



UNIVERSITY OF  
**WEST LONDON**

Office of the Vice-Chancellor

**Professor Peter John CBE**

BA, MA, MSc, PGCE, PhD, Hon DEd, FRSA, FHEA, FLCM, FIOC

**Vice-Chancellor and Chief Executive**

Via Email: [emouskou@dipae.ac.cy](mailto:emouskou@dipae.ac.cy)

25<sup>th</sup> September 2020

FAO: The President  
c/o Emily Mouskou  
The Cyprus Agency of Quality Assurance and Accreditation in Higher Education  
Lemesou Avenue 5  
2112, Nicosia  
Cyprus

Dear Emily,

**Re: University of West London programmes, BA (Hons) Accounting and Finance-Nicosia, BA (Hons) Accounting and Finance-Limassol, BA (Hons) Business Studies with marketing - Nicosia, and BA (Hons) Business Studies with marketing- Limassol , MSc Digital Marketing-Nicosia, MSc Digital Marketing -Limassol, offered at Cyprus Institute of Marketing under a franchise contract**

Thank you for your letter dated 14 July 2020, received via email on 22<sup>nd</sup> September 2020.

Please see below responses in answer to the questions in your letter:

**1. How do you check that students admitted to the program meet the admission criteria?**

Cyprus Institute of Marketing does the initial screening to ensure that students meet the required entry criteria. These applications are sent to UWL. The Academic Partnerships Link Tutor (APLT) reviews each application. Students are enrolled on the course when final approval is confirmed by the APLT. The approved applications are sent to the UWL Administrative Team for processing. The admissions criteria are determined by the University.

**2. Do you have information about the profile of incoming students?**

The profiles of incoming students are based on the information provided in the application. As part of the application process, CIM-verified copies of certificates of qualification / transcripts; reference letters and other relevant documents are provided.



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### **3. How do you ensure that students have a good command of the program's teaching language?**

Students at CIM must meet the University's minimum English language requirement that is at present IELTS 6.0 overall or equivalent, with 5.5 for each of the individual components (Reading, Writing, Speaking and Listening) for Undergraduate Degrees and IELTS 6.5 overall or equivalent for Postgraduate Degrees. This forms part of the admission eligibility process.

### **4. What are the minimum required qualifications of the teaching staff?**

All teaching staff assigned to delivery in Cyprus must be first approved by the University. In general teaching staff should hold a Master's degree in the specialism that they are assigned to teach. Where there are special professional body accreditations staff should hold the necessary professional body membership / accreditations.

### **5. Have you checked the exam papers?**

All exam papers taken by students at CIM in Cyprus are written by UWL and undergo the University's quality processes, including approval by the External Examiner.

### **6. How do you check that the programs are implemented based on quality criteria? What evidence do you request from Cyprus Institute of Marketing?**

Lecture material that is delivered in Cyprus is prepared and approved by the Module Leader at the University of West London. The University's module leaders have regular meetings with CIM tutors to ensure parity of standards in the delivery of the approved curriculum. Assessments marked by CIM are moderated by the University's module leader to ensure parity in standards of assessment and are subject to the University's quality control processes, including external examining. The External Examiners are asked to compare academic standards and student performance between the London and Cyprus cohorts in their annual reports to the University. All of the University's partners, including CIM, are also subject to an Annual Partnership Review as part of the University's quality monitoring processes. The review considers student performance data held by the University and contextual information provided by the partner.

### **7. Have you ever visited classes where your programs are taught in Cyprus? What is the teaching methodology followed?**

The Academic Partnership Link tutor visits both campuses of CIM twice every year – subject to health and safety conditions. During the visit the APLT meets with students to discuss their learning experience; meet with tutors; and, with CIM management. The APLT would also observe a sample of teaching.

Should you require any further information, please do not hesitate to contact me.

Yours sincerely,

**Professor Peter John CBE**  
**Vice-Chancellor**



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