

A real  
business  
experience

Coventry  
University



London



# LONDON PROSPECTUS

2020/21

Coventry University

**Ranked 13th in UK**

Guardian University Guide 2019



“Coventry has become one of the most innovative of modern universities, bold with its vision of what the 21st century student experience should be.”

The Times and Sunday Times  
Good University Guide 2019

Coventry University



Coventry University



Awarded Gold for outstanding teaching and learning 2017



# World city

## Study at the world's top student city\*

Make the city your classroom. We believe that there is no better place to learn about business than in the heart of one of the most successful business and financial centres in the world. As one of the world's largest and most vibrant cities, London offers the chance to experience diverse cultures, with iconic buildings such as Tower Bridge, the Bank of England, the London Stock Exchange, and St Paul's Cathedral just a few minutes' walk away. See **page 30** to find out more.

\*QS Best Student Cities Index 2018.

**Temitope Omolehinwa**  
Global Business MBA





# Teaching excellence

## 2nd in UK for Teaching Excellence\*

We put employability at the core of all of our courses. Many of our tutors have worked in industry and they bring their real-life experience into the classroom. With our small class sizes, we aim to give you lots of individual contact with our academics. Our support teams are here to help you every step of the way, from personal tutoring workshops, to non-academic support. See **page 28** to find out more.

\*Coventry University – Times Higher Education metrics ranking 2017.

**Iga Nowak**  
International Finance  
and Accounting BA (Hons)



# Global perspective

## 1st for overseas student experiences\*

We recognise that businesses operate in a global marketplace and so an international outlook is embedded in all of our courses. With over 1,800 students from more than 80 countries, you will be studying with students from all over the world. As a Coventry University London student you may also have the opportunity to take part in an overseas field trip, study or work abroad, or learn a new language.

See **page 26** to find out more.

\*Coventry University – Based on the number of student trips abroad – HESA 2016/17 UK.

**Harry Oziri**  
Global Finance MSc



# Career ready



**Iulian-Alexandru Raicea**  
Global Business Management BA (Hons)

## Rated 5 QS Stars for Employability\*

We aim to help you prepare for the real world, and develop your business skills through a range of work-related experiences. Our dedicated Careers, Employability and Enterprise team will work with you to help prepare you for an internship or other work-related projects, such as consulting and entrepreneurship. See **page 20** to find out more.

\*Coventry University – QS Stars rating 2019.



# Entrepreneurial spirit

## The Duke of York Enterprise Award\*

Our Enterprise Hub is a dedicated space for you to network with fellow entrepreneurs and experts, helping you to make your business idea a reality. A number of our students have successfully launched businesses in the UK and overseas. The university has worked with several international students, endorsing their entrepreneurial projects so that they can secure a Tier 1 (Graduate Entrepreneur) visa. See **page 24** to find out more.

\*Coventry University – University Entrepreneurship – National Business Awards UK 2017.

**Hemant Vaswani**  
Global Business MBA



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\*Available with Extended Professional Practice.

The contents of this prospectus are correct at the time of going to press. However, because of the sometimes lengthy period of time between printing the prospectus and applications being made and processed by us, please check our website [www.coventry.ac.uk/london](http://www.coventry.ac.uk/london) before making an application in case there are any changes to the course you are interested in or to other facilities and services described here.

This prospectus is a guide only and it is not intended to form part of the contract between students and Coventry University London. Where there is a difference between the contents of this prospectus and our website, the contents of the website take precedence and represent the basis on which we intend to deliver our services to you.

If you are not able to access information online, please contact the Student Recruitment team on **+44 (0)20 7247 3666** or [info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk) for the most up-to-date information concerning course content and accreditation, course fees, scholarships, bursaries and entry requirements for the relevant academic year.





# A message from our Vice-Chancellor

I am delighted that you are considering making an application to study with us at Coventry University London.

Based at the heart of the world's financial markets in a city that is a global trading centre, Coventry University London is the ideal place to learn about business. Bloomberg, Royal Bank of Scotland and Allianz are just a few of the world-renowned companies on our doorstep.

Home to the UK Government, this vibrant and culturally diverse city is a fantastic setting to combine study and work and to immerse yourself in the world of business.

Preparation for the world of work is embedded into all our courses. By consulting with industry experts, we have created bespoke courses that are focused on preparing our students for successful international careers.

Opportunities to network begin instantly at Coventry University London. You learn from academics and business figures who will demonstrate their wealth of knowledge and share their industry experiences with you.

This tailored combination gives you the opportunity to gain substantial insight into actual business situations and graduate with the skills required to make an immediate impact with any new employer.

Our package is delivered by an institution with strong foundations in educating leaders. Our partnerships and award-winning enterprise culture make Coventry University London the definitive place to experience real business.

Your employability is our priority.



**Professor John Latham**  
**Vice-Chancellor and CEO**  
**Extraordinary Professor at Stellenbosch University**

Coventry University



Coventry University



Awarded Gold for outstanding teaching and learning 2017.





# Welcome to Coventry University London

## Reasons to choose us

### High-achieving institution

You can be confident that you are joining a quality, globally-recognised institution, as demonstrated by our standing in various leading league tables. Our achievements are a clear indication that the university is consistently delivering quality across a number of key areas, including student satisfaction, teaching and research quality, graduate job prospects, degree results and more.

### Opportunities in the heart of London

Make the city your classroom by studying a business-related degree at Coventry University London. Our bespoke courses in Business, Marketing, Management, Accounting and Finance, Human Resources, Fashion, and Hospitality and Tourism aim to give you first-class teaching, modern facilities and a London City student experience. We believe that there is no better place to learn about business than at the heart of one of the most successful business and financial centres in the world.

