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Ref. no. 07.14.133.002.001
Droso Lavithi
The Cyprus Agency of Quality Assurance
and Accreditation in Higher Education
Lemesou Avenue 5, 2112 Nicosia

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

Dear Droso Lavithi,

Many thanks for your request for information regarding the programme of study "**MSc Digital Marketing**" (12 months Full-Time / 24 months Part-Time, 90 ECTS, Master) offered by **CIM- Cyprus Business School (Limassol)** via a subcontract (franchise) agreement with the University of West London. I am pleased to confirm responses to your questions below.

1. How do you verify that the students admitted to the programme satisfy the admission criteria?

Students studying MSc Digital Marketing at CIM- Cyprus Business School (Limassol) are subject to the same entry requirements as those studying the course at the University of West London's campuses. Qualifications required are customised for the local context as part of the University's Partner Course Approval to Deliver process, ensuring equivalency to UK qualifications. The admissions process is managed by CIM-Cyprus Business School in close co-ordination with the Claude Littner Business School at the University of West London which always has the final decision whether to admit a student or not. All processes followed are in line with the University's Academic Regulations and Recruitment and Admissions Policy. All non-standard applications and requests for Recognition of Prior Learning must be approved separately by the University via the Claude Littner Business School. Following successful recruitment, CIM-Cyprus Business School are required to provide enrolment information for all new students to the University. This includes details of student identification checks, evidence that qualifications have been seen and verified, and evidence of English language competency. Students are only enrolled on University systems once this confirmation is provided. The University audits this information using a risk-based approach, increasing the sample size for direct verification if any concerns are found. The admissions processes managed by CIM- Cyprus Business School have always been found to be directly aligned to the University's Academic Regulations.

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2. Do you have information regarding the profile of incoming students?

Students that will be admitted onto the “*MSc Digital Marketing*” (12 months Full-Time / 24 months Part-Time, 90 ECTS, Master) offered by CIM-Cyprus Business School (Limassol), are usually mature particularly as CIM-Cyprus Business School offers all of its programmes through evening classes. CIM-Cyprus Business School recruits mainly students from Cyprus and there are more than 20 nationalities studying for its programmes. The profile of the students during the past 13 years of our collaboration has been very diverse but the fact that students opt to study through evening classes is testament to their commitment and dedication towards advancing their careers.

3. How do you ensure that students have a good command of the programme’s teaching language?

Students are required to provide evidence of English Language competency through successful completion of a Secure English Language Test (for example IELTS or equivalent). Students studying MSc Digital Marketing must achieve a minimum of IELTS 6.0 or equivalent, which is aligned to the English Language requirements for international students studying the equivalent course in London. CIM-Cyprus Business School are required to provide information to the University regarding students’ English language competency as part of enrolment checks, and full evidence is audited on a sample basis for each intake.

4. How are the teaching and research staff of the programme being selected and what are their minimum required qualifications?

Staff teaching at CIM- Cyprus Business School (Limassol) are approved by the University of West London and their skills and qualifications are comparable to those teaching in London. This is aligned to the minimum qualification requirements for staff at the University of West London. CIM- Cyprus Business School are required to send staff Curricula Vitae detailing qualifications and experience to the Claude Littner Business School at the University of West London for approval prior to teaching on the course. Furthermore, staff teaching at CIM- Cyprus Business School are trained by staff at the University of West London and it is compulsory to hold minuted meetings with the Module Leaders in London, on a monthly basis, so as to ensure that the teaching methodologies and standards are fully aligned.

5. What knowledge do you have of the exam papers administered?

Assessments within MSc Digital Marketing include coursework (written and oral assignments) with no formal examination papers. All assessments are written by the Claude Littner Business School at the University of West London and are approved by the University’s External Examiner for the programme. Students at CIM- Cyprus Business School sit identical assessments to those studying at the University of West London, and deadlines are fully aligned to University of West London delivery. Assessments are then marked and moderated in line with the University’s academic regulations and the final grades are published once confirmed by the University. The Claude Littler Business School at the University of West London monitors assessment procedures on a regular basis.

6. How do you check that the programme is implemented based on quality criteria? What evidence do you request from CIM – Cyprus Business School (Limassol)?

The University retains full oversight of the quality assurance of the courses as delivered at CIM-Cyprus Business School – including course content, delivery methods, and assessment marking and moderation – to ensure that they remain in line with the UK Quality Code for Higher Education. The University’s ongoing quality assurance procedures include module evaluation surveys, course monitoring and review, external examining, joint assessment boards, and partnership review. Academic Partnership Link Tutors, Global Partnerships Office representatives, and/or the Vice Chancellor also engage in regular visits to CIM-Cyprus Business School (minimum 1 visit per year) to ensure that standards continue to be met. Combined, these quality assurance procedures ensure that the entry requirements, mode of study, assessment, progression, and graduation regulations for courses delivered at CIM-Cyprus Business School are equivalent to the course delivered at the University of West London. The University’s Partnership Review Process is conducted using a risk-based approach and monitors the management and effectiveness of the partnership drawing on evidence from a variety of sources, including activities undertaken, metrics, and data. Information requested as part of partnership review includes: an overview of formal student feedback and actions taken; course monitoring reports and education review metrics; student statistical data including entry, progression, retention, and completion; external examiner reports and responses to the reports; Academic Partnership Link Tutor visit reports; Financial and legal due diligence documentation; staff development activities; PSRB accreditation; updated information about approved resources; and information relating to the student experience. The outcome of the last review for CIM-Cyprus Business School was Green (Low Risk). The partnership with CIM-Cyprus Business School will next be reviewed in June 2025.

7. Have you ever visited classes where your programme is taught in Cyprus? What is the teaching methodology followed?

Visits are undertaken often through the year by the Academic Partnership Link Tutor (APLT) within the Claude Littner Business School. It is a requirement of the visit that Link Tutors will observe teaching. The teaching methodology followed in Cyprus is fully aligned with the teaching methodology followed in London and all staff whether in Cyprus or the UK are provided with the same guidelines. The APLT noted consistently that students were highly engaged, and lectures were very interactive including lots of local examples. Visit Evaluation Reports are attached as requested. Moreover, a visit took place in May 2024 by the UK QAA and the outcome of the evaluation proved the success of the collaboration.

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.

The University’s Partnership Quality Audit Process, conducted when partners are first approved, involves a site visit in order to approve the partner’s infrastructure relating to the physical learning and teaching environments and resources. These were considered and approved by the University prior to the commencement of the partnership. These events found that the premises consist of modern amenities and that the library, computer labs, and all classrooms are furnished with ample equipment to successfully support the student experience. Facilities and resources

are then checked on an annual and ongoing basis as part of Academic Partnership Link Tutor visits. A recent exercise conducted by the UK Quality Assurance Agency in May 2024 provided further opportunity for the University to review facilities, all of which have been considered and approved.

With best wishes,



Dr Rebecca Day
Head of the Global Partnerships Office
University of West London