



**GLOBAL BUSINESS
UNIVERSITY**
EUROPE



**UNDERGRADUATE
PROGRAMMES**

Prospectus

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Welcome & Recognition

The demand for professionals with advanced qualifications has never been higher.

Obtaining a degree from Global Business University-Europe will make you more employable, more marketable, and more empowered. It will give you access to resources and the chance to become an agent of change for others. And it will provide you with the knowledge, skills, and tools necessary to fulfil your potential and achieve your ambitions.

All of our programmes have been designed by accomplished academics and experienced professionals who know the value of blending theory with practice so as to prepare graduates for the real world. Flexibility is a key ingredient to our courses, too. They have been designed to accommodate your individual circumstances by permitting self-pacing.

Global Business University-Europe is recognised as a truly global player in business education. We offer programmes of the highest academic standing that are recognised by the international business sector and EU and US Universities.

GBU-Europe is member of some of the world's most prestigious associations. We have progression agreements with top universities like the University of West London, and we offer our students the unique opportunity to graduate with dual degrees issued by world-renowned universities and Business Schools.

Our qualifications have come to be recognised as of the highest calibre and quality, with our alumni excelling across many diverse fields.

Our highest recognition is from the industry itself, and the many senior executives who trust in our graduates and whose testimonials you can read down below.

We believe that we can make a significant contribution towards your efforts in acquiring the business training you need to secure the future you want. We invite you to join our global community of driven, dedicated, and determined individuals who recognise the value of continuous education.



Testimonials

We wouldn't be where we are without the trust and support of our alumni (both the Distance-Learning students and those who have pursued a course at one of our Tuition Centres globally) - a total of over 15,000!

Our current and former students are perhaps the most suitable to speak for our success.

Some of their comments follow:

The Institute is extremely well organised, providing easy access to excellent resources. Their educational programmes are upfront and effective. They have a team of skilful academics who are most willing to impart their knowledge, professionalism and expertise. Thanks to GBU-Europe, I am more capable with my current profession as Head of Sales and Marketing. I have a wider perception with regards to issues related to International Marketing. GBU-Europe has helped me to hone my marketing skills and business competence.

Having completed my studies at GBU-Europe, my experience has been absolutely wonderful. It seems just like yesterday that I enrolled for my studies. Today, a few years after my enrolment and subsequent completion of my course, I can testify to the fact that this university really subscribes to global development and economic growth by training and developing students' capabilities. When I first enrolled, my heart was filled with so much fear of the unknown which was generated from past experiences with other institutions. I once enrolled with other schools and the support system was non-existent. However, at GBU-Europe the student support system is a priority and that's the key to their students' success -- you are constantly engaging with the school. The programmes are designed with the global economic and business arena at heart and are very practically-oriented, taking into consideration the many challenges companies operating in the global village face today.

Tobie Aupindi
Distance-Learning Student
Namibia, 2006-09

Mireille Akl
CIS Student
Uganda, 2012-13

The programmes at GBU-Europe provide practical knowledge and skills that translate directly to the workplace. I could take what I had learned in class the night before and apply it at work the next morning. I have benefited greatly from the MBA in Logistics, which has made me so much more effective in my job. The GBU-Europe MBA was an investment that has paid off. It has broadened my vision and has helped me to look at things from a fresh perspective. Since graduating, I have been promoted to the position of Personal Assistant to the United Nations Operation Unit, led by the International Operations Manager.

Martha Nangobi
Distance-Learning Student
Uganda, 2008-11 and 2012-16,

Testimonials

My main reason for choosing GBU-Europe out of the lot is the global recognition, accreditation and the world-class standing and nature of GBU-Europe programmes. As an MBA Tourism Management student, I really admired and appreciated the effective and efficient way the Institute has been coordinating the Distance-Learning scheme. I received all course materials and books on time, the examinations were on schedule and were conducted hitch free and exam results arrived on time, too. In addition to these, I also admired the Student Intranet Platform, which enables students to access online material and resources and provides everything on the spot. That is really amazing. In my candid opinion, GBU-Europe is a cutting-edge global Institution. I would not hesitate to recommend GBU-Europe to any prospective student wanting to build a strong and successful career in the future. I am already making progress in my career as a result of studying with GBU-Europe.

Bafoday Keita

Distance-Learning Student, UK, 2015

Having a background in Information Technology and serving in Public Policy formulation and implementation, the blending of the MBA programme provided the missing link that I needed to spur critical and strategic thinking. GBU-Europe has built a reputation in providing globally-recognised knowledge.

Ambrose Ruyooka

CIS Student, Uganda, 2008-11

And these are some of their success stories...

I am very pleased to inform you that I have been assigned duties of Director for primary schools in the Ministry of Education in Mauritius. In 2006, I was promoted from Head Master to School Inspector. After 3 years, I was promoted to Senior school Inspector and then to Principal School Inspector.

Today, I am occupying the highest post in the Primary school Inspectorate. I am grateful to everyone at GBU-Europe, for it is thanks to my GBU-Europe degree that I have been able to get these promotions.

Deyvindrah Sanasy

Distance-Learning Student, Mauritius, 2006-09 & 2016-17

I would like to share my joy and happiness and let you know that the University of Oxford has confirmed my application and offered me a place for studies.

I believe this has gone through without difficulties because of my ability to persuade the University to accept me with a qualification I had already obtained from your esteemed Institute. I will remain indebted to GBU-Europe for opening me the doors to one of the world's most prestigious Universities.

Emanuel Aru

Distance-Learning Student, Germany, 1995-96

Testimonials

I hope and pray that this communication finds you in good health. I am communicating to inform you that the Bachelor Degree in Business Administration I obtained from GBU-Europe has enabled me to get a job as lecturer at Nkokonjeru Institute of Management. When I joined this Institute, I was introduced to management and the mode of study at GBU-Europe enabled me to be named the co-ordinator of Graduate Studies at the college. Thank you for everything.

Bujjasi Bbaale Muharman
Makerere University, Uganda, 2005-06

I have no words to express my joy and happiness on my graduation day. How sweet it is to see the final day where one harvests his successful result of paid sacrifices. I am honoured to have done it through your continued guidance and personal assistance. I will remain indebted to GBU-Europe. Thanks to GBU-Europe I have become Area Manager at Ethiopian Airlines. Thank you so much.

