

THE CYPRUS INSTITUTE
OF MARKETING (BVI)

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THE CYPRUS INSTITUTE OF MARKETING LTD
Registered in the British Virgin Islands

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T A B L E O F C O N T E N T S

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MBA Programs – Aims & Electives

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MBA-Marketing Strategy
MBA-Financial Management & Investment
MBA-Tourism Management
MBA-European Studies
MBA-Insurance
MBA-Banking
MBA-Shipping
MBA-Financial & Computers Management
MBA-Human Resources Management
MBA-Global Marketing Strategies
MBA-Public Relations & Advertising
MBA-Health Units Management
MBA-Logistics

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*These programs are offered by
The Cyprus Institute of Marketing Ltd.,
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The reason we call our Institute The Cyprus Institute of Marketing (BVI) is not because we only offer marketing programs; as a matter of fact, we offer many diverse programs, including Shipping, Banking, Insurance and others (see MBA programs). We chose this name because we firmly believe that all areas of business activities should have a marketing orientation. What is the use of having a well organized Banking corporation if it has no satisfied customers? The same applies in the case of a Shipping or Insurance company.

The demand for professionals with advanced qualifications is rapidly increasing throughout the world. The knowledge available to modern individuals is compounding at an astronomical rate and professionals who have been only a few years out of College are often "out-of-date" with new technology, new social responsibilities and contemporary ideas. Continuing education is virtually mandatory for success.

We recognise, of course, that it is not easy to study while pursuing a career, meeting various family needs, and taking necessary leisurely time off. The CIM BVI MBA programs are designed to fit within these many demanding parameters, to provide you with much-needed educational exposure and society-demanded recognition for study, all within the framework of your personal circumstances.

Flexibility is certainly a key ingredient to the CIM BVI Programs. When you are accepted to the Institute you are deemed to be a mature adult, responsible for your own success. Thus, our programs are designed to adapt to your career, to permit self-pacing towards academic achievement, and to build a sense of tangible self-accomplishment.

the MBA programs

What is an MBA Degree?

MBA is an abbreviation for Master of Business Administration. Amidst growing economic globalisation, an ever-increasing number of companies and organizations require top managers to have an MBA degree. Today, the MBA has become a ti-

tle which characterises academic and professional achievement in a specific subject area, such as, for example, an MBA in Banking, Shipping or Insurance.

The Cyprus Institute of Marketing (BVI) MBA

The Cyprus Institute of Marketing (BVI) MBA programs are action oriented and are designed to accelerate the managerial and leadership development process in various disciplines.

With an MBA a knowledge of management skills and operating techniques is developed.

Management in both the private and public sectors requires increasingly the highest level of relevant training along with vision, analytical skills and the ability to implement far-reaching decisions.

The MBA programs stimulate students to look beyond the narrow boundaries and horizons for higher level career planning.

A I M S

The MBA programs offered by our Institute are designed for practicing managers with previous relevant education, training and work experience who are required to make a major contribution to the policy of their organizations.

The particular focus of the program is to enable a manager to operate at a strategic level and to manage effectively within a complex and uncertain environment.

The close links which have been established with the industry, commerce and the public sector have contributed to the development and design of these programs. This means that students will by the end of the course possess the knowledge and skills of their subject matter in a practical and professional way.

The Specific Targets of the MBA Programs are to:

- Enable students to gain a broad understanding of the managerial techniques of decision making;
- Provide a global view of organization and their environment, as well as enable students to face the challenges of the 21st century;
- Underline the importance of the increased managerial effectiveness and competence, and understand the concept of strategic approach;
- Enrich students' development and managerial prospects through learning within the context of their own experiences, their current and future needs, and the needs of the relevant market and society.

At the end of the program the student will be able to:

- Comprehend and appreciate the concepts and theories and see to what extent these theories are applicable in the real and changing world.
- Understand and evaluate the objectives and importance of formulating strategies in a local and global context.
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of his/her Organisation.
- Deal effectively with the human deficiencies and be able to tackle human friction and lead his/her team through tough decisions and times.
- Face the challenges of career requirements more confidently and increase his/her advancement prospects into acquiring a senior managerial ability.

Admission Requirements

Entry requirements have some degree of flexibility 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 derive from the program. The usual minimum academic qualifications required are:

1. A Degree in any discipline from this Institute
2. A second class Honours Degree from a British or U.S. accredited University
3. Any other approved and recognised University in an English-speaking Language
4. Professional qualification in such subjects as Accounting, Marketing, Insurance, Shipping etc from UK Chartered Examining Bodies.

