

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	Special Topics in Business and Management: Live Case Project with a company	
Course Unit Code	MB685	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First / Second year	
Semester	On Demand	
Number of ECTS Credits	4.5 ECTS	
Course Unit Objectives	<p>This course is a project-type course that introduces students to a real-life marketing challenge. Recent trends in business education emphasize the importance of “learning by doing”. As Benjamin Franklin famously wrote: <i>“Tell me and I forget, teach me and I may remember, involve me and I learn.”</i> Leading business schools abroad increasingly include real-life company projects into their academic curriculum to enrich the experience of their Master-level students and thus prepare them for a successful career in the challenging and dynamic business environment of today. Partnerships between corporations and business schools are of multipurpose nature and are highly beneficial to both sides. CIIM Business School has built many successful corporate partnership relationships – which are now used to the mutual benefit of the partners. This course is the result of such a collaboration: a joint Live Case Project between CIIM MBM programme and a leading local company.</p> <p>During this course, the students will have an opportunity to work in teams on a “live” marketing challenge, which is currently under consideration of the Marketing department of a big local company. The students will prepare a business consultancy report and will present it to the company at the end of the course. The Live Case Project is a great practical opportunity since it involves solving a real problem for a real company. The students will work under the guidance of the academic advisor and in cooperation with the company.</p>	
Learning Outcomes	The students completing the course should be able to	
	CILO 1	Demonstrate ability to work in teams and offer practical solutions to real-life marketing challenges - successfully applying theoretical tools taught in the MBM programme to a ‘live’ problem
	CILO 2	Demonstrate essential business research & field research skills, creativity in seeking management solutions, as well as superior presentation and communication skills
Name of Lecturer(s)	Dr. Olga Kandinskaia	

Mode of delivery	Face to Face	
Prerequisites or corequisites	Marketing Management	
Course Schedule	<ol style="list-style-type: none"> 1. Face-to-face introductory session with the company's managers and the academic course leader at the company's premises 2. Students works in teams over a period of approx. 2-3 months, with 2-3 meetings for each team with the academic course leader 3. Each team member fills in and submits at the end a written individual research diary and a peer assessment form 4. Final presentations by the teams take place at the company's premises. Each participant will receive a recommendation letter from the company, and the winning team will receive also publicity in the printed and digital media. 	CILO 1,2
Learning Effort Hours	Introductory session 3 hours, Individual reading and study 40 hours, Field group work 60 hours, Meetings with tutor 8 hours, Final Presentation 1 hour. Total 112 hours.	
Planned learning activities and teaching methods	Company visit, Lectures, In-class debates and discussion, Group work, Field research activities, Tutoring sessions of the teams with the academic advisor, Presentations.	
Assessment methods and criteria	Group presentation 50% Individual assessment 50% (30% via the written research diary and 20% via peer assessment) Total 100%	
Language of Instruction	English	
Work Placement(s)	Not applicable	