



Global Engagement & Strategic
Internationalization:
The UNIC School of Business



UNIVERSITY
of NICOSIA



UNIVERSITY of
NICOSIA

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Internationalization at the University of Nicosia is not an isolated activity. It is part of the University's identity, academic planning, research orientation, student experience, and partnership strategy.



Cyprus and Nicosia as a Strategic Academic Crossroads

Why Location Matters

- UNIC's main campus is in **Nicosia**, the capital of Cyprus, an EU member state.
- Cyprus connects **Europe, the Eastern Mediterranean, the Middle East, and North Africa.**
- UNIC benefits from a setting that is culturally international, geographically strategic, and academically attractive.
- The University's location supports international recruitment, student mobility, regional research, and cross-border academic cooperation.
- Our own point of view is that, Internationalization begins with geography, but it succeeds only when geography is connected to academic purpose.

Research Internationalization and Global Recognition

Internationalization Through Research Quality

UNIC is ranked in the **Top 501–600 globally** in the Times Higher Education World University Rankings 2026.

UNIC is listed among the **top 151 universities in the European Union** in the same ranking cycle.

UNIC is ranked **1st among Greek and Cypriot universities for Research Quality**, according to UNIC's presentation of the THE WUR 2026 results.

THE WUR evaluates universities across teaching, research environment, research quality, industry, and international outlook.

UNIC's research priorities include emerging technologies, artificial intelligence, blockchain, machine learning, modelling and simulation, and future biomedicine and biotechnology.



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Academic Portfolio Designed for Global Relevance

Internationalization Through Curriculum

UNIC is the largest university in Southern Europe that teaches primarily in English.

The academic portfolio includes strengths in medicine, health sciences, blockchain, law, accounting, business, architecture, international relations, education, computer science, and engineering.

Programmes are offered through on-campus and online/distance learning modes

UNIC degrees are accredited by the Republic of Cyprus and recognized in the EU and internationally.



UNIVERSITY
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A Global Student Community at Scale

Internationalization Through People

- UNIC serves **more than 12,500 students from over 100 countries**.
- The University offers **100+ programmes** at Bachelor's, Master's, and Doctoral levels.
- UNIC is organized across **8 Schools**, including Business, Education, Humanities and Social Sciences, Law, Life and Health Sciences, Medicine, Sciences and Engineering, and Veterinary Medicine.
- The student community is one of the clearest expressions of UNIC's global character.
- The international classroom is not simply a demographic fact. It is a learning environment where students encounter different systems, cultures, languages, professional expectations, and worldviews.

Strategic Partnerships and European University Alliances

- **Internationalization Through Institutional Networks**
- UNIC's partnership strategy includes **degree programmes, student mobility, and post-graduation opportunities in academia and industry.**
- UNIC is part of the **NEOLAiA European Universities Alliance**, a 9-country European university network.
- NEOLAiA has received **€14.4 million** in European Commission funding for four years.
- UNIC contributes to the alliance through areas such as digital transformation and open science.
- Partnerships also include institutions such as the University of Oviedo, Karolinska Institutet, University of Padova, University of Zagreb, Western Sydney University, Aristotle University of Thessaloniki, University of Patras, and Hellenic Open University.