### Industry links

You will have an opportunity to develop your business skills through a range of experiences, from work-based learning in global organisations to our networking events with industry leaders. We have relationships with a large number of employers, including The Ritz London, Genesis, Deloitte and Barclays.

### Practical business application

We put employability at the heart of everything we do, to help equip you with the skills valued by employers. All our courses are designed to be interactive and relevant to the business world. You will benefit from a mixture of lectures, seminars and group work, while many assessments are coursework based.

## Preparing you for the future

### Careers and employability

Our dedicated Careers, Employability and Enterprise team are available to offer specialist careers advice, including support in developing the skills to market yourself to employers, guidance in identifying a career plan, or preparation for interviews and graduate assessment centres. We recently hosted a mock graduate assessment day at Tottenham Hotspur Football Club where students were able to experience typical one-to-one interviews, presentations and group exercises first hand.

### Entrepreneurship

Entrepreneurship is at the heart of all of our courses. Whether you are wanting to launch your own business, apply for graduate schemes, or work elsewhere, having commercial acumen and thinking in an entrepreneurial way will be important. Whether it be in the classroom, in our specialist Enterprise Hub, or – for our MBA students – undertaking an entrepreneurship project, our teams are there to help you achieve your goals.

### Learn from industry professionals

Not only will you be taught by a highly qualified academic team with considerable industry experience, but you will also have the chance to learn from industry experts through guest lectures and masterclasses. Our students have enjoyed learning about the daily operations of world-renowned hotel The Ritz London, how to be a successful entrepreneur from Channel 4's Secret Millionaire Mike Greene, and the challenges of running a highly successful fashion brand, including putting on catwalk shows at London Fashion Week, from Victoria Lovelock, Production Manager at Topshop Unique.

### Work experience opportunities on all courses

You will have an opportunity to develop your business skills through a range of work-related experiences or simulations. We help to prepare you for internships or other work-related projects, such as consulting projects, entrepreneurship projects and more.





# Opportunities for work experience

## Work experience

At Coventry University London we strongly believe that practical application is essential to develop the skills required for a successful career, hence why we offer work experience opportunities or work-related project opportunities on all of our courses. These options may include an internship, an individual or group consulting project, a simulation, or the opportunity to work or study abroad.

MBA students and students of Enterprise and Innovation MSc can also choose to develop a business plan through their entrepreneurship project.

## Internship

To undertake an internship, you will need to be interviewed and selected by an employer. The experience and research carried out whilst working with the employer will enable you to complete a written assignment. To be eligible to undertake a project with an employer, you will need to demonstrate excellent academic performance and maintain regular attendance throughout the course.

## Consulting project

Our postgraduate students may act as an external consultant to a business, either individually or as part of a consulting group, advising the business on a specific project or issue relating to their field of expertise. Students meet the employer regularly for updates and feedback. Research and activities undertaken culminate in a written assignment.

## Simulation project

These projects give you the opportunity to create and run your own virtual business using simulation software to replicate the real business world. Working as if you are part of a Senior Management team, you will be responsible for setting the strategy, making key decisions and responding to the virtual market.

## Study abroad

Studying abroad can be an incredibly rich and rewarding experience. Many of our courses offer you the opportunity to study overseas, usually during your third year.

## Entrepreneurship project

The entrepreneurship project offers students the opportunity to identify, create and develop a unique business opportunity. During this module, students undertake research and a feasibility study to provide an integrated strategic, operational and financial plan to support a new start-up or develop an existing proposition around a specific product/service concept. The business plan is the module's assignment.

If you choose to undertake this module, you may opt to engage further with our Enterprise Hub to help make your business idea a reality.

## Dissertation

As an alternative to a work-related project you might prefer to complete a dissertation. Undertaking a dissertation is an opportunity to carry out independent research into a current business issue. This is an excellent way to build up expertise in your chosen area or field, giving you the opportunity to differentiate yourself from other candidates in highly competitive global recruitment markets.

## Business and industry links

We have well-established relationships with a range of employers, including large global commercial organisations, internationally renowned charities, small and medium-size enterprises and business start-ups.



At The Ritz London we are very keen to work with established universities to develop future managers who are equipped with sound practical experience for the hospitality industry.

**Joanne Meredith**  
The Ritz London



# Work experience case studies

## My Ritz London internship

Coventry University London works closely with world-renowned hotel The Ritz London to offer internship opportunities to our students. International Human Resource Management MBA graduate, Crystal Reid, recently finished her nine-week internship at The Ritz London. She was so successful that she was offered a job, which she accepted. Crystal describes what it was like to apply her skills at one of London's most iconic hotels:

“Even before I knew where I would do my internship, I used the Careers, Employability and Enterprise team's workshops to help me be confident in any application I made.

“I was very excited when I first learned I would be doing my internship in the HR department of The Ritz! I wasn't nervous because my MBA had a strong focus on employability. I knew I was equipped to perform to the high standards the Ritz would expect of me.

“The first few weeks of my internship were spent learning how the HR department in a world-class hotel works.

“Some of my duties included organising staff training sessions, delivering sections of the company induction, and using industry-specific software to on-board new starters. I was also given the opportunity to work on The Ritz recognition scheme. My role was to send out nomination forms, collate them, and advertise the winner. It was good to help the company show how much it values its employees.

“Simply by asking questions, I learned skills that will benefit me throughout my entire career.

“Due to my proactive approach to the internship, The Ritz offered me a full-time job in the HR department. More than that, they created a new role for me, which I was delighted to accept.”