The usual minimum work experience required is 3 years in a managerial position.

The decision of the Admissions Board will be final.

The Institute reserves the right to vary its admission criteria from time to time.

The Academic Registrar is responsible for the interpretation of the admission criteria and may impose other conditions to be satisfied before admission.

Date of Commencement

Students can apply for admission and start their studies anytime throughout the year.

Duration of Study

Minimum period - 12 months

Maximum period - 36 months

Examination Dates

Exams are held at approved Overseas Examination Centres EVERY JUNE and JANUARY. Students are NOT allowed to sit for the exams before the lapse of 6 months from the date of registration into the program. Students wishing to enter for the examinations MUST complete an examination entry form and send it to the Institute at least TWO MONTHS prior to the examination dates.

MBA Language

English language

The Institute reserves the right to change the fees, syllabus and regulations. Students re-sitting or re-taking a course or changing their centre of study assume full risk of such changes and of any additional fees applicable at the time.

the MBA programs

1. BUSINESS ADMINISTRATION
2. GLOBAL CORPORATE STRATEGIES
3. MARKETING STRATEGY
4. FINANCIAL MANAGEMENT & INVESTMENT
5. TOURISM MANAGEMENT
6. EUROPEAN STUDIES
7. INSURANCE
8. BANKING
9. SHIPPING
10. FINANCIAL & COMPUTERS MANAGEMENT
11. HUMAN RESOURCES MANAGEMENT
12. GLOBAL MARKETING STRATEGIES
13. PUBLIC RELATIONS & ADVERTISING
14. HEALTH UNITS MANAGEMENT
15. LOGISTICS



the MBA

VERY IMPORTANT NOTE

ALL MBA programs are made up of **THREE** core compulsory courses **PLUS** a Thesis which is also compulsory. On top of these, students will be required to study and successfully complete from **FOUR TO SEVEN** electives which will be allocated by the Institute based on the candidate's academic background.



programs

THE MBA CORE (COMPULSORY) COURSES

For all MBA programs students are required to complete successfully THREE core courses and prepare an upto standard Thesis.

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. OPERATIONS MANAGEMENT

T H E S I S

A Thesis of 10,000 words MUST be submitted by the completion of the MBA program. However, students are encouraged to begin thinking about the area of concentration long before the completion of the program. The Thesis is a major part of the MBA program and a student not submitting an upto standard Thesis will not be awarded the MBA. The Thesis must be on a topic agreed with the student's Tutor and should have a research bias.

T h e s i s P h i l o s o p h y

The basic philosophy of the Thesis revolves around the identification of an issue or problem relevant to the MBA program, which merits investigation. The research should involve collection and analysis of original data or analysis of existing data in an original way and should make a contribution to the specific area under investigation.

T h e s i s P r o p o s a l

A Thesis proposal must be submitted to the Tutor long before the end of the MBA program on a special form provided by the Institute. A manual for the preparation of the Thesis is also provided to the student by the Institute.

T h e s i s S u b m i s s i o n

The Thesis must be submitted in a bound copy accompanied with the MBA Evaluation Form and the appropriate fee. If upon submission the Thesis is not of an acceptable standard then students need to re-submit their Thesis within two months and pay an extra re-submission fee. This is the last chance and if the Thesis is found unsatisfactory again then the student cannot be awarded the MBA. In such a case the student must register again, pay a registration fee and prepare a new Thesis on a fresh subject agreed between the student and his/her Tutor.

**a thesis is a prerequisite
for all MBA programs**





aims & electives of the MBA programs

1.MBA – BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) will help you prepare for a career at senior managerial level and understand and contribute towards your organisation's strategic position and development.

The program aims to develop understanding of the factors contributing to business success and enable students to build analytical skills in business problem solving. It provides participants with a broad-based knowledge of other management subject areas and the theory and practice of management skills.

- 1.FINANCIAL MANAGEMENT**
- 2.EUROPEAN BUSINESS ENVIRONMENT**
- 3.INFORMATION TECHNOLOGY**
- 4.PUBLIC RELATIONS & ADVERTISING**
- 5.GLOBAL MARKETING STRATEGIES**
- 6.PRACTICE OF MARKETING**
- 7.MANAGING CHANGE**

2.MBA – GLOBAL CORPORATE STRATEGIES

The course is designed for people who wish to undertake an intensive academic study of international business and management. The program's content reflects the increasing globalization of both the knowledge and practice base of business and management education.