Mengistu Adela
Distance-Learning Student, Uganda, 2004-05

Shortly after completing my MBA in PR & Advertising, I was appointed Head of Marketing, Corporate Communications and Product Development at ECOBANK. Studying with GBU-Europe provided me with in-depth knowledge and practical skills. The support through the internet and local library at the Centre (CIS) was immense.

PrimeRose Kobusingye
CIS Student, Uganda, 2012-13



Study Mode

Distance-Learning Education

The primary mode of studying at Global Business University-Europe is via Distance Learning.

We are pioneers and world-leaders in Distance-Learning education, with three decades experience of delivering high-quality degrees through correspondence. As part of a European-wide network of institutions specialising in Distance-Learning business degrees, we are an active member of the European Distance Education Network (EDEN), the European Association for International Education (EAIE), the International Society for Business Education (ISBE), and the European Association for Distance Learning (EADL).

While we follow a traditional study-at-home model, whereby we send you physical books and notes, we are keeping up with changes in technology and implementing new features into our Distance-Learning study mode. Our custom-built intranet platform will not only keep you informed about the programme you are pursuing and alert you to key deadlines and exams; it also includes various learning resources and databases of hundreds of journals, to which we are continuously adding.

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Did you know?

Studying Distance Learning means that you can study with us **anywhere in the world** (all exams will be held at a centre near you) and **start your course at any time in the year.**

How it works

Once enrolled, you will be supplied with a set of lecture notes, books, lists of assignments and you will be given access to our online platform.

You will be allocated a personal tutor who will monitor your studies. Contact can be made with the tutor - through telephone, skype or e-mail. Regular contact between the student and tutor is encouraged but is at the discretion of the student how and when to contact his/her supervisor.

You will also be given the name and contact details of a dedicated administrative member who will be your point of contact when you have practical questions about your course.

At Global Business University-Europe, we promise to deliver the smoothest student experience. You will only have to worry about your studies.

3 years, 3 certificates

One of our distinguishing feature is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded a Diploma.

On successful completion of Year 2, you will be awarded an Advanced Diploma.

Finally, upon successful completion of Year 3, you will be awarded a Bachelor degree.

Assessment

All of our Distance-Learning courses involve closed-book, written examinations, which you will take at an examination centre near you. This will be at an Approved Examination Centre. It may be at one of our partner institutions, a Local Tuition Centre, or a British Council near you.

You can choose when to take your exams: either in June or in January of each year. Examinations will be set, marked, and monitored by specialist academics at GBU-Europe but will be conducted locally at the country of your residence. There is also the possibility to take the exams online, from the comfort of your own space.

Study at an Approved Tuition Centre

Apart from the method of Distance-Learning study, whereby you correspond directly with us, we operate globally through a network of Local Tuition Centres.

These Tuition Centres are provided with teaching material by us, and they in turn undertake the delivery of the syllabus - always in strict accordance to guidelines issued by us. The exams are set and marked by our expert academics to maintain uniformity in academic standards.

We have a presence in numerous countries in the world and are constantly on the lookout for new centres. We currently have Approved Tuition Centres in:

- Austria
- Botswana
- Cameroon
- Ghana
- Hong Kong
- India
- Ireland
- Kenya
- Malawi
- Malaysia
- Mauritius
- Namibia
- Nigeria
- Pakistan
- Rwanda
- Russia
- South Africa
- Sri Lanka
- Tanzania
- UAE
- Uganda
- Zambia
- Zimbabwe

All of our Approved Tuition Centres adhere to strict guidelines, regulations, and quality policies issued by Global Business University-Europe.



FOUNDATION CERTIFICATE

CERTIFICATE, 1 YEAR

Foundation Certificate

Certificate, 1 year

The recently-introduced Foundation Certificate offers individuals who do not have formal secondary-school qualifications access to the 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 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%



BUSINESS ENGLISH

DIPLOMA, 1 YEAR

Business English

Diploma, 1 year

Our Diploma in Business English has been designed for all those who are looking to obtain excellent working knowledge of spoken and written English, especially for use in the business world.

You will be introduced to the specific vocabulary of business and office practice, learn how to write business letters and reports, and you will be familiarised with drafting agendas, minutes taking, and preparing of reports.

The first objective is to develop fluency in general social situations. You will then be gradually introduced to the specific vocabulary of business and office practice. To check understanding and gain practical experience, you will be given comprehension exercises.

This one-year degree is ideal for all those seeking to quickly improve their English for usage in the business world. It can also be used as a Foundation course for progressing onto one of our Bachelor degrees.

Core Modules

1. Business Correspondence
2. Business Vocabulary
3. Office English
4. English for Management
5. Business Information Systems
6. Marketing Management

Assessment

Written exam (unseen) - 100%



MARKETING MANAGEMENT

DIPLOMA, 1 YEAR

Marketing Management

Diploma, 1 year

In today's dynamic business environment, and all over the world, managers are constantly being challenged to make the right decisions in as fast and efficient way as possible.

Our Diploma in Marketing Management offers a solid introduction to the world of Marketing, a field in which we have been world-leaders for decades. This Diploma will familiarise you with all those aspects of Marketing, Management, and Business Policy that form an essential part of today's business world.

We will offer you a unique combination of knowledge and skills and imprint on you the latest marketing techniques and tools. You will become able to carry out problem analysis and provide solutions and learn from the successes and failures of others through case studies and real-life examples.

