

E-Learning

# Master of Business Administration (MBA)

MBA / MBA Shipping

18 MONTHS



# CIM - Cyprus Business School

**10,000  
alumni**

from over 30 countries, who  
are leading multinational  
companies across the globe

CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last five decades CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at undergraduate and postgraduate level – from Marketing and Business to Accounting and Finance, Shipping, Logistics, HRM, and Law.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers. Though CIM serves students of all ages and all walks of life, we still put our emphasis on the needs of working individuals and remain committed to offering the best and most accessible education at the most affordable fees.

Join a top  
Business School.  
Earn a globally  
accredited MBA.

## WHAT IS AN E-LEARNING MBA?

The brand new e-Learning MBA programme by CIM-Cyprus Business School is a distance-learning Masters that combines flexibility with in-depth study of the latest analytical and strategic management skills.

This e-Learning MBA, developed by expert academics and seasoned industry professionals, brings together CIM's decades-long experience in distance learning, its close connection with industry, innovative teaching methodologies, and its long and proven commitment to working individuals.

The e-Learning MBA from CIM covers ideas and concepts derived from a wide range of business-related fields, enabling students to respond creatively and effectively to the challenges of the global business environment.

## KEY FEATURES

- / A coherent and integrated course of study that appeals to in-career professionals and ambitious graduates who want to learn how to operate within increasingly complex, dynamic and diverse external environments;
- / An innovative and carefully-curated programme that will spark students' intellectual acumen and promote synthesis, reflection, and analysis of complex and changing environments and build graduates' practical management competence through engagement with business;
- / A course that pays particular attention to students learning to plan, develop, and implement executive responses to changing environments, using an interdisciplinary approach to management.
- / Classes led by lecturers with intimate knowledge of different international contexts and experience at top international universities
  - A course that mixes independent study, webinars, tutorials, one-to-one meetings, group work, and opportunities for enterprise visits (physical and virtual), and which promotes creative and entrepreneurial approaches to problem solving.
  - Consisting of a set of core subjects, a selection of elective modules, and an individual Capstone Project based on experiential learning.
  - Option for a non-credit preparatory module, ensuring students will be fully equipped with key study skills.
  - Custom-made state-of-the-art learning platform called MOTI, expertly designed and maintained to ensure an engaging and interactive experience.
  - A wealth of e-resources and CIM's famous administrative and academic support throughout.

## PROGRAMME DESIGN & STRUCTURE

Effective management requires a combination of broad strategic management knowledge and specialist analytical skills.

The core subjects of the CIM e-Learning MBA cover essential areas of general management while optional modules and the individual Capstone project enable students to build and apply knowledge gained on these core areas.

All courses draw on work-related, work-based, and work-integrated learning. The curriculum of the each module has been designed with employability at its core. Employability skills are embedded in every module of the programme. The e-MBA is offered in two distinct directions. The first is a **general MBA**, designed for professionals seeking to evolve in their careers. The second is a specialised **MBA in Shipping**, designed for those who want to excel in the Shipping Management industry.



## MOTI

For the purposes of the e-Learning MBA, the CIM e-Learning Unit partnered up with a purpose-built platform called MOTI.

This platform is an interactive social hub where learning happens in a social and constructivist way.

MOTI incorporates recorded lecturers, activities, discussion forums, and other forms of interaction with fellow students and lecturers. Moreover, MOTI is seamlessly connected with i-CIM, through which students monitor and manage their studies.



# Modules

## e-MBA

### COMPULSORY

Organisational Behaviour	Term 1
Strategic Management	Term 1
Economics & Financial Management	Term 2
Research Methods	Term 2
Entrepreneurship & Innovation	Term 3
Capstone Project	Terms 4&5

### ELECTIVE (1 out of 5)

Strategic Marketing	Term 3
Ethics & Corporate Social Responsibility	Term 3
International Trade	Term 3
Operations Management	Term 3
International HRM	Term 3

## e-MBA Shipping

### COMPULSORY

Organisational Behaviour	Term 1
Strategic Management	Term 1
Research Methods	Term 2
Maritime Economics & Trade Policies	Term 2
Finance & Accounting	Term 2
Maritime Law	Term 3
Marine Insurance	Term 3
Capstone Project	Terms 4&5

