

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	Special Topics in Business and Management: TopKinisis Live Case Project 2021	
Course Unit Code	HR490	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First / Second year	
Semester	On Demand	
Number of ECTS Credits	6 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 TopKinisis, the leading travel agency in Cyprus.</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 by the management of TopKinisis. The specific topic for 2021 is the following:</p> <ul style="list-style-type: none"> • Market Research, Competition Analysis, and Strategy Recommendations for TopKinisis in the New Post-covid Environment <p>The students will need to prepare this business consultancy report in the form of a PowerPoint presentation 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 Dr Olga Kandinskaia and in cooperation with the company’s managers. This project will be supervised by the company’s Vice-President Ms Elena Tanou.</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	Online (or Face to Face when there are no covid restrictions in place)	
Prerequisites or corequisites	None, but knowledge from Marketing Management will be helpful	
Course Schedule	<p>1. 26/02/2021, Friday, 9 am – 12.30 pm - Online introductory session with the academic tutor and the company’s managers: Company’s Presentation, 2021 Live Case Project’s specific goals, required research and expected outcomes.</p> <p>2. Students work in teams over the next 1.5 month and will meet with the tutor on the following dates:</p> <ul style="list-style-type: none"> ○ 6/03/2021, Saturday morning – first meeting with tutor (1 hour for each team) ○ 20/03/2021, Saturday morning – second meeting with tutor (1 hour for each team) ○ 3/04/2021, Saturday morning – mock presentation with tutor (1.5 hour for each team) <p>During the project, each team member fills in (and submits at the end) a written individual research diary and a peer assessment form.</p> <p>3. 9/04/2021, Friday (morning) - Final presentations by the teams, either online or at the company’s premises in Nicosia (will depend on the current covid restrictions).</p> <p>Each presentation will be 20-25 min and will be followed by 20-25 min of discussion with the managers. The winning team will be selected by the company. Each participant will receive a recommendation letter from the company, and the winning team will be featured at CIIM website and in the local media. The academic grade will be assigned by the academic tutor (see assessment methods below).</p>	CILO 1,2
Planned learning activities and teaching methods	Company (virtual) visit, Group work, Field research activities, Secondary research, Tutoring sessions of the teams with the academic advisor, Presentations.	
Assessment methods and criteria	<p>Group presentation 50%</p> <p>Individual assessment 50% (30% via the written research diary and 20% via peer assessment)</p> <p>Total 100%</p>	
Language of Instruction	English	
Work Placement(s)	Not applicable	