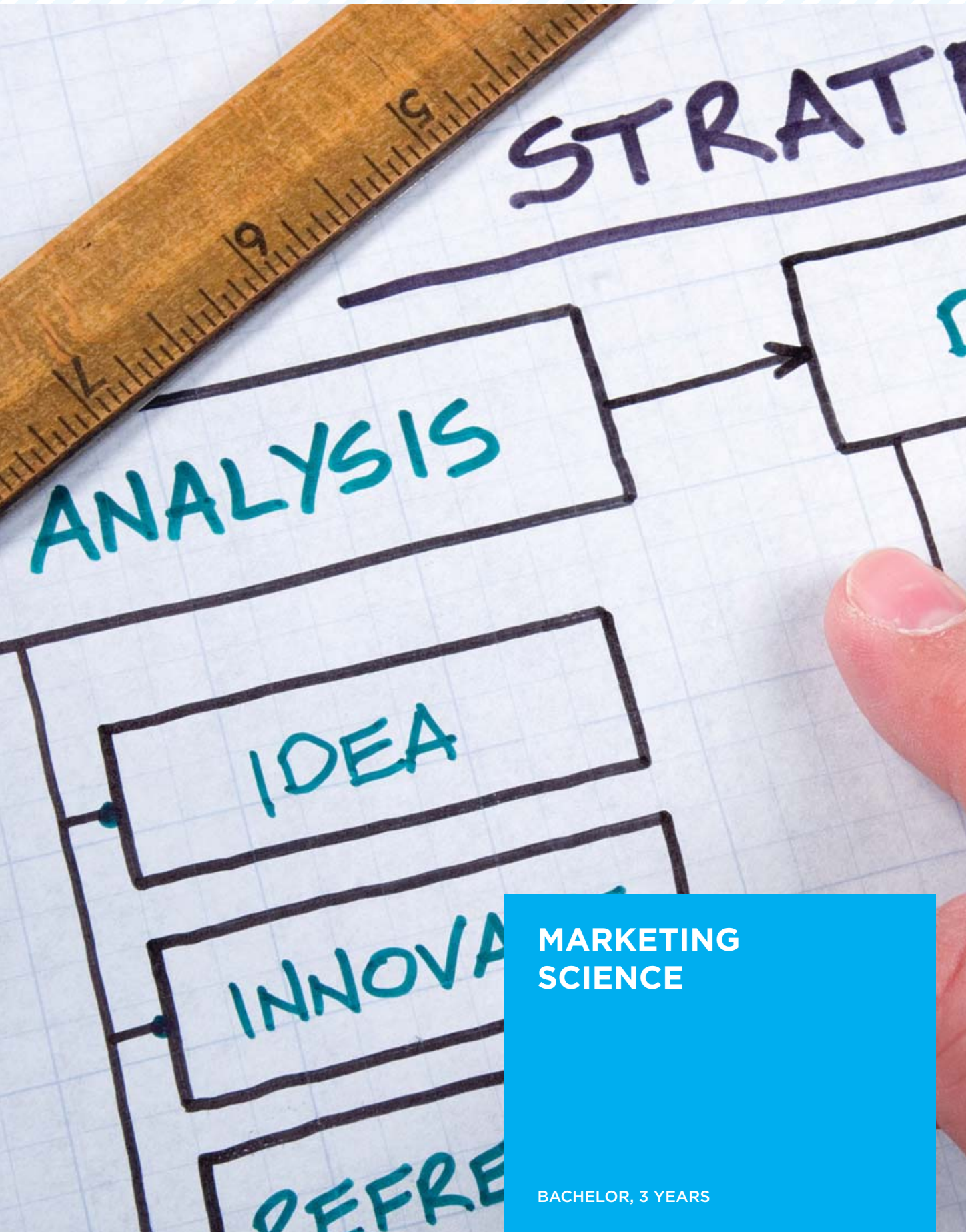
This Diploma is ideal for those seeking to make a start in the world of Marketing, but also for those who have been working in and around Marketing for years but who would like an update on the latest developments in this exciting and ever-changing field.

Core Modules

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business English
6. Business Law

Assessment

Written exam (unseen) - 100%



**MARKETING
SCIENCE**

BACHELOR, 3 YEARS

Marketing Science

Bachelor, 3 years

At The Cyprus Institute of Marketing (BVI) - Global Business University-Europe, we have been world-leaders in Marketing for decades.

Our BSc in Marketing Science offers a broad yet solid and thorough introduction to the fascinating world of Marketing.

In this general three-year course, you will be introduced to the fundamental principles of Marketing. By the end of the course, you will have appreciated the exciting and important ways in which Marketing impacts upon an organisation and the society more broadly. You will have become ready to excel as a Marketing Manager in today's competitive world and learn to come up with solutions for immediate - and successful - actions.

We will offer you a unique blend of skills, allowing you to catch up on the latest marketing techniques and tools, including Digital Marketing and Marketing through Social Media.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Marketing Science.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Marketing Science.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business English
6. Business Law

Year 2

1. Relationship Marketing
2. Consumer Behaviour
3. Human Resource Management
4. Business Information Systems
5. Marketing Case Studies
6. Practice of Marketing

Year 3

1. Marketing Communications
2. Market Research
3. Public Relations & Advertising
4. Marketing Planning & Control
5. International Marketing
6. Case Studies

Assessment

Written exam (unseen) - 100%



BUSINESS ADMINISTRATION

BACHELOR, 3 YEARS

Business Administration

Bachelor, 3 years

Our Bachelor in Business Administration is a general course which will increase and refine your business acumen and your strategic management skills.

This course has been designed by professionals with vast experience in the industry, making sure that, by the end of the course, you will have developed your strategic thinking and planning so as to defend market share locally and seek competitive advantages in world markets.

Moreover, you will have acquired the skills to define clear approaches to strategic management, learnt to understand the importance - and use - of technology in the modern business world, and become an effective manager capable of working across different organisations and nations.

The Cyprus Institute of Marketing (BVI) BSc in Business Administration emphasises strategy formulation and implementation. We put particular emphasis on developing individuals' capacity for identification and analysis of: external environmental factors; internal strengths and weaknesses; economic, social, political and technological trends.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Business Administration.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Business Administration.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Financial & Management Accounting
2. Consumer Behaviour
3. Human Resource Management
4. Business Information Systems
5. Business Ethics
6. Practice of Marketing

Year 3

1. Marketing Communications
2. Executive Leadership
3. Public Relations
4. Marketing Planning & Control
5. International Marketing
6. Case Studies

Assessment

Written exam (unseen) - 100%



SHIPPING MANAGEMENT

BACHELOR, 3 YEARS

Shipping Management

Bachelor, 3 years

Shipping has always been – and continues to be – critical to the development of world trade. It is also a field of business that is in today's world thriving more than ever before.

Our BSc in Shipping Management will offer you a comprehensive and integrated overview of Shipping. At the same time, it will give you the specific skills required by managers in the maritime business.

During your studies for this course you will become familiar with the main theories and practices of international Shipping, Transport, and Trade. You will learn to describe and critically analyse the structures and institutions of managing and organising sea transport. And you will develop critical analytical skills and learn how to apply them in real life through the examination of real-life case studies.