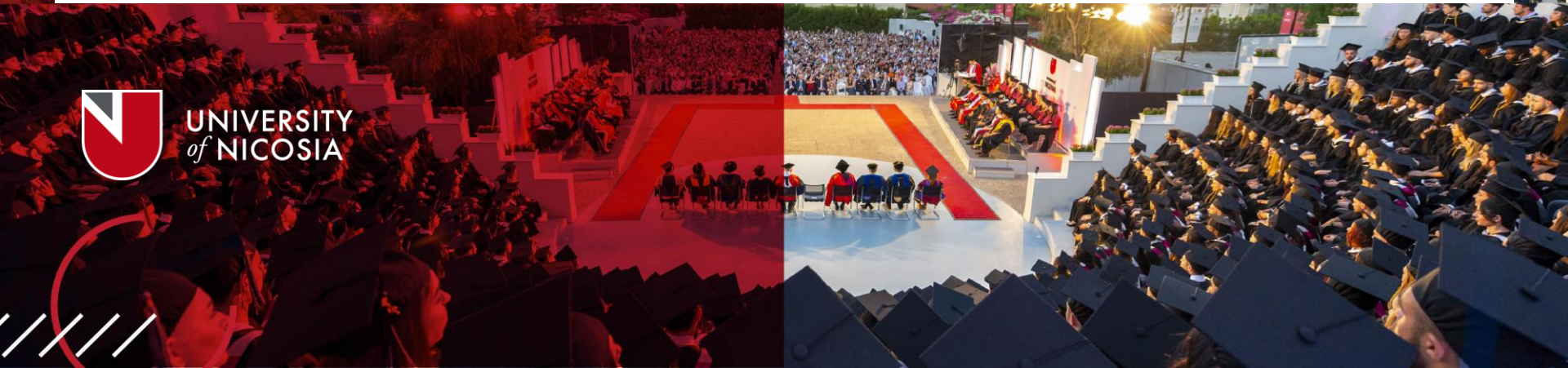
Mobility, Erasmus, and the International Student Journey

Internationalization Through Movement

- UNIC participates in **Erasmus+ study and staff mobility**.
- Outgoing mobility is available to **Bachelor's, Master's, and Doctoral students**.
- Incoming mobility brings international students and staff into the UNIC academic environment.
- Staff mobility supports teaching exchange, professional learning, and academic networking.



The UNIC School of Business at a Glance



KPIs

AACSB Accredited (July 2025)	2050+ Students	~ 97% Overall Employment Rate	37 Core Faculty	~ 1.25M € External Research Funding
PRME Champion In Eastern Mediterranean Region, One of 50 UN nominated Business Schools	1000+ Postgraduate Students	~ 63% International Students	> 100 Faculty in total (Core, Adjunct, Visiting)	> 2M € Awarded Scholarships
Leader in CY & GR #38 In EU THE WUR, Subject Business and Economics	1050+ Undergraduate Students	50+ Corporations affiliated with the UNIC School of Business	~ 70% Scholarly Academic Faculty	~ 58% Students Receiving Scholarships
176-200 International Ranking THE WUR, Economics Shanghai Subject Business and ai Listing	~ 1300 International Students	20+ Partner Universities	5 Home Countries of Faculty	> 0.5M € CSR (last 5 years)





Mission and Vision

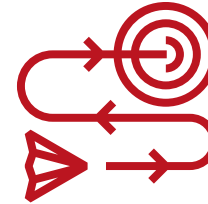


Vision and Mission



Vision

To be a globally recognized leader in innovative and impactful business education and research on the technological and societal disruptions, enabling graduates to excel as impactful leaders, fostering sustainability and decentralization in a rapidly evolving world.



Mission

To educate effective leaders who will successfully manage and guide organizations, impacting societies in a sustainable manner, driven by, and contributing to, accelerating technological change.



Our Academic Community



School Faculty

The School has diverse, engaged and highly qualified faculty

32 Full Time Faculty Members (UNIC) and 5 New Faculty Members (UNIC-Athens)

- Professors: 17
- Associate Professors: 8
- Assistant Professors: 2
- Lecturers: 2
- Associate Lecturers: 5
- Currently Unranked: 5

8 Visiting Faculty Members

53 Adjunct Faculty Members (Industry Experts)

School Faculty (Alma Mater Universities)



- University of Cyprus
- University of Nicosia



- Panteion University of Athens
- Technical University of Crete



- Maastricht School of Management



Russia

- Saint Petersburg Electrotechnical State University



United Kingdom

- Bayes Business School (City University London)
- Brunel University
- De Montfort University
- Keele University
- Liverpool John Moores University
- London School of Economics
- Manchester Metropolitan University*
- Middlesex University
- University of Leeds
- University of Leicester
- University of Manchester
- University of Reading