## My Bloomberg experience

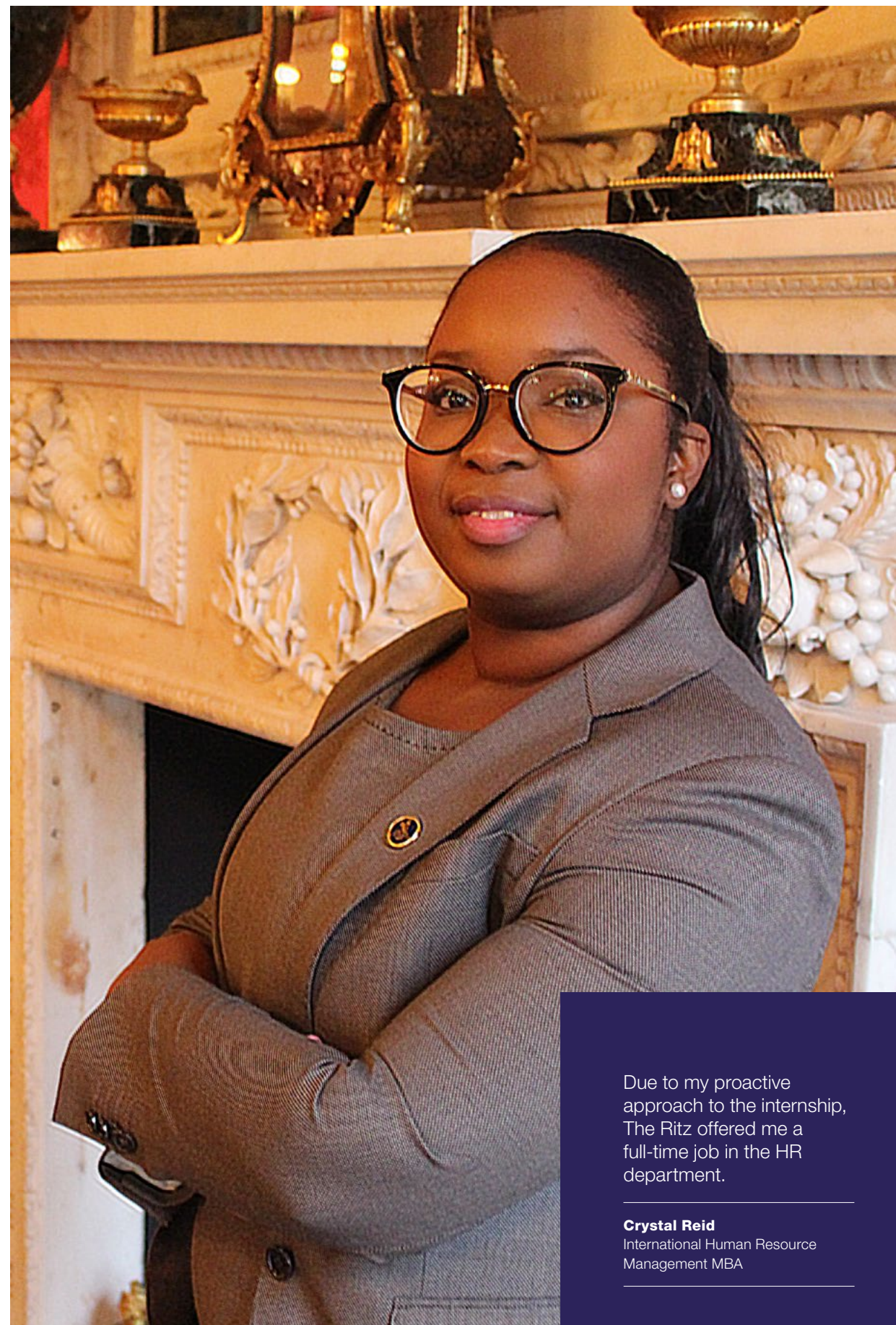
Coventry University London is equipped with a state-of-the-art trading floor with Bloomberg Terminals, providing you with practical experience of industry-standard tools and software. Ankit Chandarana talks about his time as a Bloomberg Ambassador:

“During my first year at Coventry University London, a lecturer told me about the opportunity to become a Bloomberg Ambassador. The lecturer helped me set up a meeting with a representative from Bloomberg, who interviewed me and offered me the position.

“Bloomberg Terminals are an invaluable tool for finding real-time and historic financial information on businesses, and Bloomberg are the market leader in this area. You can find a wide variety of information on stocks, trends, and the financial industry. Bloomberg is a large multinational organisation, and my responsibility as an Ambassador was to offer additional training on the software to students at Coventry University London.

“In my first year as an Ambassador, I promoted the Bloomberg Aptitude Test, which involved inviting students to Bloomberg's offices, providing a tour and introducing them to the organisation. Here, students would take the Aptitude Test which ranked their ability to think critically on business and finance topics in order to develop their employability. In my second year I progressed to Team Leader for Bloomberg. In this role I managed a group of Ambassadors both in the UK and internationally, while developing marketing strategies.

“I found my experience with Bloomberg very valuable when pursuing a career in the finance industry as it gave me the necessary skills to succeed. I received an award for the best integrated strategies in Europe, which was a fantastic boost to my CV, and helped me to secure a position as a mortgage broker after graduating.”



Due to my proactive approach to the internship, The Ritz offered me a full-time job in the HR department.

**Crystal Reid**  
International Human Resource  
Management MBA



# Bringing business ideas to life

## An appetite for enterprise

For those who are determined to become successful entrepreneurs, our teams in London and Coventry can help you shape and strengthen your business ideas. We will support you to not only learn about entrepreneurship, but to actually experience it too.

### Tier 1 Graduate Entrepreneur visa

A number of our international graduates have successfully launched their businesses in the UK under the Tier 1 (Graduate Entrepreneur) visa.

Graduates' businesses have ranged from creating a portal for news and tickets for South Asian movies, music concerts and events in the UK to offering unique computational software for designing fabric formed concrete beams.

### Entrepreneurship project

Students can undertake an entrepreneurship project as part of a number of different MBA courses. As part of the project, students will be supervised and supported by staff from the Academic team to help them get the best quality learning experience.