Upon graduating, you will have a variety of career options, from working in the Import/Export Business to Ship Management, Freight Forwarding, Logistics, Port Management, Trade and Ship Finance, and Maritime Regulation.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Shipping Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Shipping Management.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Introduction to Shipping
2. Law of Sea Transport
3. Practice of Marketing
4. Maritime Geography
5. Marine Insurance
6. Business Information Systems

Year 3

1. Maritime Logistics
2. Public Relations
3. The Shipping Company
4. Executive Leadership
5. Maritime Logistics
6. International Marketing

Assessment

Written exam (unseen) - 100%



**TOURISM
MANAGEMENT**

BACHELOR, 3 YEARS

Tourism Management

Bachelor, 3 years

Tourism is the world's largest service as well as one of the fastest growing economic sectors globally. It is therefore unsurprising that Tourism is one of the world's most important sources of employment.

Our BSc in Tourism Management will prepare you for a career in Tourism but also in the hospitality industry more broadly. You will acquire in-depth knowledge of the economics of Tourism and of the latest Tourism marketing trends. Moreover, you will test this knowledge against real-life case studies.

This degree is therefore ideal for either anyone seeking to start a career in Tourism or those who are already working in the broad field of Tourism and are looking to progress in their existing careers. It is a course that will provide you with a broad foundation and will also keep your future options open.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Tourism Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Tourism Management.

Core Modules for each year

Year 1

1. Economics
2. Principles of Management
3. Marketing Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Tourism & Leisure Management
2. The Travel Business
3. Marketing Practice in the Hotel Catering Industries
4. Human Resource Management
5. Consumer Behaviour
6. Business Information Systems

Year 3

1. Public Relations
2. Executive Leadership
3. Global Tourism Strategies
4. Tourism Operations Management
5. Marketing Communications
6. Planning & Development of Tourism

Assessment

Written exam (unseen) - 100%



**FINANCIAL &
COMPUTER
MANAGEMENT**

BACHELOR, 3 YEARS

Financial & Computer Management

Bachelor, 3 years

Around the world, organisations are actively seeking graduates with strong financial credentials; at the same time, the demand for individuals with strong IT skills is more widespread than ever.

Our BSc in Financial & Computer Management is an innovative and unique course that will introduce you to the exciting (and increasingly intertwined) worlds of Finance, Accounting, and IT.

The primary aims of this course are to make you understand the concept of Finance and Accounting and also demonstrate to you the importance of Finance and Accounting to the growth and success of any company. Through the aid of computers, we can become more successful at dealing with Finance and Accounting.

By the end of the course, you will have become competent in working in and around the world of Information Technology. Yet you will also have been trained in Finance, so that you will both feel and be comfortable dealing with the financial aspects of any business.

Combining good knowledge of Finance with solid knowledge of Computer Management, our BSc in Financial & Computer Management will help you walk into a job with all the necessary tools to take you up to the top levels of management.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Financial & Computer Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Financial & Computer Management.

Core Modules for each year

Year 1

1. Marketing Management
2. Statistics
3. Business Law
4. Economics
5. Business English
6. Principles of Management

Year 2

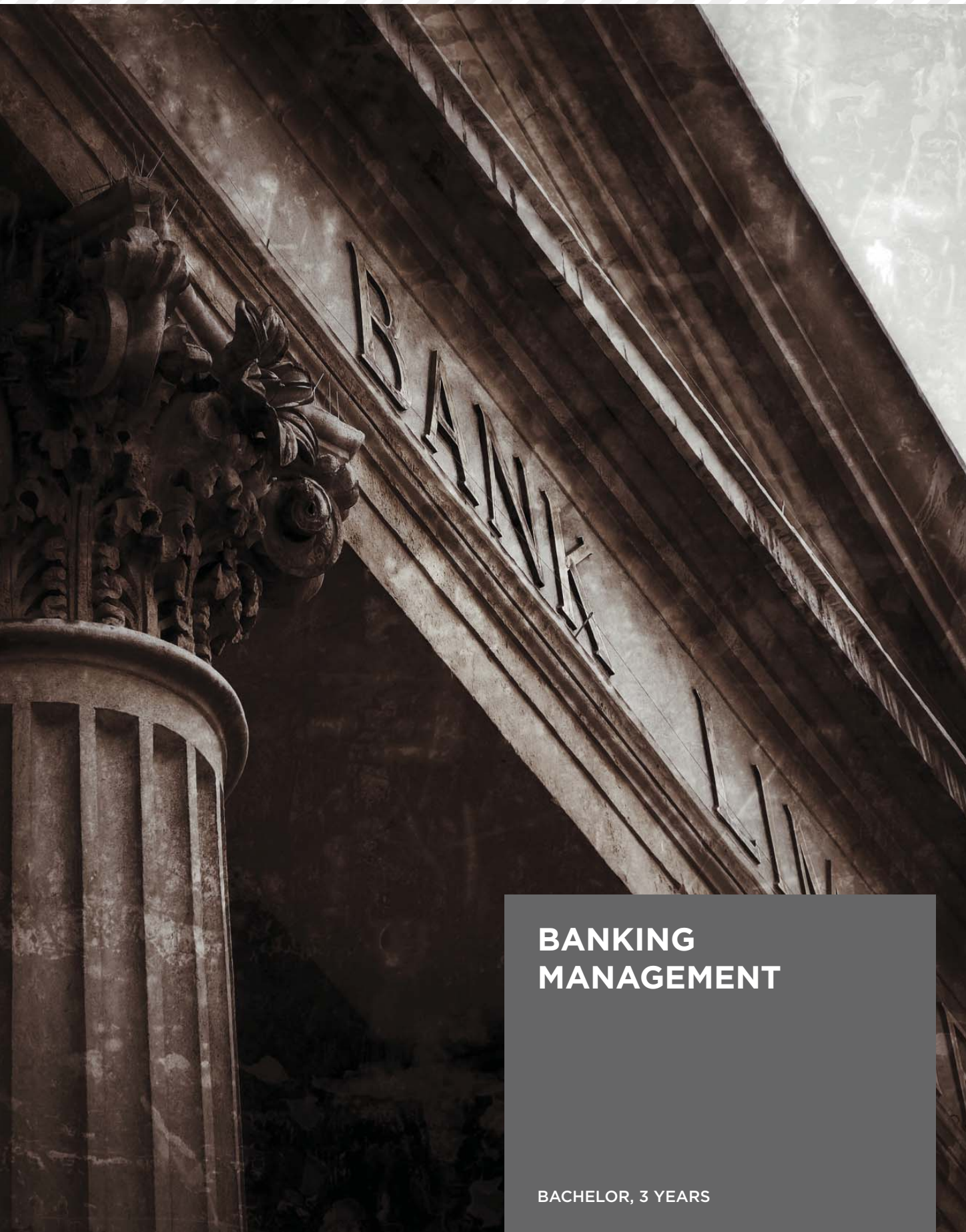
1. Computer Fundamentals
2. Financial & Management Accounting
3. Information Technology
4. Management Information Systems
5. Database Systems
6. Human Resource Management