United States

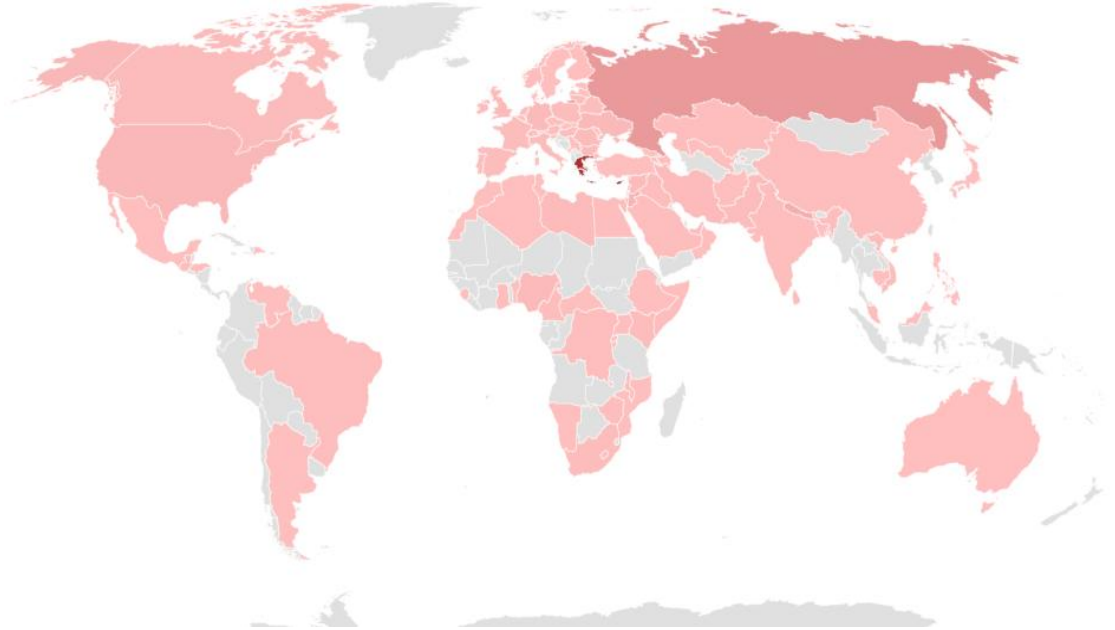
- Illinois Institute of Technology
- New York University*
- Pennsylvania State University
- University of Louisiana at Lafayette
- University of Massachusetts Lowell*



Our Students

- Student societies per discipline
- Local chapters of international students' associations
- Events, seminars, discussion panels, guest speakers, field trips etc
- Annual Doctoral Consortium
- Task-based internships and practicum assignments
- Erasmus Student Mobility Program participants
- Global Semester Program students

School of Business - Student Distribution by Nationality



10 Top Countries by Student Enrollment – Spring 2026

Our Alumni

ACROSS THE GLOBE

amazon.com

syniverse

Deloitte.



ORACLE

IBM



THE RITZ-CARLTON

coinbase



CONFLUENT

Google

LDC.
Life Sciences Company



Nielsen

NCR



1. Amazon, USA
2. Coinbase, USA
3. Confluent, USA
4. Syniverse, USA



5. Oracle, Ireland
6. Google, UK
7. Deloitte, Belgium
8. Louis Dreyfus, The Netherlands
9. TYKN B.V., The Netherlands



10. Bayer Global, Germany
11. IBM, Germany
12. Nielsen, Switzerland
13. Syniverse, Switzerland



14. Ritz-Carlton Hotel, Russia
15. Vodafone, Greece
16. NCR, Cyprus
17. Ritz-Carlton Hotel, Qatar



97%

EMPLOYMENT RATE
OF GRADUATES
WITHIN 18 MONTHS
OF COMPLETING THEIR
DEGREE



UNIVERSITY of NICOSIA

Our Academic Network

 Collaborations and top research areas from the last five years

Recent external collaboration on country/territory level. Dive into details by clicking on the dots or Select a country/territory from the list



The School has developed academic co-operation with multiple international higher education institutions

The School has developed scientific and research co-operation with a number of internationally recognized Universities in the form of:

- Research projects funded by international, EU for a or the industry
- Exchange of knowledge
- Co-authorship of articles
- Co-editing books
- Organizing international conferences (ECIS, EuroMed)
- Organizing BIPs/summer schools



Academic Partners (Indicative List)



Links with the Corporate World



The School has close ties with the business community and supports it through various units of the university which offer such services as consultancy, business incubation, and training and development.



