
4. Researching Business Data
5. Commercial Law
6. Business English

Year II - Level 5

1. Managerial Finance
2. Behavioural Studies
3. Human Resource Management
4. Computers & Information Systems
5. Case Study Analysis
6. Marketing & Brand Management

Year III - Level 6

1. Global Marketing
2. International Business
3. Enterprise & Social Responsibility
4. Consumer Behaviour
5. Strategic Management
6. Project

Assessment

Year I - Level 4

1. Principles of Marketing - Assignment 1 40%, Assignment 2 60%
2. Organisational Behaviour - Assignment 1 50%, Assignment 2 50%
3. Business English - Assignment 1 15%, Assignment 2 15%, Final Exam 70%
4. Commercial Law - Assignment 1 15%, Assignment 2 15%, Final Exam 70%
5. Economics - Assignment 1 15%, Assignment 2 15%, Final Exam 70%
6. Researching Business Data - Report/Presentation 40%, Final Exam 60%

Year II - Level 5

1. Marketing & Brand Management - Assignment 1 40%, Final Exam 60%
2. Human Resource Management - Assignment 1 50%, Assignment 2 50%
3. Managerial Finance - Assignment 1 40%, Final Exam 60%
4. Case Study Analysis - Assignment 1 15%, Assignment 2 15%, Final Exam 70%
5. Computers & Information Systems - Assignment 1 15%, Assignment 2 15%, Final Exam 70%
6. Behavioural Studies - Assignment 1 15%, Assignment 2 15%, Final Exam 70%

Year III - Level 6

1. International Business - Assignment 1 40%, Final Exam 60%
2. Global Marketing - Assignment 1 40%, Final Exam 60%
3. Enterprise & Social Responsibility - Assignment 1 50%, Final Exam 50%
4. Consumer Behaviour - Assignment 1 30%, Assignment 2 70%
5. Strategic Management - Assignment 1 40%, Assignment 2 60%
6. Project



entrance requirements

Entry Year 1

- 200 Credits based on A levels OR
- Equivalent qualifications eg. High School Leaving Certificate with average 15/20 AND
- 15/20 in English on the High School Leaving Certificate, IELTS 5.5 or equivalent

Exemptions may be granted on a case by case basis

Reasons to study at The University of West London

- We were voted the number one improved University in London, according to the Guardian University guide 2011.
- We were also named number one University for graduate employment by Times Higher Education Magazine in 2008.
- The University of West London provides a full spectrum of support services for its students.
- The University of West London students win many awards and prizes for endeavours within their academic fields.
- The University of West London is a well-established international University, with renowned alumni.

Note: Minimum entry requirements exist as a guide to the level of education required to study on each course. We will decide if your qualifications meet these requirements when we consider your application. It is important to realise that our decision will be based on your overall suitability for the course and not only on whether you meet the minimum entry requirements.





UNIVERSITY OF
WEST LONDON

This is to certify that

Student Name

has been awarded the Degree of

Bachelor of Arts

with Second Class Honours (Second Division)

having followed an approved programme in

Business Studies with Marketing

Date

Vice-Chancellor



Chancellor

The University was granted degree awarding powers on 4 June 1983 by Order of the Privy Council, exercising powers conferred by Section 76 of the Further and Higher Education Act 1992. The University is a registered body, under the terms of section 25(2) of the Education (Scotland) Act 1980, as a university which is authorised by Act of Parliament to grant degrees.



Fees:
€6500 per Year

- Recognisable by KYSATS
- Recognised by UK NARIC
- Government subsidy up to €3417



1978-2012
34 Years
of Excellence

The Cyprus Institute of Marketing

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