Year 3

1. Public Relations
2. Executive Leadership
3. Financial Management
4. Software Project Management
5. Financial Planning & Control
6. Database Management Systems

Assessment

Written exam (unseen) - 100%



BANKING MANAGEMENT

BACHELOR, 3 YEARS

Banking Management

Bachelor, 3 years

Banking has been, and will continue to be, a profession with excellent opportunities for career progression. This BSc in Banking Management aims to equip students with the skills and knowledge in Banking and Financial services. It will allow you to explore current issues and trends in modern Banking; will teach you about Banking regulations; and it will introduce you to the global financial system and, more specifically, the role of the investor, analyst, and policy maker.

If you are already working in the Banking sector, you will find that this degree will enrich your knowledge and offer you a qualification that will allow you to climb up the hierarchy. If you are outside the Banking sector, this degree offers you the opportunity to forge a long and thriving career in Banking.

The course covers the historical background of the development of money and Banking and goes on to consider the present-day role of banks and the controls under which they operate.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Banking Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Banking Management.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Elements of Banking
2. Law Relating to Banking
3. Investment
4. Human Resource Management
5. Business Information Systems
6. Financial & Management Accounting

Year 3

1. Practice of Banking
2. International Banking Operations
3. Monetary & Financial Systems
4. Marketing of Financial Services
5. Financial Planning & Control
6. Marketing Planning & Control

Assessment

Written exam (unseen) - 100%



INSURANCE

**INSURANCE
MANAGEMENT**

BACHELOR, 3 YEARS

Insurance Management

Bachelor, 3 years

The Insurance industry is a multi-billion dollar industry; this is unsurprising, as every one of us and every company needs insurance.

This BSc in Insurance Management will equip you for a variety of careers in the broad field of Insurance. Obtaining a degree in Insurance Management will pave the way for a promising and prosperous career.

You will study modules as varied as Economics, Law, Public Relations, Marine Insurance, and Property Insurance Underwriting, and you will learn how risks are managed and financed in the business world.

This degree will prepare you for a career in Insurance and enable you to help individuals and businesses manage risk against major loss, foresee risk problems, and help others understand insurance needs and policy options.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Insurance Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor in Insurance Management.

Core Modules for each year

Year 1

1. Economics
2. Business Law
3. Statistics
4. Principles of Management
5. Marketing Management
6. Business English

Year 2

1. Risk & Insurance
2. Contract Law & Insurance
3. Business Information Systems
4. Principles & Practice of Management in Insurance
5. Practice of Marketing
6. Human Resource Management

Year 3

1. Property Insurance Underwriting
2. Public Relations
3. Life Assurance Practice & Administration
4. Marine Insurance
5. Executive Leadership
6. Marketing Planning & Control

Assessment

Written exam (unseen) - 100%



EUROPEAN STUDIES

BACHELOR, 3 YEARS

European Studies

Bachelor, 3 years

Our BSc in European Studies will introduce you to the economic, business, social, legal and political world of the complex organisation that is the European Union.

While the course pays particular attention to European Union countries, and blocs of countries within the European Union, it also considers relations with non-member states, such as the US, Brazil, India, Russia, and China.

This course will enable you to work in and around the European Union by offering you knowledge of its historical origins, economic, legal and societal aspects, and of its political institutions – knowledge which is necessary for the understanding of the European Union as an organisation. Simultaneously, however, we will furnish you with the skills necessary to work within the Union as a business manager.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in European Studies.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor in European Studies.

Core Modules for each year

Year 1

1. Economics
2. Statistics
3. Business Law
4. Marketing Management
5. Principles of Management
6. Business English

Year 2

1. European Union Law
2. Consumer Behaviour
3. Financial & Management Accounting
4. European Marketing
5. Business Information Systems
6. European Economic History

Year 3

1. EU Decision Mechanisms
2. International Marketing
3. European Economics & Politics
4. Executive Leadership
5. Managing Change
6. European Business Environment

Assessment

Written exam (unseen) - 100%



HUMAN RESOURCE MANAGEMENT

BACHELOR, 3 YEARS

Human Resource Management

Bachelor, 3 years

Successful leaders see personnel as assets meriting conscientious management in tune with the organisation's needs, not as units that need to be controlled. The most competitive and well-run organisations are working hard to recruit able individuals and to ensure that their employees remain with them.

Over the last few years, companies and executives around the world have come to fully acknowledge the important role that managing human resources can play in the success of a business. Our BSc in Human Resource Management will prepare you for a career as an HR Manager.

By the end of the course, you will have gained the knowledge, skills, and expertise to become an effective HR Manager and to direct human resources towards the strategic vision of your company. You will have developed the strategic skills and thinking to become an organisational change agent and you will have prepared well on how to effectively manage day-to-day operational needs.

As is the case with all of our management programmes, our BSc in Human Resource Management pays a strong emphasis on the basic theories of Marketing, ensuring that you never lose sight of the marketing side of the business.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Human Resource Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Human Resource Management.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business English
6. Business Law

Year 2

1. Human Resource Management
2. Consumer Behaviour
3. Business Information Systems
4. Occupational Safety & Health
5. Managing and Resolving Conflict
6. Market Research

Year 3

1. Strategic HRM Planning
2. Managing Employee Performance
3. Ethical Issues & Employee Rights
4. Relationship Marketing
5. Executive Leadership
6. Public Relations

Assessment

Written exam (unseen) - 100%



FASHION DESIGN & BUSINESS

BACHELOR, 3 YEARS

Fashion Design & Business

Bachelor, 3 years

Perhaps on first consideration the worlds of Fashion Design and Business may not appear to share much in common. However, the more you think about it, the more it becomes obvious that to become a successful Fashion Designer you need good business acumen.

Our innovative and unique Bachelor in Fashion Design & Business will introduce you to the exciting world of fashion, encouraging you to be creative. But it will also teach you to be business-conscious. As a designer, you will have opportunities to exhibit your talent, while, as a business student, you will learn how to set up your own manufacturing or export unit.