The School of Business International Advisory Board (SBIAB). This Board is updated to include an honorary group of prominent business executives and University officials that serve as a bridge between our School and the business and professional community.

Corporate Partners (Indicative List)

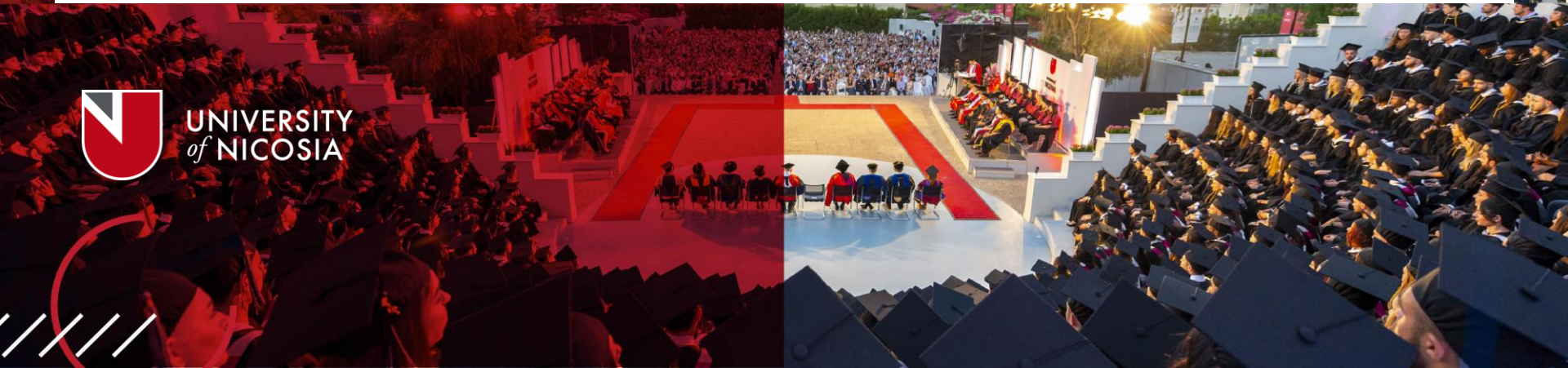


EUROPEAN CENTRAL BANK





Research and Innovation



Research KPIs

01

Promote Interdisciplinary Research

- Interdisciplinary Research Groups
- Interdisciplinary Funded Research Projects
- Joint Conference
- Seminars and Workshops

02

Increase and Enhance Research Output and Impact

- High Quality Research Publications
- Number of Citations
- Research Grant Funding
- Successful Commercial Endeavors

03

Expand School's Research Culture

- Faculty in Professional Development Opportunities
- Research Assistants
- Recognitions for Outstanding Research Achievements

04

Strengthen Industry Partnerships

- Consultancy Projects
- Corporate Research Projects
- Internships at Corporate Partners

