

Business Studies

 The Philips College

**BSM**

Marketing Stream

Marketing

## Business Studies

- Accredited four-year BA (Hons) programme in Business Studies **with specialisation in Marketing.**
- Accredited two-year programme leading to the **Diploma in Business Studies.**

### ADMISSION & OTHER REQUIREMENTS:

#### International Students

- Completed application form
- Official transcript of secondary school grades and other higher qualifications and where applicable an approved English Language qualification
- Character reference from police (original)
- Photocopies of front page of passport
- Banker's guarantee of US\$10,000 per year
- A minimum deposit of US\$2,000 is required before the immigration process can commence. A proportion of the deposit is refundable should the student be unable to enter the country; otherwise it is applied towards tuition upon enrolment.

## Programme of Study

### PROGRAMME OF STUDY ACCREDITED BY THE ACCREDITATION COUNCIL (SEKAP) OF THE REPUBLIC OF CYPRUS

- A four-year programme leading to the **BA (Hons) Degree in Business Studies** with specialisation in Marketing.



## Marketing Stream

The Marketing stream, which offers an integrated cycle of study reflecting the pivotal role played by the marketing function in an expanding and ever-competitive business world.

# The Philips College

...centre of excellence.

## Courses of Study

### **BUSINESS STUDIES** (4 years, BA degree with specialisation in Marketing)

#### Year 1

Accounting and Finance, Economics, Theory and Practice of Management, Mathematics and Statistics.

#### **Plus 1 or 2 electives such as:**

Business Law, Communication and Language Development, General Psychology, Modern Society and Sociology, Computers and Applications, Principles of Marketing, Computerized Accounting.

#### Year 2

Personnel Management and Organizational Behaviour, Operations Research, Financial Management, Communication in Practice, Managerial Economics, Production and Operations Management.

#### **Plus 1 or 2 electives such as:**

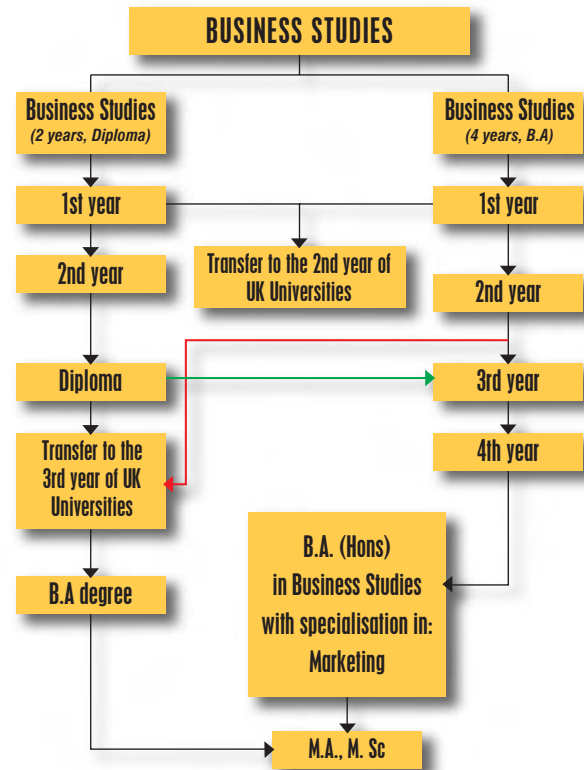
Topics in Applied Finance and Economics, Management Accounting, Communication in Practice, Sociological Theory, Multimedia and Internet Applications, Decision Studies.

#### Year 3

Human Resource Management, International Management, Marketing Management, Consumer Behaviour, Marketing Communications, Advertising and Promotion, Behavioural Aspects of Marketing, Corporate Strategy and Planning.

#### **Plus 1 or 2 electives such as:**

Introduction to Philosophy, Management Science, Financial Management, Financial Accounting, Moral and Political Philosophy.



#### Year 4

The Dynamics of the Cyprus Economy, Business and Society, Business Ethics, Strategic Planning and Marketing, Marketing Environment, Marketing Research, International Marketing, Marketing of Services, Multidisciplinary Seminar.

#### **Plus 1 or 2 electives such as:**

Business Games and Strategies, German Language, The Impact of Greek Civilisation on Europe, The EC and Insurance, Moral and Political Philosophy.

# Make Philips College

## Your First Choice for these reasons



- **Programmes of Study Accredited** by the **Accreditation Council (SEKAP) of the Republic of Cyprus** and/or the **National Council for Educational Awards (NCEA) of Ireland** and/or a number of prominent **British professional bodies.**
- quality teaching
- a warm and congenial teaching environment with high levels of individual care and attention
- opportunities for transfer on **Advanced Standing** to British and other English speaking universities
- excellent opportunities for post-graduate studies
- a stimulating and academically rigorous educational environment
- strong links with industry and the professions
- promising careers
- attractive fee structure for international students with scholarship awards
- English language support for students whose first language is not English
- quality library and information technology facilities
- well-designed, attractive premises
- the ideal place to live and study



of Quality  
Higher Education



### Contact information

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