It provides the knowledge and skills necessary for entry into the global business environment, and helps the participants to deal with the demands of the complex and rapidly changing global environments.

- 1.GLOBAL MARKETING STRATEGIES**
- 2.GLOBAL MARKETING RESEARCH**
- 3.PRACTICE OF MARKETING**
- 4.GLOBAL MARKETING COMMUNICATIONS**
- 5.INFORMATION TECHNOLOGY**
- 6.INTERNATIONAL FINANCIAL MANAGEMENT**
- 7. EUROPEAN BUSINESS ENVIRONMENT**

3.MBA – MARKETING STRATEGY

The MBA in Marketing is a leading qualification for those whose career interests lie in the marketing area.

The course aims to broaden the students' existing understanding of the marketing function and to develop a capacity for analyzing complex marketing and business situations and leading decision on appropriate courses of action.

By the end of the course students will appreciate the interrelationships between the marketing mix elements and the strategic dimensions of marketing.

- 1.GLOBAL MARKETING STRATEGIES**
- 2.MARKETING PLANNING & CONTROL**
- 3. MARKETING COMMUNICATIONS**
- 4.PUBLIC RELATIONS & ADVERTISING**
- 5.INFORMATION TECHNOLOGY**
- 6.MARKETING OF SERVICES**
- 7.PRACTICE OF MARKETING**

4.MBA – TOURISM MANAGEMENT

The aim of the program is to develop managers for the tourism industry who appreciate the competing demands of tourists and the local environment. To achieve this the program includes detailed analysis of tourism management issues and the application of suitable management techniques. It will contribute to the understanding of global issues pertaining to the growing tourism business.

- 1.TOURISM MANAGEMENT**
- 2.MARKETING PRACTICE IN THE HOTEL & CATERING INDUSTRY**
- 3.TRAVEL & TOURISM**
- 4.GLOBAL MARKETING STRATEGIES**
- 5.PUBLIC RELATIONS & ADVERTISING**
- 6.INFORMATION TECHNOLOGY**
- 7.DEVELOPMENT OF TOURISM & THE ENVIRONMENT**

5.MBA – FINANCIAL MANAGEMENT & INVESTMENT

The aim of this program is to integrate the concept of financial management with an understanding of the overall strategy of the organization. The course is tailored to the needs of both private and public sector managers and provides the foundation for more senior leads of managerial responsibilities. The course helps to increase awareness of the multifunctional nature of investment decisions. It demonstrates the significant importance of financial information. As a result of its organizational strategy content, it offers the opportunity to appreciate the vital contribution of business strategy.

- 1.PRINCIPLES OF CORPORATE FINANCE**
- 2.FINANCIAL PLANNING & CONTROL**
- 3.INFORMATION TECHNOLOGY**
- 4.INVESTMENT**
- 5.INTERNATIONAL FINANCIAL MANAGEMENT**
- 6. MARKETING OF FINANCIAL SERVICES**
- 7.FINANCIAL MANAGEMENT**

6.MBA – EUROPEAN STUDIES

The establishment of the single European market has resulted in a growing demand for managers with knowledge for managers with knowledge of European business, and its place in the international environment, a demand which this course aims to meet. This qualification will benefit individuals who seek career progression in the European business environment.

The aim of this program is to introduce and build up the students' knowledge into the complicated economic, business, marketing, social, legal and political world of the European continent in particular the European Union (EU). The EU is examined as a separate entity and similarly the former Central European Countries. EU decision-making mechanisms are thoroughly studied and their importance on the proper functioning of the Union are explained.

This MBA program will enable the candidate to understand and see the many sided angles on how the EU contributes and participates in the world economy and world political stability. EU relations and policies with the Mediterranean countries, USA, Japan and the rest of the world are also examined.

- 1.THE EUROPEAN BUSINESS ENVIRONMENT**
- 2.EUROPEAN UNION LAW**
- 3.EU DECISION-MAKING MECHANISMS**
- 4.EUROPEAN ECONOMICS & POLITICS**
- 5.MANAGING CHANGE**
- 6.GLOBAL MARKETING STRATEGIES**
- 7.INFORMATION TECHNOLOGY**

**aims &
electives
of the MBA
programs**

7.MBA - INSURANCE

The MBA in Insurance is an innovative well balanced program for the career minded student. This program will open wide doors for the insurance industry worldwide. It introduces the student into the exciting and rewarding insurance business.

