



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	FINAL PROJECT WORKSHOP / FINAL PROJECT	
Course Unit Code	MB525	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First / second year	
Semester	On demand	
Number of ECTS Credits	3 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	Consistently reference academic & non-academic sources
	CILO 4	Collect primary and secondary data relating to their research questions.
Name of Lecturer(s)	Dr. Takis Stylianides/Ms. Janet Gaiganis	
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
	4. The procedure to be followed.	CILO 3
	5. The field survey	CILO 4
	6. What to include and avoid.	CILO 1,2
	7. Use of references.	CILO 2,3
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 Aaker David, V Kumar, G Day. (2004). <u>Marketing Research 8th ed.</u> John Wiley. Churchill Gilbert, D Iacobucci. (2005). <u>Marketing Research, Methodological Foundations, 9th Ed.</u> Thomson Southwestern MalhotraNaresh. (2002). <u>Basic Marketing Research.</u> Prentice Hall Academic writing Presentation skills readings OLIVIER, R. & JANNI, N. (2004) <i>Peak performance presentations</i> London, Spiro Press Chapter on Communications in any major Organisational Behaviour textbook	
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises; Presentations, guests speakers (alumni).	
Assessment methods and criteria	100% Final project presentation and document	
Language of Instruction	English	
Work Placement(s)	Not applicable	