The entrepreneurship project offers students the chance to identify, create and develop a unique business opportunity. During this module, students undertake research and a feasibility study to provide an integrated strategic, operational and financial plan to support a new start-up or develop an existing proposition. Some students undertaking this module may opt to engage further with our Enterprise Hub to help make their business idea a reality.

### Enterprise Hub

This facility provides an ideal location to start a business, meet with future clients and business partners and collaborate with other entrepreneurial students. In addition, students will be able to use the address of Coventry University London as the address for their business – giving them a distinguished City of London trading address.

## Case study: Launching my business

At Coventry University London, our Enterprise Hub is the focal point for students wishing to start their own business. With the support of our Careers, Employability and Enterprise team, a number of graduates have launched successful businesses.

### Abdallah Abbad from Algeria talks about launching his business and becoming Founder of AALL and Create:

“After studying Global Business MBA I graduated from Coventry University London and now I run my own online business. AALL and Create offers online classes and workshops in non-traditional art. My vision was to create a colourful world, full of life, which would give people the joy of unleashing their creativity in a unique atmosphere. Visitors to the website can perform a range of functions from purchasing products in an online shop, to taking part in conferences and learning new creative techniques and skills through online workshops.

“Customers taking part in the online workshops can choose to follow the step-by-step content in English or French and learn from an international team of 16 artists.

“I had an idea about starting my own business in the arts, but I needed a business case. I heard about the Enterprise Hub at Coventry University London and realised this was what I wanted to do.

“The Careers, Employability and Enterprise team helped me a lot. We went through my business plan together and we identified all the important points and concepts of this project. We had to refine and improve things and they really helped me to improve my business.

“One of the factors I ignored before was taking into consideration market research – I had to look at the market demand. I wouldn't have considered this if I didn't have the support from the careers team and the Enterprise Hub.”

A number of our international students have successfully launched their businesses in the UK under the Tier 1 (Graduate Entrepreneur) visa.



# Gain a global perspective

**Coventry University London is located in the heart of the City of London, one of the world's major business centres.**

Our campus is home to over 1,800 students from more than 80 countries, which means that you will have the opportunity to gain an international experience from the outset.

During your course you will have the opportunity to learn about the different customs, traditions and attitudes relating to the operation and success of business in other cultures.

## **Study abroad**

Many of our courses offer students the chance to undertake part of their degree outside the UK.

By choosing to study abroad you are demonstrating an adaptability and resourcefulness that would be seen as a great benefit to any future employer, giving you a competitive advantage in the international job market.

## **Work abroad**

Our Go Work programme provides students with the opportunity to gain valuable work experience outside of the UK (fees may apply).

Gaining international experience in your chosen field should give you an added advantage after graduation. You will have the opportunity to gain interpersonal skills and further your professional skills and knowledge which will set you apart from other candidates in the job market.

## **Learn a new language**

Our Linguae Mundi programme gives you the opportunity to learn a new language or to improve on existing language skills (fees may apply). By learning a second language alongside a business-related degree, you should gain additional skills sought after by employers globally.

Linguae Mundi courses are accessible online and on both Android and iOS phones, through Transparent Language, a language-learning solution specially designed to assist language learners acquire a new language. Transparent Language Online is a powerful, web-based application that provides an effective environment for language learning, accessible anytime, anywhere, from almost any computer or tablet. Transparent Language Mobile is the related mobile app which can be downloaded free of charge.







# A great all-round experience

## Teaching excellence

We know the difference that good teaching can make to your time at university. A great experience can make you happier, increases your learning potential and possibly give you that edge when it comes to getting a job.

We are committed to providing you with as many opportunities as possible, both inside and outside the classroom, helping you to maximise your potential while preparing you to start a successful career upon graduation.

We are proud of our teaching achievements. In 2017 Coventry University was awarded Gold in the Teaching Excellence Framework, the government's first major assessment of teaching quality. The university was also rated 5 stars for teaching (QS Stars University Ratings 2019).

Industry trained, our academics are not just great teachers but they are also experts in their field. These experts play a vital part in your time at university as they teach you, guide you and support you when you need them the most. Our academics will share their real life experiences with you whilst incorporating the very latest discoveries and analysis directly into your course.

We put employability at the heart of everything we do, in order to equip you with the skills valued by employers. All of our courses are designed to be interactive and relevant to the business world. You will have an opportunity to benefit from a mixture of lectures, seminars and group work, while many assessments are coursework based.

## Supporting your studies

If living away from home is a new experience for you, our friendly staff will be available to answer your questions from before you arrive on campus right through to graduation. We also offer a formal induction and orientation programme at enrolment.

### Personal tutoring

You will be assigned your own personal tutor who will offer group sessions and individual meetings to provide advice on how to develop your abilities and reach your goals.

### Academic support

You can benefit from guidance from our academic teams and our skills workshops, providing opportunities to develop your study and professional skills.

### Library resources

As well as using our on-site library, you can also request materials from the Lanchester Library in Coventry and access over 200,000 online resources.

### Health and wellbeing

Our Student Support team provides assistance in all matters relating to health and wellbeing, as well as personal, practical and emotional issues. Additional care is also available for students with disabilities and long-term health conditions.

### Spirituality and faith

London is a multicultural and multi-faith city, home to a vast array of places of worship. Our Student Support team will be happy to help you locate one of these.

### International student advice

Our dedicated International Student Adviser is available to support international students across a range of issues, such as preparing to come to the UK and immigration and visa issues.



Awarded Gold for outstanding teaching and learning 2017.



# Living in London

## London life

There are over 300,000 students in London, and it is easy to see why it has been ranked as the world's number one student city\*.