Risk and insurance are thoroughly covered to enable the student grasp the concept of risk and the necessity for insurance. The legal aspects of insurance are dealt with so that the student will gain knowledge of the legal framework of insurance. Specialist branches of insurance such as life and marine are included in the program giving the student a broader perspective of the subject.

The general courses of management, investment and international financial management give this MBA a full-strength and make it a challenging and rewarding program.

1.RISK & INSURANCE

2.LIFE ASSURANCE PRACTICE

3.MARINE INSURANCE

4.MODERN INSURANCE LAW

5.PRACTICE OF MARKETING

6.INVESTMENT

7.INTERNATIONAL FINANCIAL MANAGEMENT

8.MBA – BANKING

Banking is a career which has become increasingly attractive for MBA holders. Also people with banks find themselves unable to climb up the hierarchy unless they have formal postgraduate qualifications. Surely an MBA in banking will naturally be a valuable asset for the banks of the 21st Century.

The MBA program covers the monetary and financial systems giving the student a broad understanding of the banking environment both domestic and global. The inclusion in the program of management, investment and practice of banking give the student the right perspective to digest and appreciate the role of banking in our business world.

Finally the subject of European Business Environment enables the student to appreciate the role of the European Union (EU) and its new currency, the Euro, in the global banking community.

1.MONETARY & FINANCIAL SYSTEMS

2.PRACTICE OF BANKING

3.MARKETING OF FINANCIAL SERVICES

4.INVESTMENT

5.FINANCE OF INTERNATIONAL TRADE

6.INFORMATION TECHNOLOGY

7.EUROPEAN BUSINESS ENVIRONMENT

**aims &
electives
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9.MBA – FINANCIAL & COMPUTERS MANAGEMENT

This program offers the student a cross-fertilization of the financial and computers worlds.

It aims at making students competent in the exciting and challenging subject of information technology and at the same time the financial aspects of business are dealt with. Combining financial and computers skills and knowledge this MBA aims to help the student walk into a job armed with all the necessary tools that will enable the MBA holder to take up a top managerial position.

1.INFORMATION TECHNOLOGY

2.FINANCIAL MANAGEMENT

3.DATABASE MANAGEMENT

4.SOFTWARE PROJECT MANAGEMENT

5.MARKETING OF FINANCIAL SERVICES

6.INVESTMENT

7.FINANCIAL PLANNING & CONTROL

10.MBA - SHIPPING

This program aims to guide the student through the various extensive subjects connected with the exciting world of shipping.

The last decade has evidenced tremendous changes in the shipping industry such as the emergence of the giant bulk carriers and the onset of containerization. There has also been a vast amount of legislation dealing with the industry.

The MBA in shipping will provide the student with a thorough understanding of the shipping world and its many parameters such as the legal aspects, marine insurance, information technology, financial management and global marketing strategies.

Overall this MBA is an exciting and challenging program for all those aspiring to make a career in shipping.

1.INTRODUCTION TO SHIPPING

2.LAW OF SEA TRANSPORT

3.MARINE INSURANCE

4.CUSTOMS & SHIP'S DOCUMENTS

5.GLOBAL MARKETING STRATEGIES

6.INFORMATION TECHNOLOGY

7.FINANCIAL MANAGEMENT

11.MBA – HUMAN RESOURCES MANAGEMENT

The aim of this MBA program is to provide a general background for all aspects of personnel management. Since work and its management are human activities set in motion, carried out continuously supervised, monitored and assessed by people who are constantly interacting with each other, human factors are crucially important.

The program aims to examine all aspects of the important areas covered by research into the behaviours of people at work.

- 1.EMPLOYMENT RELATIONS**
- 2.HUMAN RESOURCES MANAGEMENT**
- 3.INDUSTRIAL RELATIONS**
- 4.PUBLIC RELATIONS & ADVERTISING**
- 5.MANAGING CHANGE**
- 6.PRACTICE OF MARKETING**
- 7.INFORMATION TECHNOLOGY**

12.MBA – HEALTH UNITS MANAGEMENT

This MBA Program aims to equip the students with all knowledge necessary to enable him/her manage a health unit whether a hospital or clinic or medical centre and whether public or private. The program is designed to meet the needs of those who are working in health services as practitioners, managers and administrators. It is also suitable for graduates with research interest in the changing nature of health and social care policies, delivery systems and professional practices in the new mixed economy of welfare.