The course combines Fashion with Business to produce an ideal blend for those with an eye for colour, a business sense and, above all, bold, creative vision.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Fashion Design & Business.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Fashion Design & Business.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor in Fashion Design & Business.

Core Modules for each year

Year 1

1. Elements of Fashion & Apparel Design
2. Marketing Management
3. Fashion Design & Production Illustration
4. Fashion Supply Chain Management
5. Business English
6. Principles of Management

Year 2

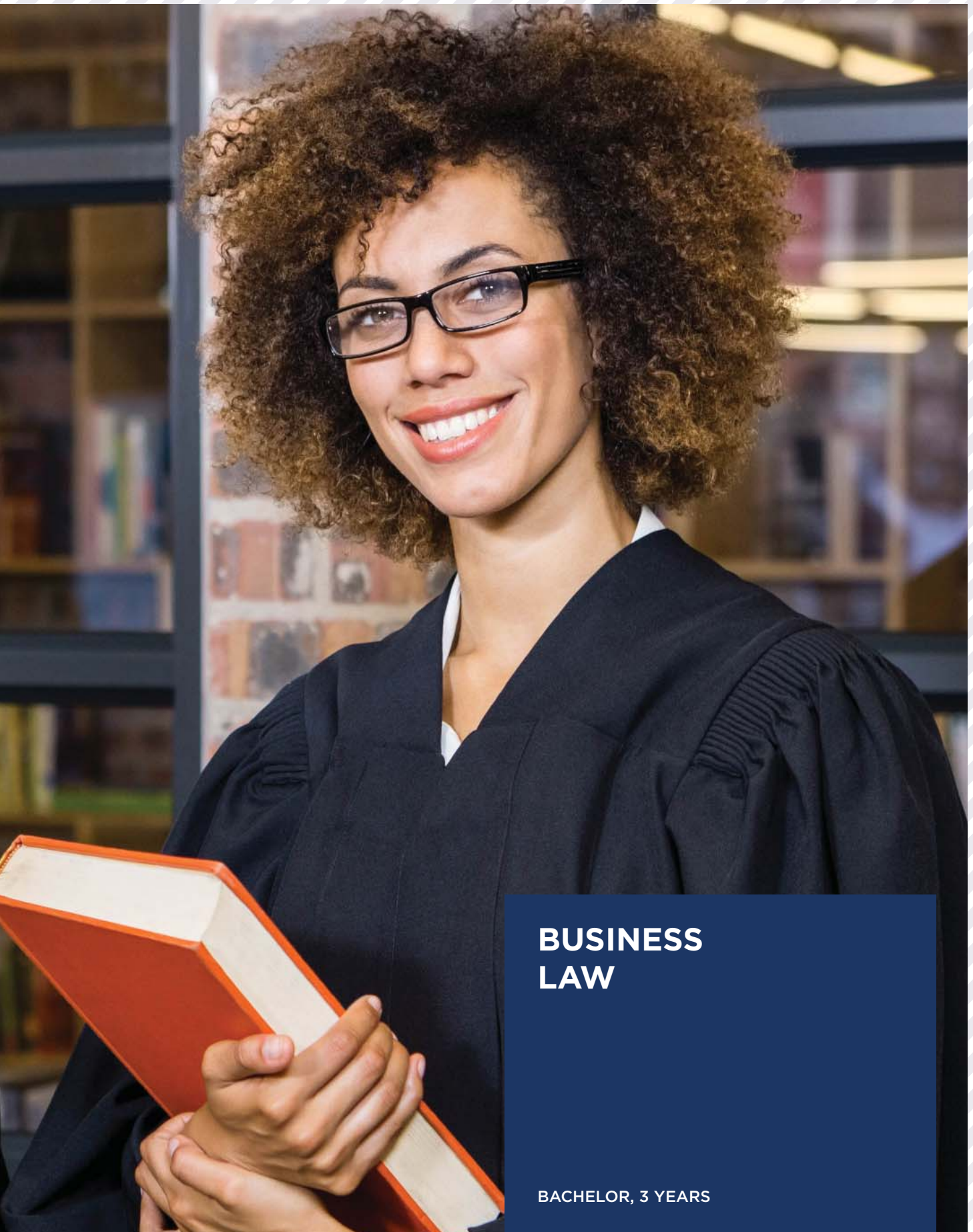
1. Design Development & Style Selection
2. Garment Manufacturing
3. Fashion Forecasting
4. Textile Science & Quality Control
5. Consumer Behaviour
6. Financial & Management Accounting

Year 3

1. Fashion Marketing
2. Styling & Visual Merchandising
3. International Marketing
4. Executive Leadership
5. Public Relations
6. Design Portfolio – Project

Assessment

Written exam (unseen) + Project



BUSINESS LAW

BACHELOR, 3 YEARS

Business Law

Bachelor, 3 years

Living in a highly-legalised business world means that all business leaders must have a good grasp of the varied – and sometimes conflicting – legal contexts in which their companies operate. Global Business University-Europe Bachelor in Business Law will introduce you to the theory and practice of international business regulation and allow you to operate globally as a Business Leader.

Pursuing this innovative course, designed by renowned business and legal specialists, will give you the knowledge and skills required to understand Business Law. It will equip you with the necessary and essential legal expertise necessary to operate in a global legalistic environment.

At the same time, as a Law degree, the Bachelor in Business Law will foster your critical and analytic skills. By the end of the course, you will be able to form reasoned arguments and communicate in legal terms effectively. You will, in other words, be ready for a career in industry, commerce, or legal practice.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Business Law.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Business Law.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of in Business Law.