### Attractions

Take advantage of the countless free attractions London boasts, alongside those with discounted entrance fees for students. In addition to four UNESCO World Heritage Sites, including the Tower of London, London also offers a variety of world-class theatres, museums and art galleries.

### Events

Over 250 festivals take place in London every year, including Notting Hill Carnival, Somerset House Film Festival, Chinese New Year and various other arts and community events. London also attracts big names from the music and entertainment industry to perform at its many venues.

### Parks and green spaces

Almost one third of London is dedicated to green spaces, such as Hyde Park, St James's Park, Hampstead Heath and Greenwich Park which you can enjoy all year round. Many parks include sports facilities and have excellent views across the city.

### Restaurants

You can find a range of food and authentic experiences from across the world in London, including traditional European dishes from Greece, Spain and Italy, Indian and Thai curries, or Japanese sushi and soba. London also hosts a number of international food festivals, with the London Halal Food Festival taking place every summer at nearby Tobacco Docks, while the Sheraton Grand Park Lane hosts the Kosher Food and Wine Show every February.

### Shopping

London is world famous for its shopping destinations. Experience Europe's busiest shopping street, Oxford Street, where you will find Selfridges, John Lewis, Debenhams and other leading high street names. A visit to Harrods in Knightsbridge is also a must, and Camden Market offers great value for money for the savvy shopper.

## Location

You could make the city your classroom by studying a business-related degree at Coventry University London.

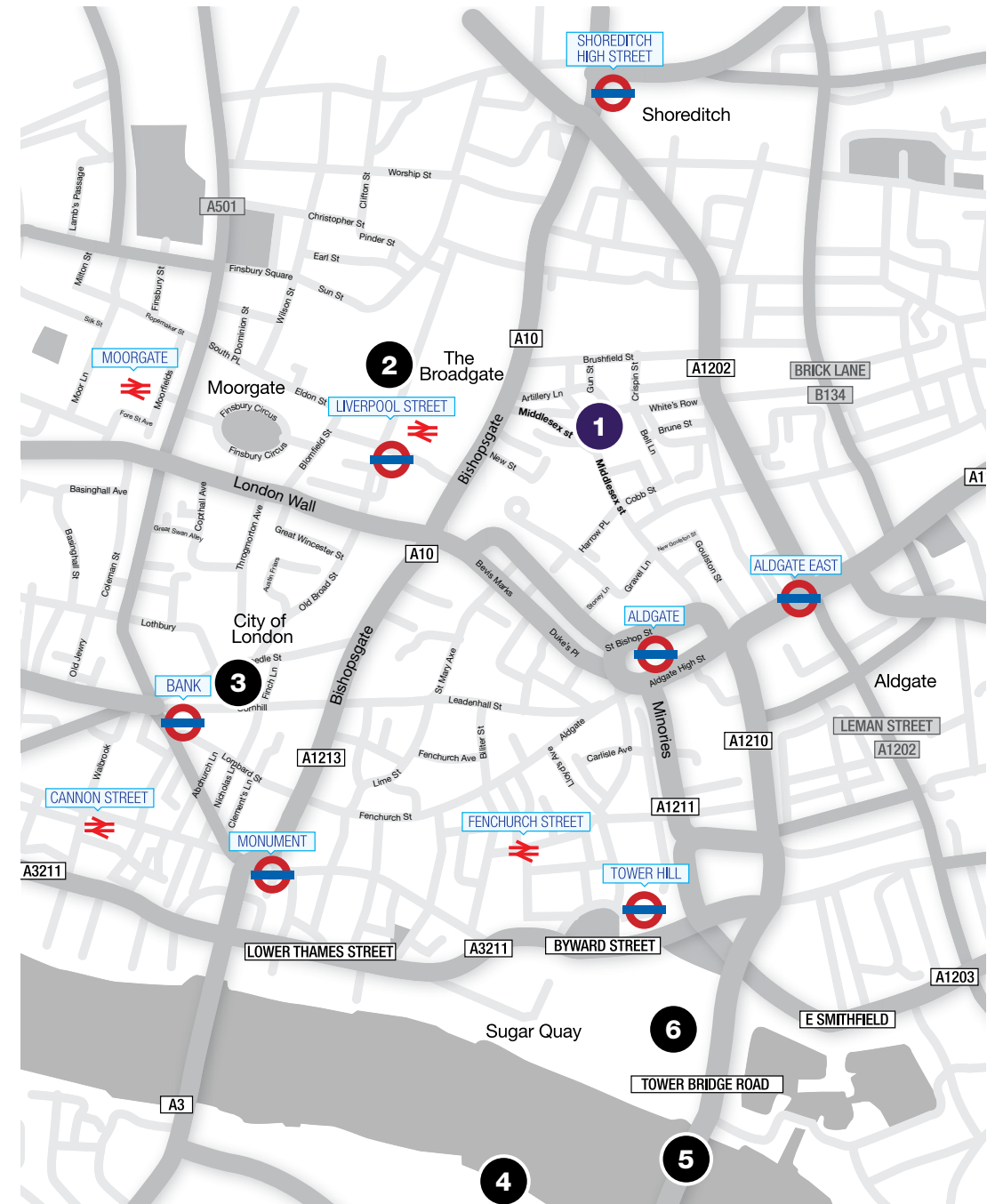
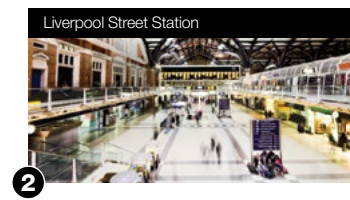
We are located in the centre of London's financial district, just a few minutes' walk from Liverpool Street Station – a key commuting hub.

With over 99% of the world's business activities occurring in time zones that overlap with London's working day, you can be inspired on your commute to and from campus as you pass landmark buildings and offices that are home to some of the world's business and financial giants.