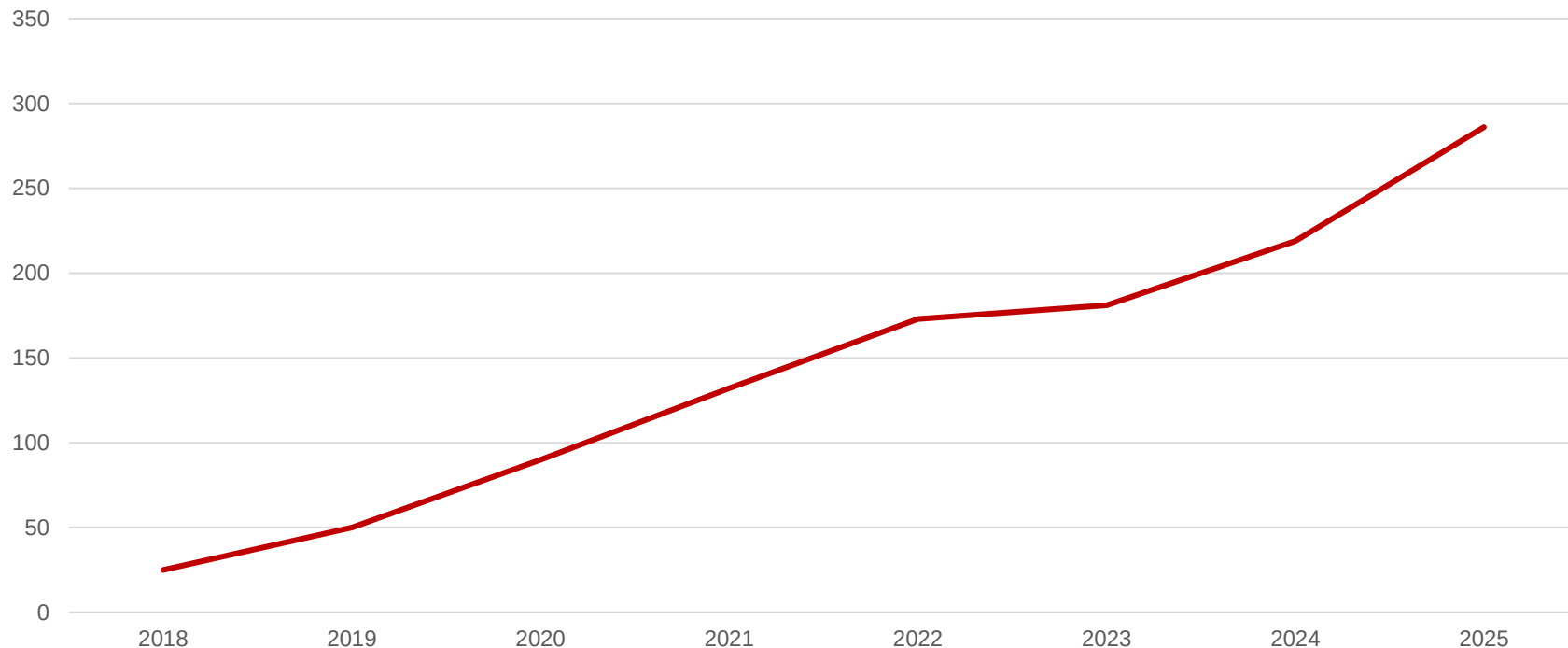
05

Communicate Research Output and Impact

- Policy-oriented Outputs Published

School of Business - Intellectual Contributions (2018–2025)

Scopus indexed publications



School of Business - Intellectual Contributions (2018 – 2025)