Core Modules for each year

Year 1

1. Statistics
2. English Legal System
3. Business English
4. Business Law
5. Economics
6. Marketing Management

Year 2

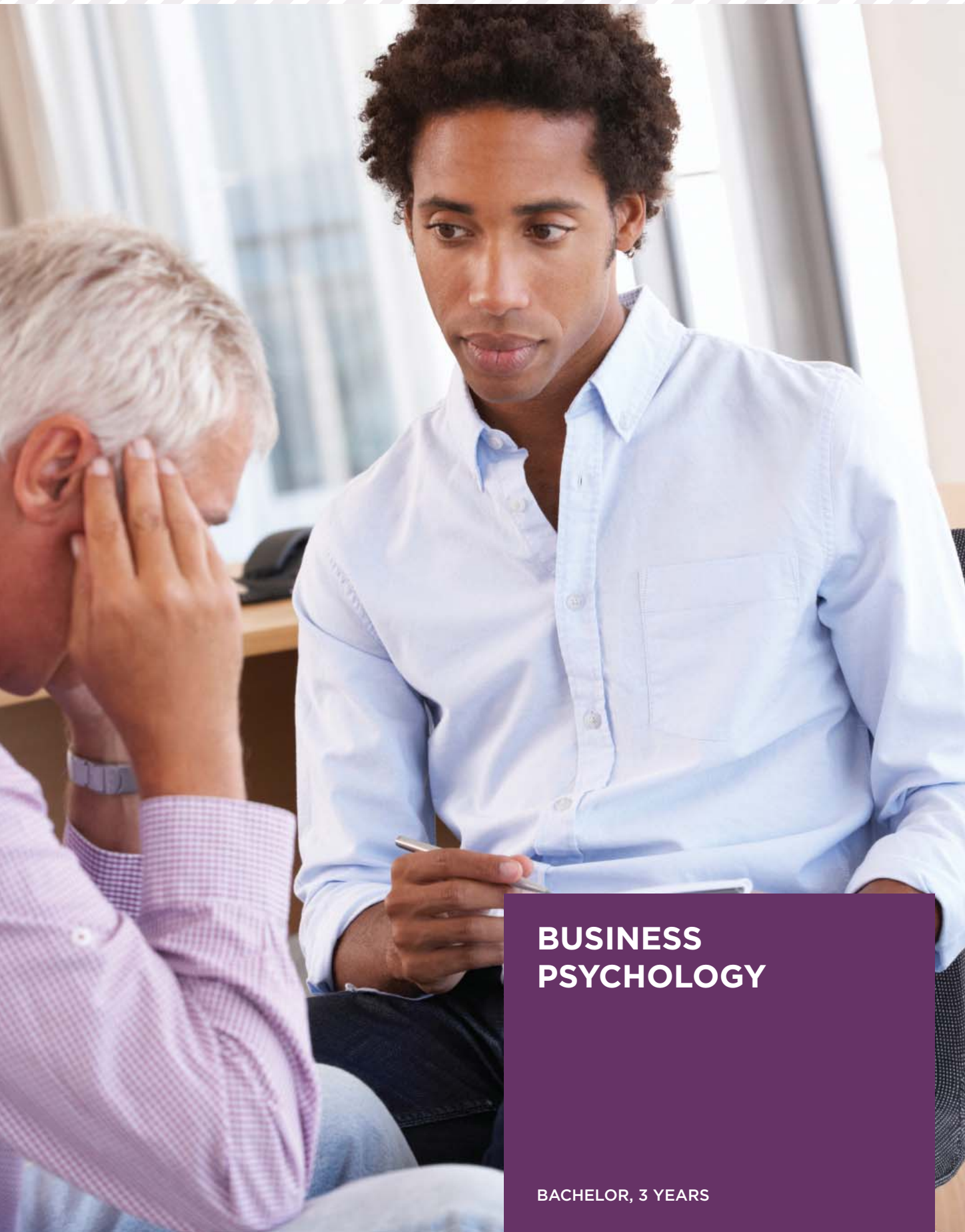
1. European Union Law
2. Land Law & Equity
3. Law of Sea Transport
4. International Law
5. Financial & Management Accounting
6. Business Information Systems

Year 3

1. Intellectual Property Law
2. Property Law
3. Financial Planning & Control
4. Corporate and Business Crime
5. Public Relations
6. Executive Leadership

Assessment

Written exam (unseen) - 100%



BUSINESS PSYCHOLOGY

BACHELOR, 3 YEARS

Business Psychology

Bachelor, 3 years

Psychology plays a role in every aspect of our lives and society – including in Business. It affects the mental health and well-being of people, plays an important part in education, in sports and leisure, in economics and consumer trends, in the resolution of conflicts between people and countries, and in recruitment for businesses. If you are interested in people's behaviour and are keen on using your skills and knowledge for the good of others, society, and of businesses, then this course may be perfect for you.

You will investigate the reasons why we do things, how we do them and how we relate to others as well as to the world at large. You will explore how we perceive, think and use ideas, how we vary in personality, and how we are influenced by particular environments such as work, school and family.

After completing this course, you can have a career in all areas that have to do with human relations, including industry, commerce, education, health and social services and consulting.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Psychology.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Psychology.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Psychology.

Core Modules for each year

Year 1

1. Introduction to Psychology
2. Statistics
3. Business English
4. Business Law
5. Principles of Management
6. Marketing Management

Year 2

1. Social Psychology
2. Human Resource Management
3. Business Information Systems
4. Research Methods for Psychologists
5. Abnormal Psychology
6. Consumer Behaviour

Year 3

1. Cognitive Psychology
2. Executive Leadership
3. Public Relations
4. Work Psychology
5. Personality Psychology
6. Project

Assessment

Written exam (unseen) + Project



LOGISTICS

BACHELOR, 3 YEARS

Logistics

Bachelor, 3 years

Logistics may not always receive the recognition it deserves, but it is being increasingly recognised as an important business function in its own right. Both the academic and business worlds now accept that there is a need to adopt a more holistic view of different logistical operations.

Our BSc in Logistics begins by providing an introduction to some of the basic aspects of distribution and logistics and then proceeds to examine the various elements that make up logistics, detailing its function in an organisation and emphasising its value.

You will be familiarised with the diverse and dynamic functions of Logistics and you will get to analyse the various constraints and demands imposed upon today's local and global business environments.

By the end of the course, you will have gained expertise in all the managerial processes involved with the procurement, movement, storage and use of resources throughout the supply chain. At the same time, you will have trained in the fundamentals of Management and Marketing, meaning that you will be very well-prepared for a career in supply chain management and distribution.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Logistics.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Logistics.

Core Modules for each year

Year 1

1. Economics
2. Statistics
3. Principles of Management
4. Business Law
5. Marketing Management
6. Business English

Year 2

1. Introduction to Logistics & Distribution
2. Customer Service & Logistics
3. Supply Chain Management
4. Financial & Management Accounting
5. Business Information Systems
6. Human Resource Management

Year 3

1. Warehousing & Storage
2. Operations Management
3. Freight Transport Management
4. Financial Management
5. Information Technology
6. Executive Leadership

Assessment

Written exam (unseen) - 100%



FINANCE

BACHELOR, 3 YEARS

Finance

Bachelor, 3 years

Finance has never been more complex. It is now more important than ever to have an understanding of the theory behind the practice of financial decision-making, risk management and the behaviour of financial markets.