### ELECTIVE (1 out of 3)

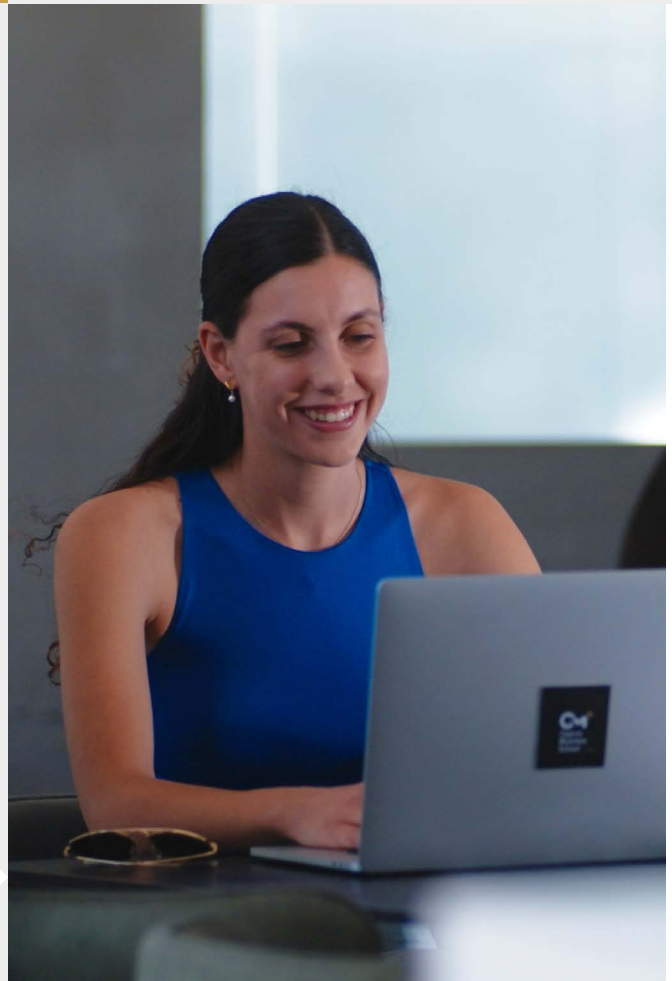
Shipping Finance	Term 3
Maritime Logistics & Global Supply Chain Management	Term 3
Shipbroking & Chartering Practice	Term 3



**Accredited by the  
Cyprus Quality  
Assurance Agency  
(DIPAE)**

**Tuition Fees:  
€6350**

**Registration Fee:  
€250**



## E - LEARNING METHODOLOGY

Our e-learning methodology, developed and refined over several years, draws on the most tested and effective models of online teaching and is based on five important pillars:

- / **Access and Motivation**, ensuring a welcoming, communicating and motivating approach and philosophy for all;
- / **Online Socialisation**, ensuring that all students participate actively and learn from each other;
- / **Information Exchange**, ensuring that all lecturers explain and summarise each session's learning outcomes and check understanding at all stages;
- / **Knowledge Construction**, ensuring a holistic approach to learning and the combination of different teaching methods and techniques;
- / **Development**, ensuring that all students benefit from individual plan development and close monitoring of their performance and progress.

## CAPSTONE PROJECT

This e-Learning MBA includes a compulsory Capstone Project.

Capstone Projects are included in some of the world's top MBAs and are increasingly used by educators instead of the traditional dissertation. They are experiential projects where students take what they have learnt throughout the course of their programme and apply it to a specific idea or case study. In designing a Capstone Project, we were mindful of offering a culmination of learning gained at the time of the project start (the synthesis, integration, and application of acquired knowledge) rather than the acquisition of still further new knowledge. The CIM e-Learning MBA programme is geared towards working professionals; Capstone Projects give students the ability to take the knowledge and theory they have learned and apply it in a real-world setting, communicating this impact appropriately in written and spoken forms. A specialist tutor will be with you throughout this process.

## GROUP WORK

What makes us unique at CIM is the emphasis we put on team work and on making our students feel welcome and empowered. A fundamental part of students' learning and development is participation in peer-led virtual group work. Group exercises and group discussions (e.g. conferencing, forum discussions, creation of group padlets) are a feature of all modules and ensure that students never feel alone in their learning journey.

## ADMISSION REQUIREMENTS

Entry requirements are flexible and are based on a candidate's proven academic ability, motivation, experience as a manager or business executive, and an assessment of the benefits that he or she is likely to obtain from the programme. The usual minimum requirements are:

- / A Second Class Honours Bachelor Degree from an accredited University
- AND
- / 2 years of work experience
- AND
- / English competency e.g. IELTS 6.0, GCSE C or equivalent qualification

## ONBOARDING

All e-Learning students will be given in-depth training on how to use the custom-made learning platform MOTI as well as CIM's state-of-the-art i-CIM platform.

In addition, all e-Learning MBA students will be offered the opportunity to complete a fast-track optional Academic Skills Development module.

This module is designed for students in need of academic skills enhancement prior to commencing their studies. The focus is on developing and refining the skills required for postgraduate study in Cyprus. All students will have the chance to develop their communication and research skills through the course, including as part of the Research Methods module. This optional course is intended to ease students into the learning strategies needed for the successful achievement of an MBA.

This credit-free course is fully pre-recorded and will be available for all throughout the duration of their studies.

## ASSESSMENT

**The Research Methods module is assessed as follows:**

- / 1 individual poster presentation (weighed at 30%)
- / 1 e-tivity (weighed at 10%)
- / 1 research proposal (weighted at 60%)

**The Capstone Project is assessed as follows:**

- / Pecha Kucha of the skill development and learning gained through the project (10%)
- / Capstone Project Report (90%)

**All other modules are assessed as follows:**

- / 4 e-tivities (weighed at 10% each and submitted together in a portfolio in Week 10, total of 40%)
- / 1 final online written examination (weighed at 60%)



# Responsive Supportive

E-Learning  
Master of  
Business  
Administration  
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Member



Member



Member