

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	FINAL PROJECT WORKSHOP	
Course Unit Code	MB525	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First / second year	
Number of ECTS Credits	0 ECTS	
Course Unit Objectives	The objective of this course is to write and present a final project in the form of a plan, a business plan, a strategy, a case study, or a research paper that is both academically underpinned and can be defended on sound managerial grounds.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Transform an original idea into a final project.
	CILO 2	Critically review existing research.
	CILO 3	Apply advanced academic writing skills and procedures.
	CILO 4	Consistently reference academic & non-academic sources
	CILO 5	Collect primary and secondary data relating to their research questions.
	CILO 6	Analyze empirical data using appropriate quantitative and qualitative methods.
	CILO 7	Interpret results in order to provide solutions to business problems.
	CILO 8	Critically evaluate results on legal and ethical grounds.
	CILO 9	Practically apply theory to formulate strategy
	CILO 10	Analyze in depth the general, intermediate and immediate environment of organizations.
	CILO 11	Analyze the financial health of organizations using advanced accounting and financial tools.
	CILO 12	Determine the efficiency and effectiveness of organizations in order to suggest improvements.
	CILO 13	Relate the analyzed results to their personal, professional and career development proposing a path for continuous improvement.
CILO 14	Deliver an effective business presentation.	
Name of Lecturer(s)	Dr. Takis Stylianides	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. The aims and purpose of the CIIM project.	CILO 1
	2. The project options.	CILO 1,2
	3. Desired project qualities.	CILO 2,3,9, 10,11, 13
	4. The procedure to be followed.	CILO 4,5,6,7, 8
	5. The field survey	CILO 5,6,7,
	6. What to include and avoid.	CILO 1,2,8, 12, 14
	7. Cost/Benefit Analysis	CILO 11,
	8. Presentation of material.	CILO 14
	9. Use of references.	CILO 2,3,4, 14
Recommended or required reading	Referencing system, APA standard, (http://owl.english.purdue.edu/owl/resource/560/01/) JAY, R. (2003) <i>How to write proposals & reports that get results</i> Pearson Business	

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Assessment methods and criteria	100% Final project presentation and document
Language of Instruction	English
Work Placement(s)	Not applicable
	<p>Aaker David, V Kumar, G Day. (2004). <u>Marketing Research 8th ed.</u> John Wiley.</p> <p>Churchill Gilbert, D Iacobucci. (2005). <u>Marketing Research, Methodological Foundations, 9th Ed.</u> Thomson Southwestern</p> <p>MalhotraNaresh. (2002). <u>Basic Marketing Research.</u> Prentice Hall</p> <p>Academic writing</p> <p>Presentation skills readings</p> <p>OLIVIER, R. & JANNI, N. (2004) <i>Peak performance presentations</i> London, Spiro Press</p> <p>Chapter on Communications in any major Organisational Behaviour textbook</p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises; Presentations, guests speakers (alumni).