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20th January, 2025

Ms Mary McCrindle
Director of Global Partnerships
University of West London
St Mary's Rd, London W5 5RF, UK

Subject: Cross-border / Franchise programme of study at
CIM - Cyprus Business School (Nicosia Campus)

Dear **Ms Mary McCrindle**,

The Cyprus Agency of Quality Assurance and Accreditation in Higher Education (CYQAA) is the competent body and authority, responsible to ensure the quality of higher education in Cyprus and to support, through the procedures provided by the relevant legislation, the continuous improvement and upgrading of higher education institutions and their programmes of study.

In Cyprus, higher education institutions are allowed by law to offer cross-border/franchise programmes of study, provided that a number of conditions, which are included in our legislation, are fulfilled. **According to the legislation, the provider of the franchise programme is responsible for its implementation and compliance with the European quality standards and guidelines (ESG).**

In this context, we kindly ask you to provide us with information concerning the programme of study **“MSc Digital Marketing”** (12 months Full-Time / 24 months Part-Time, 90 ECTS, Master), offered by **CIM - Cyprus Business School (Nicosia)** via a franchise contract with your institution, by addressing the questions below:

1. How do you verify that the students admitted to the programme satisfy the admission criteria?
2. Do you have information regarding the profile of incoming students?
3. How do you ensure that students have a good command of the programme's teaching language?
4. Could you describe the criteria used to select the teaching and research staff for the programme, and what are the minimum qualifications required for these positions?
5. What knowledge do you have of the exam papers administered?
6. How do you check that the programme is implemented based on quality criteria? What evidence do you request from CIM - Cyprus Business School (Nicosia)?
7. Have you ever visited classes where your programme is taught in Cyprus? What is the teaching methodology followed?
8. How do you check if the School has the infrastructure required to ensure that the physical learning, teaching environments and resources meet with the quality and standards required? Please confirm that everything involved in the collaborative programme has been considered and approved by your institution.

Additionally we kindly ask you to submit your signed **Visit Evaluation Reports** after your visits to the institution in Cyprus.

In addition to the above, we kindly ask you to provide any further information that you would consider useful for the qualitative implementation of the above programme of study at your earliest convenience, and no later than February 3rd, 2025.

We remain at your disposal for any inquiries.

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