



## FOUNDATION CERTIFICATE

CERTIFICATE, 1 YEAR

## **Foundation Certificate**

Certificate, 1 year

The recently-introduced Cyprus Institute of Marketing (BVI) Foundation Certificate offers individuals who do not have formal secondary-school qualifications access to the CIM (BVI) Diploma in Marketing Management (DMM).

It is a 'foundation' certificate in the sense that it provides a solid basis for candidates wishing to pursue Management studies at an advanced level. It consists of basic subjects that will enable you to pursue advanced studies in Business Administration and related subjects. All of the subjects included offer a solid basis for learners, enabling them to join the CIM (BVI) DMM programme and substituting lack of formal secondary education.

To be eligible for entry into the Foundation Certificate, candidates need to be of at least 16 years of age and to have completed some years of secondary education; above all, to have the necessary maturity and commitment needed to complete this Foundation Certificate.

## **Core Modules**

1. Basic Business English
2. Elements of Marketing
3. Principles of Management
4. Elements of Business Studies
5. Introduction to Computers
6. Basic Accounting

## **Assessment**

Written exam (unseen) – 50%

Assignments (two per module) – 50%