- 1..RESEARCH METHODOLOGY**
- 2. HEALTH PROMOTION**
- 3.FINANCIAL MANAGEMENT**
- 4. HOSPITAL & CLINIC MANAGEMENT**
- 5. RELATIONSHIP MARKETING**
- 6.PUBLIC & PRIVATE HEALTHCARE UNITS**
- 7. HEALTH IN THE COUNTRYSIDE & THE CITY**

13.MBA – PUBLIC RELATIONS & ADVERTISING

The aim of this MBA program is to enable students to understand the principles of public relations and advertising and explain the ways in which they can be used to develop successful PR and advertising programs.

The two disciplines are combined under one MBA program thus confirming their inter-dependence and both disciplines are examined from a marketing perspective. We live in a world where the unpredictable and unforeseen exogenous factors are ever so dominant and corporations which ignore the possible disasters from social, political, governmental and environmental threats cannot be considered prudent. This is why this MBA program would be invaluable to every executive whether in the private or public sectors.

Areas covered include: Public Relations – Principles and PR in action; Media relations; public relations and marketing; Public relations in central and local government; ethics and codes of professional conduct; crisis management; sponsorships.

Advertising – the advertising agency; advertising planning and budgeting; media research; consumer research; sales promotion; advertising effectiveness; advertising and society; international, multinational; global advertising.

- 1.PRACTICE OF MARKETING**
- 2.MARKETING COMMUNICATIONS**
- 3.PUBLIC RELATIONS & ADVERTISING**
- 4.THE PRACTICE OF PUBLIC RELATIONS & ADVERTISING**
- 5.INFORMATION TECHNOLOGY**
- 6.PUBLIC RELATIONS & ADVERTISING FOR SERVICES**
- 7.RELATIONSHIP MARKETING**

14.MBA - LOGISTICS

The MBA Logistics program has been designed to offer the student a thorough knowledge and understanding of the mechanics of the production process, distribution and the overall operational activity of logistics, purchasing and supply chain administration.

The MBA Logistics program aims to explain the challenges of practitioners and executives the vital knowledge and skills necessary for the operations in an organization so that they will be capable to locate the problems and provide solutions to the wide range of logistical problems on a local and global scale.

Executives attending the MBA – Logistics are expected to develop analytical skills and sharpen their decision making abilities in order to cope with everyday intricate problems.

1.DISTRIBUTION & MATERIALS

MANAGEMENT

2.LOGISTICS SYSTEMS MANAGEMENT

3.INFORMATION MANAGEMENT

& TECHNOLOGY

4.MANAGING CHANGE

5.RESEARCH METHODS

6.FINANCIAL PLANNING & CONTROL

7.GLOBAL MARKETING STRATEGIES

15.MBA – GLOBAL MARKETING STRATEGIES

The aim of this program is to cover the entire range of international marketing beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global players, therefore exposing the student to the full spectrum of international marketing.

It differentiates between marketing strategies appropriate to industrialized, developing and less developed economies and helps identify the major organizational changes to be made when a company moves from national to international to global marketing. Upon completion of this program students will have a clear understanding of:

Analysing global market opportunities; Culture and global buyer behaviour; Assessment of global marketing opportunities; Corporate dimensions of the global marketing effort; Dimensions of global pricing strategy; Dimensions of global distribution strategy; Dimensions of global promotion strategy; Dimensions of exporting strategy; Organization and control of global marketing activities; Control of the global marketing effort;

1.GLOBAL MARKETING STRATEGIES

2.GLOBAL MARKETING RESEARCH

3.GLOBAL MARKETING COMMUNICATIONS

4.MARKETING PLANNING & CONTROL

5.EUROPEAN BUSINESS ENVIRONMENT

6.INFORMATION TECHNOLOGY

7.PRACTICE OF MARKETING

**aims &
electives
of the MBA
programs**

the global mission

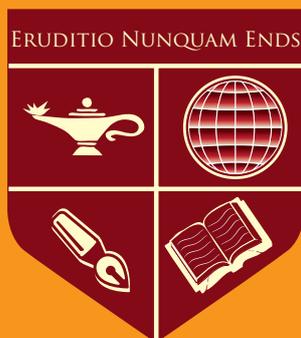
The Global Mission of the The Cyprus Institute of Marketing BVI is to offer world-wide high quality education and training to mature in-career business people, by giving them a second chance in life to improve their skills and knowledge and thus enable them to advance higher up in the hierarchies of their corporations and life.

OBJECTIVE: GLOBAL LEADERS IN HIGHER EDUCATION

The Institute is an equal opportunity non discriminatory educational establishment.



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