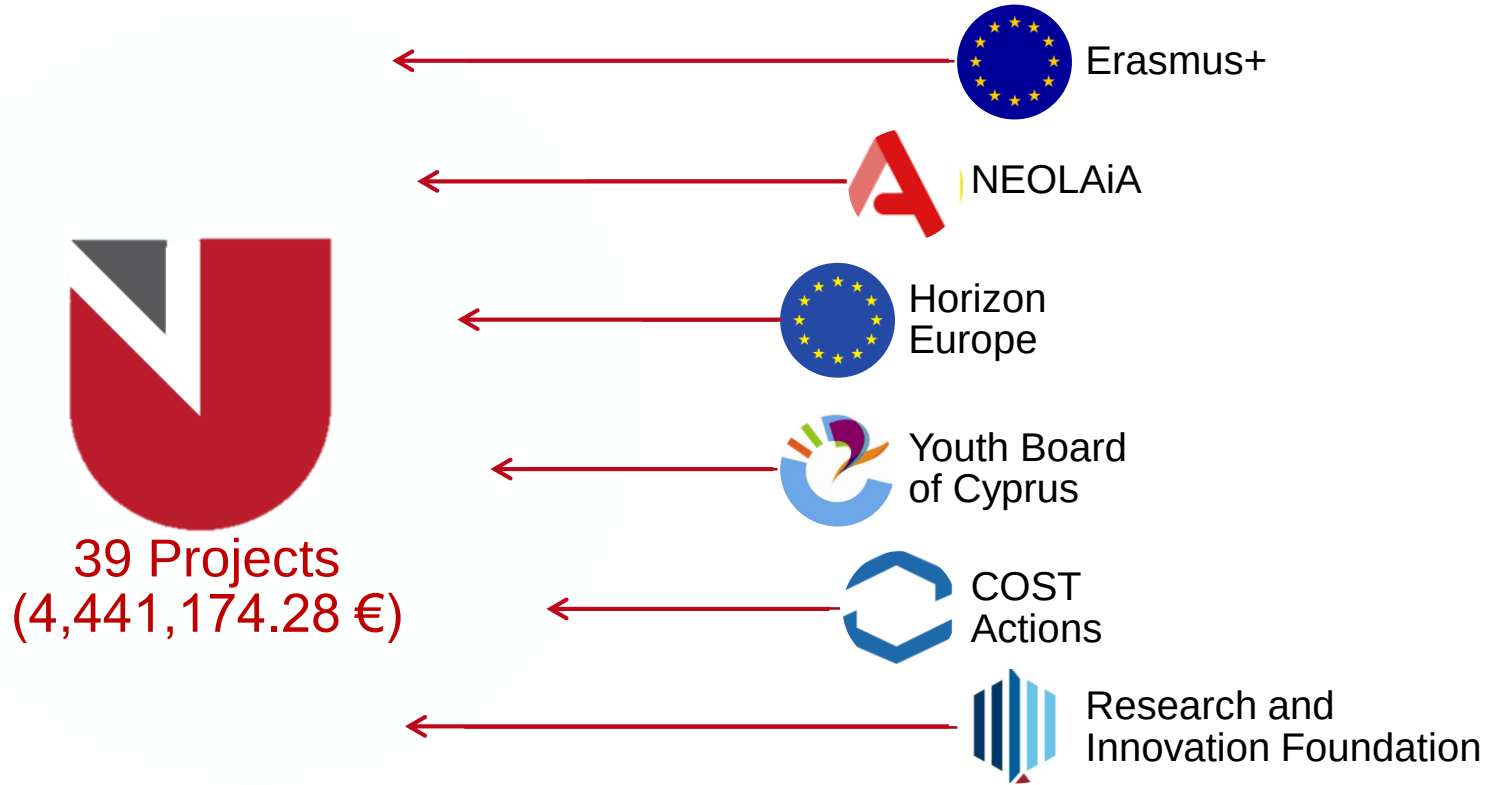
Ranked by Scopus Quadrant

Year	Q1	Q2	Q3	Q4
2018	9	7	8	1
2019	29	6	10	0
2020	59	15	27	2
2021	68	26	15	2
2022	86	17	20	7
2023	105	19	7	8
2024	161	16	25	8
2025	210	24	16	10
Overall Growth (per quadrant)	2,233.3%	242.9%	100%	900%

Research Orientation, Projects and Funding



Research Funding for the School of Business





Distinctions



School of Business

AACSB Accreditation (July 2025)



RANKED AMONG 6% OF SCHOOLS WORLDWIDE

that meet the highest standards in strategic planning, academic performance, and social impact



STRENGTHENING
INTERNATIONAL ACCREDITATION



INCREASE IN
RESEARCH ACTIVITY



GREATER IMPACT
OF GRADUATES AT THE
LOCAL AND GLOBAL LEVEL

Rankings



Times Higher Education

- #1 in Cyprus
- #1 in Greece
- #38 in the European Union
- Global Rank: 176–200 range



Shanghai / ARWU (Academic Ranking of World Universities)

- Academic Ranking of World Universities
- *(Business & Economics subject ranking)*
- Listed within the **Top 300** globally



QS Global MBA Ranking – University of Nicosia

- Ranked #301+ in the Global Full-time MBA Rankings (QS — 2026)

UNIC PRME Champion 2026-2027

Twice in a Row!

UNIC has been named the only Principles for Responsible Management Education (PRME) Champion in Cyprus, Greece, and Southeastern Europe for sustainability-driven business education.



