



The School of Business Administration

Department of Management and Marketing

The Business School has been the first academic institution in Cyprus to offer diplomas and degrees in business-related subjects. Consequently, the Department of Management and Marketing aims to continue to pave the way in business education, strengthening its distinct value proposition. To this end, the Mission of the Department is to provide high quality education, through a student-centered approach and a strong focus on innovation and student employability, as well as to provide high quality research.

The **Vision** of the Department of Management and Marketing is to develop effective business leaders in an array of business settings, who will create and/or manage sustainable organizations.

The core **Values** of the Department of Management and Marketing are:

Excellence	in all that we do, and especially in education and research
Innovation	a commitment to innovation in offered programs and teaching methods
Collaboration with industry	fostering of strong industry links to enhance the students' experience