### Explore city life

The City of London offers the perfect combination of history and culture in a modern setting. We are based within walking distance of the famous Spitalfields Market. With over 350 years of trading history, you can take advantage of its shops and market stalls offering everything from clothes and accessories to crafts and antiques. It is also a popular place to eat due to its award-winning restaurants and cafés.

The Tower of London, the Museum of London, the Bank of England, the Monument and St Paul's Cathedral are just a few of our students' favourite places to explore near campus.



\*QS Best Student Cities Index 2018.



# Accommodation

**When booking through our accommodation team, you can benefit from discounted rates with selected providers.**

There are many accommodation options in and around London such as house or flat shares, rooms within one of the popular halls of residence or privately rented accommodation located close to our campus. The cost of accommodation varies widely depending on the type and location. When looking for accommodation, it is important to consider your budget and how close you want to be to public transport links and the campus.

## **Halls of residence**

There are many student accommodation options close to campus to suit a range of budgets.

Halls of residence include studio and en-suite rooms with either private or shared communal facilities. Accommodation providers may include additional costs in the price, such as utility bills, internet services or gym membership, which can make it easier to manage living expenses.

We have partnered with accommodation providers close to campus, which offer an excellent range of accommodation that is affordable and safe. The properties are located in close proximity to the campus, local shops, and amenities.

By booking through our Accommodation team you will be able to:

- Take advantage of discounted rates
- Be part of a wider student community
- Live in a central London location

## **Flat or house share**

Coventry University London has partnered with University of London Housing Services (ULHS) which provides help to students who are interested in private housing options in London. ULHS can help you find accommodation, check your contract and offer legal advice.

If you have an offer from Coventry University London, you will be able to register for this service by visiting [www.housing.london.ac.uk](http://www.housing.london.ac.uk).

## **Short stay accommodation**

If you require a short-term accommodation option, we work closely with HFS London who offer high quality host family accommodation where you can learn more about English culture, and practise your English in an authentic environment.

## **How to apply**

Once you have an offer from us, you can make an application by completing our online form on the accommodation pages of our website.





# Students' Union

**University life is not just about gaining qualifications. The time you spend at university is also defined by the friends you make and new experiences you immerse yourself in.**

Coventry University Students' Union London (CUSU London) is run by students, for students, to help you get the most from your time at university. Based in the Student Lounge on the third floor, our Students' Union organises a year-round programme of events, from the Welcome Festival and our Campus Office elections, to regular club nights and campaigning initiatives.

When you enrol at Coventry University London, you will automatically become part of our Students' Union. Providing a range of advice and support in addition to the services offered by the university, our union also takes the role of representing your interests, both at the university and nationally.

As a student at Coventry University London you will have the opportunity to get involved in activities that will increase your employability skills. Our volunteering service will assist you in finding opportunities to fundraise or work with local community projects.

More information on our volunteering department, along with the advice they provide, can be found on the Coventry University Students' Union London website.

## **Societies**

Current societies include academic, cultural, international, faith, political and campaigning groups alongside a wide range of hobbies and interests. Joining a society is a great way of meeting new people and spending time doing things you enjoy and are passionate about. If you can't find a society you're looking for, you can start one of your own.

## **Academic and special interest**

If you can find like-minded students to join, CUSU London will officially recognise your society. Some current academic and special interest societies include: Enactus; Mentoring Cloud; Finance and Accounting; Fashion; Marketing. A full list of societies is available at the CUSU website.

## **Students' Union Advice Centre**

The Students' Union offers a dedicated advice centre to deal with any issues you may have during your studies. Issues can include financial advice, academic support and accommodation.

## **Social life, visits and activities**

A fantastic social programme is run for our students throughout the year providing a cost-effective way to join in with a number of activities. Past events have included our Welcome Fair, Games evenings with panoramic views of the London skyline, and Chinese New Year celebrations.





# Meeting the cost of your degree

## Fees and funding

### Fees

Please visit website for latest information [www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

### Scholarships

We strive to reward academic excellence and to recognise individuals with substantial business and entrepreneurial skills by offering a number of exciting scholarships to help you reach your goals. Each scholarship has its own terms and conditions. Visit the fees section of our website for the most up-to-date information on available scholarships, eligibility requirements, deadlines for application, how to apply and more.

### Discounts

**Alumni discount** - Self-funded students who have completed a previous degree within the Coventry University Group will automatically be awarded a £1,000\* discount after enrolling onto a degree at Coventry University London.

For full terms and conditions, how to apply and eligibility of discounts, please visit the fees section of our website.

## How to pay

### Pay online

The most convenient way to pay is to visit our website at [www.coventry.ac.uk/london/howtopay](http://www.coventry.ac.uk/london/howtopay) and use the Coventry University London online payments platform. Here you can pay by credit or debit card, and international students have the option of paying by bank transfer.

### International students

#### Pay by telephone

Call us on **+44 (0)24 7765 2152** to make a payment.

### UK/EU students

If you are not eligible for student loans you can pay your fees in full before enrolment, or you may be able to sign up to one of our payment plans.

For further details, please see our website and our Tuition Fee Terms and Conditions.

For undergraduate students beginning their studies between September 2020 and August 2021, the university will charge the tuition fees that are stated in your offer letter, on the course webpage and in the prospectus for the first year of study. The university will review tuition fees each year. For UK and EU students\*, if Parliament permit an increase in tuition fees, the university may increase fees for each subsequent year of study in line with any such changes. Note that any increase is expected to be in line with inflation.

For international students, the university may increase fees for each subsequent year of study but such increases will be no more than 5% above inflation.

For postgraduate students, the tuition fee for the course that is stated on the webpage and in the prospectus will apply for the duration of your course. If the duration of the course is longer than one academic year, the university may increase the fee for each subsequent year of study but any such increases will be no more than inflation.

