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Tel.: 00 357 22504348

Fax: 00 357 22504392

email: [ikonstantinou@dipae.ac.cy](mailto:ikonstantinou@dipae.ac.cy)

28<sup>th</sup> March, 2022

Mary McCrindle  
Director of Global Partnerships  
The University of West London,  
St Mary's Road, Ealing,  
London, W5 5RF  
UK

Subject: Cross-border / franchise programs of study at  
the Cyprus Institute of Marketing

Dear Ms McCrindle,

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 programmes of study, provided that a number of conditions, which are included in our legislation, are fulfilled. According to the legislation, the provider of the franchise program is responsible for its implementation and compliance with the European quality standards and guidelines (ESG).

In this context, we kindly ask you to provide to us information concerning the programme “MA in Luxury Hospitality Management” (12 months, 90 ECTS, Cycle 2), offered by **the Cyprus Institute of Marketing (CIM) at the Nicosia campus**, via a franchise contract with your institution, by addressing the questions below:

1. How do you check that students admitted to the programme 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 programme's teaching language?
4. What are the minimum required qualifications of the teaching staff?
5. What knowledge do you have of the exam papers administered?
6. How do you check that the programmes are implemented based on quality criteria? What evidence do you request from the CIM?
7. Have you ever visited classes where your programmes are taught in Cyprus? What is the teaching methodology followed?

Please, kindly also provide any further information that you would consider useful for the qualitative implementation of the above programme of study at your earliest convenience, and no later than April 22<sup>nd</sup>, 2022.

We remain at your disposal for any inquiries.

(Loucia D. Constantinou, PhD)  
On Behalf of the President of  
The Cyprus Agency of Quality Assurance  
and Accreditation in Higher Education