Our Bachelor in Finance will cultivate in you the ability to think analytically and to understand the fundamentals behind financial decisions. This knowledge is crucial for those who wish to progress to senior roles within financial institutions.

This programme will make you understand the concept of Finance but also of Accounting, while also demonstrate to you the importance of Finance and Accounting to the growth and success of a company. By the end of the course, you will be ready to walk into a job as a well-informed and effective Financial Manager.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Finance.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Finance.

Core Modules for each year

Year 1

1. Marketing Management
2. Statistics
3. Business Law
4. Economics
5. Business English
6. Principles of Management

Year 2

1. Management Information Systems
2. Financial & Management Accounting
3. Information Technology
4. Human Resource Management
5. Cost & Management Accounting
6. Taxation

Year 3

1. Principles of Corporate Finance
2. Financial Management
3. Investment
4. Executive Leadership
5. Managing Change
6. Project

Assessment

Written exam (unseen) + Project



ACCOUNTING & FINANCE

BACHELOR, 3 YEARS

Accounting & Finance

Bachelor, 3 years

Our B.Sc in Accounting & Finance is a comprehensive three-year course that will introduce you to all the principles of accounting and finance. You will develop the key skills to excel in the financial marketplace.

The course has been designed by professionally qualified tutors, who have worked in industry, giving you the benefit of their experience and knowledge. It provides students with all the tools, techniques and practice you need to succeed in a highly competitive financial world. At the same time, and in common with other CIM (BVI) courses, the course has been designed to equip you with management and marketing skills.

By the end of the course, you will have become competent in working in and around the financial marketplace. You will graduate with a fully developed skill set essential for success in your chosen career.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Accounting & Finance.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Accounting & Finance.

Core Modules for each year

Year 1

1. Financial & Management Accounting
2. Economics
3. Business English
4. Statistics
5. Business Law
6. Principles of Management

Year 2

1. Computer Fundamentals
2. Cost Accounting
3. Financial Planning & Control
4. Auditing
5. Taxation
6. Financial Management

Year 3

1. Financial Reporting
2. Performance Management & Control
3. Marketing of Financial Services
4. Global Financial Markets
5. Compliance, Ethics, and Public Governance
6. Project

Assessment

Written exam (unseen) - 100%



DIGITAL MARKETING

BACHELOR, 3 YEARS

Digital Marketing

Bachelor, 3 years

The Bachelor in Digital Marketing is a new and exciting course that will equip you with the skills to undertake effective marketing in the present digital era. It will enable you to plan, implement, and monitor effective digital marketing campaigns and devise marketing plans incorporating the latest digital tools and practices. At the same time, it will increase and refine your business acumen and your strategic management skills.

This course has been designed by professionals with vast experience of the digital marketing industry, making sure that, by the end of the course, you will have developed into a digital marketer ready to engage with new media and new markets.

Moreover, you will have acquired the skills to define clear approaches to strategic management, learnt to understand the importance - and use - of technology in the modern business world, and become an effective manager capable of working across different organisations and nations.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Digital Marketing.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Digital Marketing.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Principles of Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Digital Marketing Essentials
2. Consumer Behaviour
3. Digital and Mobile Marketing
4. Business Information Systems
5. Business Decision Making
6. Practice of Marketing

Year 3

1. Digital Global Marketing
2. Executive Leadership
3. Digital Marketing Planning
4. Information Technology
5. Digital Marketing Communications
6. Case Studies

Assessment

Written exam (unseen) - 100%

Entry Requirements

Entry Requirements are flexible and vary but we generally demand:

For entry into Year 1 (Diploma)

- (a) Foundation Certificate from The Cyprus Institute of Marketing (BVI) - Global Business University-Europe
- (b) Secondary School Leaving Certificate with a satisfactory mark
- (c) Proof of good use of English (IELTS/ TOEFL/GCSE or equivalent)

For entry into Year 2 (Advanced Diploma)

- (a) Diploma in Marketing Management from The Cyprus Institute of Marketing (BVI) - Global Business University-Europe
OR
- (b) OND/BTEC or equivalent
OR
- (c) ABE Diploma Level 4 in a related subject or similar Diploma from another such Body
OR
- (d) 60 ECTS from an internationally recognised university in a related field or equivalent credits in the country of your education

For entry into Year 3 (Bachelor)

- (a) Advanced Diploma from The Cyprus Institute of Marketing (BVI) - Global Business University-Europe
OR
- (b) HND/BTEC
OR
- (c) 120 ECTS from an internationally recognised university in a related field or equivalent credits in the country of your education
OR
- (d) ABE Diploma Level 5 in a related subject or similar Diploma from another such Body
OR
- (e) Membership of the UK Institute of Certified Chartered Accountants, the Chartered Institute of Bankers, the Chartered Insurance Institute or any other Award from relevant Professional Bodies in the discipline in which you wish to study

Exemptions

We welcome applications for exemptions on a subject-to-subject basis and based on evidence of credentials from recognised Institutions. The maximum number of exemptions allowed is 12.

Admissions

The decision of the Board regarding admissions will be final. No reason for acceptance or rejection will be given to candidates or to anyone else. Global Business University-Europe reserves the right to vary its admission criteria from time to time. The Admissions Officer is responsible for the interpretation of the admission criteria and may impose other conditions to be satisfied before admission.

Commencement of Course

Students may apply for admission and start their studies anytime in the year.

Duration

For Diplomas, the minimum period is 12 months.
For Bachelors, the minimum period is 3 years.

Examination Dates

Exams are held at approved Overseas Centres every JUNE and JANUARY. Generally speaking, students tend to split their exams over the two periods. Students wishing to enter for the examinations MUST complete an examination entry form and send it to the Institute by at least the 30th of November (for the January examination) and 30th of April (for the June examination). There is also the possibility to take the exams online.

Language of Instruction

English

Please note that the University reserves the right to change the fees, syllabus and regulations at any time. Students re-sitting or re-taking a course or changing their centre of study assume full risk of such changes and of any additional fees applicable at the time.





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EUROPE

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