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees)

[www.coventry.ac.uk/london/howtopay](http://www.coventry.ac.uk/london/howtopay)



# Routes into your degree

## Pre-sessional English courses

If your existing level of English or IELTS score is below the required standard for your chosen degree, we offer a range of Pre-sessional English courses that will help you to meet the necessary standard.

Our Pre-sessional English courses are designed to help you develop your:

- academic and business English
- study skills and the professionalism needed for effective participation in the UK Higher Education system and the wider business world.

The courses use a variety of dynamic and innovative teaching approaches, in a technology-enabled environment.

### Start dates

We offer 5-week, 10-week and 15-week Pre-sessional English courses, depending on your entry level of English proficiency.

**5-week courses** – courses start in February, July and October with a fee of £1,575

**10-week courses** – courses start in January, June and September with a fee of £3,150

**15-week courses** – courses start in May and August with a fee of £4,725

The fee covers all teaching, administration and course materials.

[www.coventry.ac.uk/london/courses](http://www.coventry.ac.uk/london/courses)

## Foundation courses

The International Study Centre (ISC), located in Greenwich near the financial hub of Canary Wharf, offers a number of foundation courses which provide direct routes onto a range of degrees at Coventry University London.

ISC courses consist of academic modules, study skills and English language training, and introduce you to the style of teaching and learning that you will experience at Coventry University London.

Learning will take place through one-to-one tutorials, small seminars and larger lecture groups.

By studying at the well-equipped ISC, you will also have access to an extensive range of facilities, including its library and state-of-the-art subject resources.

In addition, you will be given a student card to gain access to certain facilities at Coventry University London, including the Student Lounge, library and silent study areas.

### Courses

- International Foundation Year
- International Year One
- Pre-Master's Programme

If you successfully complete a foundation programme at ISC with the required grades, you can progress on to your chosen degree at Coventry University London, subject to meeting any other criteria for entry.

Progression degrees and grades required are subject to change and we strongly recommend contacting the team at [www.coventryisc.com/contact-us](http://www.coventryisc.com/contact-us) for up-to-date information on progression requirements.

For fees, start dates and more information about our foundation courses, please visit our website.

EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.



Your current level of English proficiency	Minimum component level	IELTS required	Length of Pre-sessional English course
<b>Undergraduate courses</b>			
4.5	4.5	6.0	15 weeks
5.0	4.5	6.0	10 weeks
5.5	5.0	6.0	5 weeks
<b>Undergraduate top-up/postgraduate courses</b>			
5.0	4.5	6.5	15 weeks
5.5	5.0	6.5	10 weeks
6.0	5.0	6.5	5 weeks



# Coventry choices

In addition to our Coventry University London offer, we provide a large number of alternatives as part of the wider Coventry University Group. For instance you could study in the heart of Coventry at Coventry University. Alternatively, at an undergraduate level, our CU options could provide you with the opportunity to study towards a Coventry University award in a more flexible and affordable manner at any of three locations in Coventry, Scarborough or London.



Founded by entrepreneurs and industrialists as the Coventry School of Design in 1843, Coventry University is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and bold international partnerships. With a half-billion-pound investment in the Coventry city campus, the university is continually evolving. Coventry University is recognised internationally for its expertise in health, peacebuilding, disaster management and more. See **page 88** to find out more. [www.coventry.ac.uk](http://www.coventry.ac.uk)



Coventry University London has over 1,800 students from more than 80 countries. The emphasis is on gaining work-related experience, from business simulations to placements. Located in central London, just minutes away from the Bank of England, the London Stock Exchange, and the offices of numerous world-leading organisations; specialist facilities include a Trading Floor equipped with Bloomberg Terminals, a Standard and Poor's computer suite, an Enterprise Hub, and a fashion studio. [www.coventry.ac.uk/london](http://www.coventry.ac.uk/london)



If you are looking for a postgraduate degree that fits entirely around your own schedule, and can be studied from anywhere in the world, our fully online degrees are a fantastic option. Provided through the FutureLearn virtual learning environment, students have full online access to our teaching, tutor support, and all of the study materials they need. All of your lectures and assessments take place online too, so there is no need to attend one of our campuses. See **page 92** to find out more. [www.coventry.ac.uk/online](http://www.coventry.ac.uk/online)



Currently located on the Coventry University campus in the heart of the city, you will find everything you would expect from a vibrant ultra-modern city. We're also investing heavily in a new £33m campus exclusively for CU Coventry students, which will open in March 2019. This modern and inspiring learning space will accommodate up to 3,000 students, and will feature teaching rooms, IT suites, engineering and science labs, a moot court and a café, as well as extensive breakout areas for social learning to make teaching more flexible. See **page 96** to find out more. [www.coventry.ac.uk/cuc](http://www.coventry.ac.uk/cuc)



CU Scarborough is our campus on the Yorkshire coast. In Scarborough, you'll find everything you'd expect from a vibrant town by the sea, plus a whole lot more. Scarborough is a remarkably beautiful place to study; there are the beaches, the North Yorkshire Moors and even a medieval castle guarding the town. CU Scarborough students have access to all the facilities needed to support their studies and student life, all located in a new purpose built state-of-the-art £14m campus. To make things even better, nearly everything is within walking distance. See **page 96** to find out more. [www.coventry.ac.uk/cus](http://www.coventry.ac.uk/cus)



Based in Dagenham and only 14 miles from central London, our campus is well located. The closest Tube Station is Dagenham Heathway. Our campus borders Eastbrookend Country Park, a beautiful expanse of greenery and lakes. Also, nearby is the Wantz Boating Lake, sports grounds and supermarkets. Being a student and living this close to the City of London means you'll be able to soak up all the capital has to offer, from international cuisine to cultural activities, allowing you to grow on a personal level as well as academically. See **page 96** to find out more. [www.coventry.ac.uk/cul](http://www.coventry.ac.uk/cul)

## Partner institutions

You can also study at one of our many partner institutions across the world. To find a full list of our partner institutions at [www.coventry.ac.uk/globalpartners](http://www.coventry.ac.uk/globalpartners).





