

Doc. 300.1.2

Date: Date.

## Higher Education Institution's Response

- **Higher Education Institution:**

University of Cyprus

- **Town: Nicosia**

- **Programme of study  
Name (Duration, ECTS, Cycle)**

**In Greek:**

Μάστερ στην Επιχειρηματική Οικονομική

**In English:**

Master in Business Economics: Technology,  
Innovation, Management and Entrepreneurship

- **Language(s) of instruction: English**

- **Programme's status: Currently Operating**

- **Concentrations (if any):**

**In Greek:** Concentrations

**In English:** Concentrations



**The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws” of 2015 to 2021 [L.136(I)/2015 – L.132(I)/2021].**

## A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1 or 300.1.1/1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area. The answers' documentation should be brief and accurate and supported by the relevant documentation. Referral to annexes should be made only when necessary.*
- *In particular, under each assessment area and by using the 2<sup>nd</sup> column of each table, the HEI must respond on the following:*
  - *the areas of improvement and recommendations of the EEC*
  - *the conclusions and final remarks noted by the EEC*
- *The institution should respond to the EEC comments, in the designated area next each comment. The comments of the EEC should be copied from the EEC report **without any interference** in the content.*
- *In case of annexes, those should be attached and sent on separate document(s). Each document should be in \*.pdf format and named as annex1, annex2, etc.*

**1. Study programme and study programme’s design and development**  
 (ESG 1.1, 1.2, 1.7, 1.8, 1.9)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
Marketing and sustainability	<ol style="list-style-type: none"> <li>1. A committee of the School of Economics and Management is already working on a complete marketing strategy for all Faculty of Economics and Management (FEM) activities, including promotion of graduate programs. The program management team will implement the strategy fully as soon as it is ready. In that way the available budget for promotion will be better targeted and more effective.</li> <li>2. Updating and redesigning the program webpage will begin immediately and be completed by the end of August 2023.</li> <li>3. Social network accounts (Facebook, Twitter, Instagram and LinkedIn) for the program will be created and brought up to date. The program will hire someone to be responsible for the webpage and the social network accounts.</li> <li>4. In the meantime, with the help of the promotion office of the University will design and implement a promotion strategy focusing on social networks.</li> <li>5. The program management team will discuss with big corporations and trade unions the possibility of offering discounts for their members. We currently</li> </ol>	Choose level of compliance:

	<p>have such agreements with PASYDY and ETYK.</p> <p>6. Several online and in person meetings with perspective students will be organized every year for recruitment purposes.</p>	
Enriching the content of the courses	<p>1. All instructors were asked to update the content of the classes by the beginning of August 2023 especially with regards to new technologies, such as, social networks, availability of big datasets and artificial intelligence . New technologies are central in the syllabus of most classes such as MBE5102, MBE5202, MBE5203, MBE5204, MBE5301, MBE5303 and MBE 5304. Instructors of the rest of the classes were asked to find ways to incorporate new technologies in their classes.</p> <p>2. Human resource management is going to be incorporated in MBE5202, MBE 5301 and MBE 5305. These changes will be incorporated in the syllabi by August 2023. If needed a series of seminars on the topic will be organized in the Fall semester of 2023 borrowing from the expertise of colleagues teaching in the Master’s in Human Resource Management program of the school.</p>	Choose level of compliance:
Case study update	All instructors were asked to update their case studies. Use of older case studies needs to be justified to the program management based on academic criteria.	Choose level of compliance:
Course content delivery	The program management will examine the updated syllabi and	Choose level of compliance:



	bring to the attention of the instructors any cases with overlapping material. If any such cases are identified instructors will have to redesign their class content to rectify it.	
Sequence and timing of courses	The program management will organize a focus group meeting with graduates and current students to discuss the timing and sequence of the courses and incorporate any suggestions immediately.	Choose level of compliance:

## 2. Student – centred learning, teaching and assessment (ESG 1.3)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
Study guide	The study guide will be redesigned from scratch by August 2023. Learning outcomes and detailed information of course content will be included.	Choose level of compliance:
Lab teaching	The instructor of MBE 5103 (Data Analytics and Quantitative Methods) will increase the lab content of the course. This will be reflected in the updated syllabus by August 2023. Lab work will also be introduced in MBE5104 (Behavioral Economics).	Choose level of compliance:
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### 3. Teaching staff (ESG 1.5)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
Research budget	All PhD students are already fully funded, and the department will keep lobbying for an increased research budget from the University. In addition to that the department is in the process of finding alternative funding sources from donors including crowdfunding. Crowdfunding efforts will focus on local businesses and alumni. The FEM advisory board, which is made up of business leaders, will provide guidance on how to design a successful crowdfunding strategy from local businesses.	Choose level of compliance:
Faculty recruitment	Faculty recruitment has always been at the very top of the department's agenda. More active recruitment will be undertaken by searching and conducting perspective applicants from top schools.	Choose level of compliance:
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#### 4. Student admission, progression, recognition and certification (ESG 1.4)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
Fundamental background knowledge	<ol style="list-style-type: none"> <li>1. Instructors of MBE5101, MBE 5201, MBE5202 and MBE5204 will make sure that their classes are designed to smooth the transition of students with little background by providing the fundamental knowledge needed for the program.</li> <li>2. A list of readings on the fundamental knowledge will be provided to all successful applicants to prepare for the program in the summer.</li> <li>3. The program will prepare a set of videos on the fundamental topics necessary for the program.</li> </ol>	Choose level of compliance:
Time slots for teaching blocks	As mentioned in a previous section, a focus group meeting with current students and graduates will be organized in the Fall semester of 2023 to discuss the timing of classes and exams.	Choose level of compliance:
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## 5. Learning resources and student support (ESG 1.6)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
Administration	The program will hire a part-time administrator to help with the administration of the program.	Choose level of compliance:
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**6. Additional for doctoral programmes**  
 (ALL ESG)

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## 7. Eligibility (Joint programme) (ALL ESG)

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## B. Conclusions and final remarks

Conclusions and final remarks by EEC	Actions Taken by the Institution	For Official Use ONLY
Funding	As described above the department will lobby for more resources from the university and solicit donations from donors including crowdfunding from alumni and local businesses.	Choose level of compliance:
Marketing and communication	As explained above a complete plan for how to deal with this is going to be implemented. Marketing and promotion will be redesigned based on the strategy that is being designed at the FEM level and agreements with organizations and unions will be reached offering discounts for their members admitted to the program. Social network accounts and the program webpage will be redesigned by August 2023.	Choose level of compliance:
Program structure and content	All instructors were asked to redesign their course content by August 2023 in line with the recommendations of the EEC.	Choose level of compliance:
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Click or tap here to enter text.	Click or tap here to enter text.	Choose level of compliance:

C.



#### D. Higher Education Institution academic representatives

<i>Name</i>	<i>Position</i>	<i>Signature</i>
<b>Costas Hadjiyiannis</b>	Associate Professor	
<b>Andros Kourtellos</b>	Professor	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	

**Date:** 31/05/2023

