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4th February 2025

To
General Director
CIM - Cyprus Business School

SUBJECT: Request to review the programme of study “MSc Digital Marketing”, of the University of West London, offered via the franchise method by the CIM Cyprus Business School (Limassol Campus)

I have instructions to refer to the above subject in response to your request for review, dated 11/09/2024, as well as to your response to the preliminary review, dated 20/01/2025 and inform you of the following:

The final review/assessment of the programme of study **MSc Digital Marketing (12 months Full-Time / 24 months Part-Time, 90 ECTS, Master)**, of the institution **University of West London UK**, which is offered via the franchise method by your institution, **CIM – Cyprus Business School (Limassol Campus)**, has been completed in compliance with “The Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws” of 2015 to 2021.

According to CYQAA’s final review, there is full compliance on your behalf in relation to the conditions set out on the relevant Section of the above Law.

Therefore, the University of West London UK is permitted to award the above mentioned higher education qualification/study programme, offered by the CIM – Cyprus Business School Limassol, via the franchise method.

The current review commences in the Spring semester of the academic year 2025-2026 and ceases to be in effect at the end of the Fall semester of the academic year 2030-2031.

(Droso Lavithi)
On Behalf of the President of
the Cyprus Agency of Quality Assurance
and Accreditation in Higher Education