

Ref. number: 07.14.136.006

(Doc. 400.2.1)

**FINAL REPORT OF THE CYPRUS AGENCY OF QUALITY ASSURANCE AND  
ACCREDITATION IN HIGHER EDUCATION**

**EVALUATION - ACCREDITATION**  
**OF THE PROGRAM OF STUDY**

- in Greek: Διοίκηση Επιχειρήσεων με επιλογή επικέντρωσης στο Μάρκετινγκ (4 χρόνια, 240 ECTS, Πτυχίο)
- in English: Business Management with an optional concentration in Marketing (4 years, 240 ECTS, Bachelor)

**OF THE HIGHER EDUCATION INSTITUTION**

**Cyprus Institute of Marketing (Limassol)**

This Final Report was prepared on the basis of Article (20) (2)(f)(i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2019 [N. 136 (I) / 2015 to 35(I)/2019].

**THE PROCEDURE:**

On November 18<sup>th</sup> 2019, the legal representative of the Higher Education Institution «**Cyprus Institute of Marketing**» submitted an application (Doc. 200.1), based on Article (17) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2019, for the evaluation-accreditation of the program of study:

- in Greek: Διοίκηση Επιχειρήσεων με επιλογή επικέντρωσης στο Μάρκετινγκ (4 χρόνια, 240 ECTS, Πτυχίο)
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In the framework of competences conferred on it by the relevant legislation, the Council of the Agency has constituted an External Evaluation Committee (EEC) which, after initially examining the institution's application for program evaluation and accreditation, performed an on line visit on August 3, 2020

The EEC met with the head of the institution, the head of the relevant department, the program's coordinator, members of the academic staff, members of the administrative staff, students and/ or their representatives and the Internal Quality Assurance Committee.

Additionally, the EEC examined the institution's facilities (library, computer labs, research infrastructures, etc.), various documents presented and/or requested by the EEC, the School's structure and the program's position in it, the CVs of the teaching staff and their relationship to the institution as teachers in regard to any other duties and teaching in other programs of study.

The EEC has documented its findings and recommendations and drew up the External Evaluation Report in the Doc. 300.1.1.

### **CYQAA Council's Decision**

The Council of the Cyprus Agency of Quality Assurance and Accreditation of Higher Education, during its 58<sup>th</sup> Summit on the September 15<sup>th</sup> 2020, on the basis of Article 20 (2)(f)(i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 35(I)/2019], and on the basis of the suggestions of the External Evaluation Committee and the comments of the institution on the report, **decided that the program is accredited to be delivered in English with the following title:**

- **in Greek: Διοίκηση Επιχειρήσεων με επιλογή επικέντρωσης στο Μάρκετινγκ (4 χρόνια, 240 ECTS, Πτυχίο)**
- **in English: Business Management with an optional concentration in Marketing (4 years, 240 ECTS, Bachelor)**

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The current accreditation begins in the Fall semester of the academic year 2020 - 2021.

On the basis of Article (4) of the relevant Legislation, it is noted that "the above accreditation is valid for the period provided by the provisions of the Law and is repeated every five (5) years and that the procedure starts at the request of the institution which must, and shall be submitted at least sixteen (16) months before the expiry of the previous accreditation".

Additionally, on the basis of Article (17) (3) (f) "During the period of validity of the positive Accreditation decision, the Council of the Agency acting of its own motion or upon the recommendation of the Minister, may examine whether the Accreditation criteria continue to be met and if they are not met, then the Board of the Agency shall revoke the Accreditation decision and immediately inform the institution concerned and the Minister."



(Professor Mary Ioannidou - Koutselini)  
President of the Board  
of the Cyprus Agency of  
Quality Assurance and Accreditation  
in Higher Education

Date: September 18,2020