



# ANNEX 1



## A. PROGRAMME'S GENERAL PROFILE

<b>1. Name of the Institution</b>
CIM-Cyprus Business School
<b>2. Institution or branch of the Institution pertinent to this application</b>
Nicosia & Limassol
<b>3. Name of the programme of study (See Specific Instructions)</b>
Business Management with an optional concentration in Marketing (4 years) (240 ECTS, BACHELOR)
<b>4. Final Higher Education Qualification (See Specific Instructions)</b>
BA in Business Management (Marketing)

### Note:

In order for this application to be valid, a copy of the receipt for the payment of the fees, provided by "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], should be attached to it and it should be submitted within the deadline specified by the relevant legislation.

## F. TABLES

**TABLE 1: STRUCTURE OF THE PROGRAMME OF STUDY**

PROGRAMME REQUIREMENTS	ECTS
Compulsory courses	150
Elective courses	
(a) Courses per concentration	80
(b) General education courses / Free electives	
Undergraduate / Postgraduate assignment	10
Practical training	
<b>Total ECTS</b>	<b>240</b>

## G. ANNEXES

### ANNEX 1 – LIST OF COMPULSORY COURSES AND ELECTIVE COURSES

<b>Course Allocation</b>		
<b>Year 1</b>		
<b>Course Type</b>	<b>Course Name</b>	<b>Course Code</b>
Compulsory	Business Communication and Skills for success	BCS112
Compulsory	Business Mathematics and Statistics	BMS114
Compulsory	Marketing in the Digital Environment	MAD128
Compulsory	Fundamentals of Management (and HRM)	FOM115
Compulsory	Introduction to Financial Accounting	IFA113
Compulsory	Economics and Analysis of Real-World issues	EAR129
<b>Year 2</b>		
<b>Course Type</b>	<b>Course Name</b>	<b>Course Code</b>
Compulsory	Business Information Systems	BIS214
Compulsory	Management and Cost Accounting	MCA212
Compulsory	Consumer Behaviour	COB211
Compulsory	Human Resource Management	HRM210
Compulsory	Integrated Marketing Communications	IMC213
Compulsory	Business Law	BUL215
<b>Year 3</b>		
<b>Course Type</b>	<b>Course Name</b>	<b>Course Code</b>
Compulsory	Business Finance	BUF310
Compulsory	Organisational Behaviour	ORB311
<b>Choose 4 electives from the below *</b>		
Elective	Global Marketing	GLM313
Elective	Public Relations	PUR312
Elective	Leading Organisational Change	LOC314

Elective	Digital & Social Media Marketing	DMT318
Elective	Services Marketing	SEM316
Elective	Entrepreneurship and Innovation	EAI317
<b>Year 4</b>		
<b>Course Type</b>	<b>Course Name</b>	<b>Course Code</b>
Compulsory	Graduate Project/Internship	GPI450
Compulsory	Strategic Management	STM411
<b>Choose 4 electives from the below *</b>		
Elective	Business Ethics and Corporate Social Responsibility	BEC412
Elective	Brand Management	BRM410
Elective	International Trade and Finance	ITF413
Elective	Doing Business in Emerging Markets	DBE414
Elective	Strategic Marketing	STM415
Elective	Marketing for Social Issues	SOM417

\*For a BA Business Management with concentration in Marketing the chosen electives must be marketing-specific:

- Year 3 Marketing-specific electives: Global Marketing, Public Relations, Marketing Analytics, Digital & Social Media Marketing, Services Marketing
- Year 4 Marketing-specific electives: Business Ethics and Corporate Social Responsibility, Brand Management, Strategic Marketing, Marketing for Social Issues