UNIVERSITY
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IS PROUD TO
BE A

PRME
CHAMPION
2026 – 2027

Committed to the Principles for Responsible Management Education



TRANSFORMING BUSINESS EDUCATION



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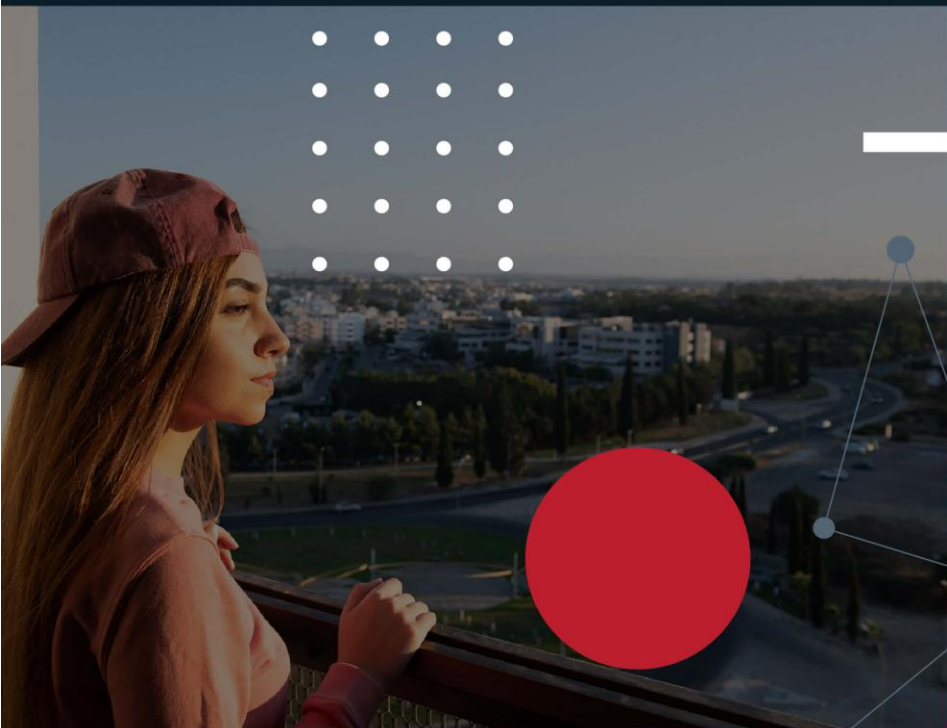
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QUESTIONS?

Programme Pathway: (A) Major Marketing Requirements

(A) Major Marketing Requirements	Course Title	ECTS (Min. 108 Max. 114)	(A) Major Marketing Requirements	Course Title	ECTS (Min. 108 Max. 114)
MKTG-220	Technologies for the Social Web	6	MKTG-396	Marketing Research and Data (Required) Analytics	6
MKTG-256	Website Development Process	6	MKTG-397	Integrated Marketing Communications	6
MKTG-292	Marketing Management (Required)	6	MKTG-400	Brand Management (Required)	6
MKTG-301	Social Media Marketing	6	MKTG-405	Media Planning	6
MKTG-331	CSR and Sustainable Marketing (Required)	6	MKTG-415	Neuromarketing	6
MKTG-350	Marketing for New Products	6	MKTG-420	AI Marketing	6
MKTG-371	Omnichannel Marketing	6	MKTG-493	Strategic Marketing (Required)	6
MKTG-375	Relationship Marketing and Internal Marketing	6	MKTG-494	Global and International Marketing Strategies	6
MKTG-381	Services Marketing (Required)	6	MKTG-496	Consumer Behaviour (Required)	6
MKTG-388	Small Firms and B2B Marketing	6		Min (18 courses) Max 114 (19 courses)	
MKTG-390	Digital Marketing (Required)	6		Total Section ECTS	120



Programme Pathway: (B) Business Support Requirements

(B) Business Support Requirements	Course Title	Min: 66 ECTS Max: 66 ECTS
ACCT-110	Accounting I	6
ACCT-111	Accounting II	6
BADM-221	Business Ethics and Corporate Social Responsibility	6
BADM-230	Business Law	6
BADM-234	Organizational Behaviour	6
BADM-431	Research Methods in Business	6
BADM-475	Strategy and Business Policy	6

(B) Business Support Requirements	Course Title	Min: 66 ECTS Max: 66 ECTS
ECON-261	Principles of Microeconomics	6
ECON-262	Principles of Macroeconomics	6
FIN-266	Managerial Finance	6
MGT-281	Introduction to Management	6
	Total Section ECTS	66