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27 January 2020

Deputy Vice-Chancellor and Provost

Subject: Cross-border / franchise program of study “MSc in Global Marketing” at Global College

Professor Anna Gough-Yates

The CYQAA is the competent body and authority, responsible to ensure the quality of Higher Education in Cyprus and to support, through the procedures provided by the relevant legislation, the continuous improvement and upgrading of higher education institutions and their programs of study.

In Cyprus higher education institutions are allowed by law to offer cross-border / franchise programs of study, provided that a number of conditions, which are included in our legislation, are fulfilled. According to the legislation the provider of the franchised program is responsible for its implementation and compliance with the European quality standards (ESG).

In this context, we kindly ask you to provide us any information concerning the below questions regarding Roehampton University “MSc in Global Marketing” offered at Global College under a franchise contract.

1. How do you check that students admitted to the program meet the admission criteria?
2. Do you have information about the profile of incoming students?
3. How do you ensure that students have a good command of the program's teaching language?
4. What are the minimum required qualifications of the teaching staff?
5. Have you checked the exam papers?



6. How do you check that the programs are implemented based on quality criteria? What evidence do you request from Global College?
7. Have you ever visited classes where your programs are taught in Cyprus? What is the teaching methodology followed?

Please provide any other information that ensure the qualitative implementation of the programs. CYQAA should have the above information in order to complete the required desk-review for the approval of the programs' offering in Cyprus.

We remain at your disposal for any inquiries.

(Dr Eleni Deliyianni)

On behalf of the President of
Cyprus Agency of Quality Assurance
and Accreditation
In Higher Education