



THE PHILIPS COLLEGE

STUDENT RECRUITMENT STRATEGY

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DEPARTMENT OF BUSINESS ADMINISTRATION

1.0 Strategic Planning

The major challenge of the Department's Strategic Planning is to implement those decisions at functional levels within the College, in the framework of the overall College's and Department's strategy. In addition to understanding the strategic level of planning as the key to transforming the College's mission and vision, the Department is more concerned in operational and tactical planning that provides the College with the tools and insight to implement the overall integrated strategic plan. The Principal chairs a strategy committee consisted of selected members of Faculty, Administration Staff, External expert and at least one student representative. The committee meets before the beginning of each semester. Therefore, the department is mainly responsible for planning and development and:

- [1] Identifies resource needs (faculty, staff, facilities, other) for his/her Department.
- [2] Assists the Dean of Department in designing and implementing integrated long-range plans and programs of the Department;
- [3] Develops annual Departmental budgets for allocating funds for instruction, research, and faculty development.
- [4] Engages in tactical planning involving the policies and procedures necessary for effective management, planning, budgeting, and assessing.
- [5] Develops indicators monitoring the progress of implementation of plans and prepares a bi-annually progress report, corresponding to the chosen planning cycle.
- [6] Engages in annual personnel review process with the purpose of linking personal development goals with the College's strategy and goals.

1.2 Strategic Development plan

A. Local external Factors

CONTEXT

Cyprus is ideally suited for international business due to the numerous benefits it has to offer. Following the intended plan, Cyprus is rapidly becoming a centre of services, successfully implementing the well thought long term Government Strategy for creating a favourable investment and tax environment, that offers unique opportunities to multinational corporations for the establishment of a regional office.

Hence the dramatic increase in the number of International and Cypriot companies active in Shipping, Finance, Accounting, Energy and other Business areas.

Cyprus as an island now has an immense opportunity to capture global business in excess of its physical size. The Cyprus Economy is rapidly expanding, during the last three years, far above the average European Union growth rate, with considerable reduction of unemployment (EUROSTAT, Standard's and Poor's).

In addition, the introduction of the healthcare system and the government efforts to implement e-government (a new ministry was already created) are two factors that will boost the labour market.

Cyprus appears to have a shortage of skilled Business and Management Diploma graduates. Philips College and particularly the Department of Business Administration to fill that gap.

Demand for highly qualified and skilful Diploma graduates in Business and Management Studies, has been traditionally high in Cyprus and owing to the above reasons is expected to rise.

Confirmation of the above trends was also obtained from inquiries addressed to Alumni of Philips College, Large Accounting Firms, The Employers Federation and the Human Resource Development Authority Cyprus (HDAC).

BACKGROUND

The Founder of Philips College is also the organisation which owns the Philips College, which has a proud history of running successfully the already accredited programme in Business Studies for more than 40 years.

Philips College is enjoying an impressive track record, as 96% of Philips College graduates are in employment and / or pursue further studies within (6) months of graduating. Graduates with in Business and Management Studies knowledge and skills are in constant demand around the world. Graduates are employed in a wide range of companies as the digitalization of the economies proceeds with a fast pace.

International External Factors

The current situation with the pandemic forces us to reconsider certain policies regarding distant learning, work etc. and need to research further in these areas which are pressingly emerging. Indicatively we refer to hologram technology which appears promising and necessary in view of the pandemics.

Banking and Finance, appears to be in a transitional period and needs careful planning and development in the field of e-transactions and relevant security.

Globally the issue of Identification of goods, services, people are important emerging issues in the digital economy HRM relies increasingly on diagnostics of personal abilities attitudes and personality traits for the benefit of the individual as well as society

It is therefore concluded that demand for skilful IT Professionals will greatly rise.

B. Objectives

1.Student Recruitment

The department's plan is part of the overall Marketing Plan of the College and has thus the same objectives (see Student recruitment strategy and Marketing Plan 2019-2023).

2. Industry cooperation

We are initiating contacts with top Business Enterprises with the purpose of exchanging views and cooperation possibilities in teaching, research and internship placement for our students. Invitations to all companies will be extended before the end of the first semester of the program.

3. Certifications

Have started negotiations with the Chartered Management Institute with the purpose of securing exceptions for our students

4. Research Output/Staff Development

Each academic member will present his/hers research output to all students and staff on a yearly basis. The chairman is responsible for motivating and encouraging staff to pursue research in promising areas, beneficial to society

5. New program Introduction

By year 3 we want an operational MSc and a PhD program

C. Strategy

The department follows a differentiation strategy in terms of curriculum design (comparative analysis of competitive programs locally and internationally), attraction and retention of high calibre students, academic and administrative staff, rigorous quality assurance procedures and

The strategies to achieve the recruitment objectives are:

- Appropriate research to ensure a sophisticated understanding of overseas countries as markets for the recruitment of international students, and of national and global trends for specific subject areas;
- Appropriate and effective promotional activities undertaken for the purpose of recruiting international students to Philips College; and
- Effective collaboration between different sections within Philips College to achieve recruitment targets.

Implementation of the strategies will be driven by 2 principles:

- Recruitment should be from a broad range of countries as possible, in order to achieve a heterogeneous student population; and
- Effective activities can only be developed with the benefit of a deep and sophisticated knowledge of a given market.