# A real business experience

Coventry University is serious about business. We are one of the largest providers of business-related degree courses in Europe. To help our students maintain a leading edge and get the best possible business experience, we launched Coventry University London in the heart of the City of London in 2010.



# Global Business Management BA (Hons)

## Options

**UCAS code: N122** [www.coventry.ac.uk/ug/N122](http://www.coventry.ac.uk/ug/N122)  
3 years full-time, 4 years sandwich or  
5 years part-time (UK/EU only\*)

**UCAS code: N123** [www.coventry.ac.uk/ug/N123](http://www.coventry.ac.uk/ug/N123)  
2.5 years full-time accelerated

### Typical start dates

September and January

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This course is aimed at high achieving and motivated students who are looking to build a successful career in business. It provides a comprehensive introduction to the business world by considering how business operates locally and globally. You will be encouraged to think like a manager from the outset, giving you the opportunity to enhance your knowledge and skills, with the aim of making you more attractive to future employers.

### Why choose this course?

There are many opportunities for you to put into practice the theories you have learnt in the classroom and to gain practical skills that are sought after by employers. Previously, our students have engaged with partner universities in France, Germany, United Arab Emirates and the Netherlands. Students have also visited Bloomberg, the Bank of England and the BBC.

### Modules

#### Year One:

- Working in Global Diverse Teams
- Professional Practice (I)
- Business Accounting
- Global Business Issues
- Principles of Marketing
- Introduction to Entrepreneurship

#### Year Two:

- Professional Practice (II)
- Entrepreneurship in a Global Context
- Consumer Behaviour
- Management Accounting
- International Trade or Corporate Social Responsibility
- Operations Management
- Managing People

#### Year Three:

- International Business Strategy
- Professional Practice (III)
- Project Management
- Business Research Skills
- Managing a Global Workforce
- Marketing Communications or International Investment Analysis
- Internship or Dissertation or Global Business Simulation or Entrepreneurship Business Plan

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We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



The location and industry links have enhanced my experience and given me the tools to pursue my dream career in business.

**Lavinia Macropoulos**  
Global Business Management  
BA (Hons)



# Applied Global Marketing BSc (Hons)

## Options

**UCAS code: N55B** [www.coventry.ac.uk/ug/N55B](http://www.coventry.ac.uk/ug/N55B)  
3 years full-time, 4 years sandwich or  
5 years part-time (UK/EU only\*)

**Typical start dates**  
September

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This exciting and contemporary course is focused on delivering the core knowledge, understanding and skills to operate successfully within a modern day marketing-related context. We will help you to become confident at gathering, interpreting and presenting data to support strategic planning and decision-making, using research, statistics and modelling to assist you.

### Why choose this course?

Studying here in the heart of the City of London, you will have the opportunity to cover essential marketing theory before quickly moving on to its application in the global marketplace. Every aspect of your study will be set in an international and multicultural context. You will have the opportunity to learn to apply a set of very practical skills which are highly valued by employers and to become well-versed in the theory and practice of contemporary marketing. This course will cover essential aspects of modern marketing, including the value of information, performance measurement, and customer and competitor insights, exploring the ways in which creativity and innovation help to shape marketing.

### Modules

#### Year One:

- Professional and Academic Skills
- Managing People in Professional Marketing Roles
- Principles of Marketing
- Accounting and Financial Management for Marketers
- Global Business Issues
- Contemporary Digital Landscapes

#### Year Two:

- Consumer Behaviour
- Comparative Law for Marketers
- Marketing Research
- Integrated Marketing Communications
- Marketing Operations and Logistics
- Strategic Brand Management

#### Year Three:

- Placement Review and Report or Marketing-Related Live Project
- Contemporary Issues in Global Marketing Strategy
- Digital Marketing Disruptions
- Marketing Analytics, Metrics and Decision-Making
- Creativity and Innovation
- Internship or Dissertation or Simulation

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



This course takes a contemporary approach to learning and is ideal if you want to develop work-based skills.

### Course Director

Applied Global Marketing  
BSc (Hons)



# International Finance and Accounting BA (Hons)

## Options

**UCAS code: NN3L** [www.coventry.ac.uk/ug/NN3L](http://www.coventry.ac.uk/ug/NN3L)  
3 years full-time, 4 years sandwich or  
5 years part-time (UK/EU only\*)

**UCAS code: N302** [www.coventry.ac.uk/ug/N302](http://www.coventry.ac.uk/ug/N302)  
2.5 years accelerated

### Typical start dates

September and January

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

You will have the opportunity to study international finance and accounting in the Square Mile, the heart of the world's leading financial centre. Experienced tutors, with real-world work and research knowledge, will be on hand to illustrate your learning.

### Why choose this course?

The course is accredited by leading professional accountancy bodies, allowing you to gain a range of exemptions from ACCA and CIMA examinations. You will be exposed to a wide range of industry-standard software, such as Bloomberg and Sage, leading to SAGE/CIMA or Bloomberg Market Concept certification.

### Modules

#### Year One:

- The Economic Environment of Business
- Professional and Academic Skills Development
- Introduction to Business Accounting
- Introduction to Financial Accounting
- Managing People and Systems
- Corporate and Business Law

#### Year Two:

- Data Management and Analysis
- International Regulation and Professional Ethics
- Financial Markets
- Financial Reporting and Analysis
- Principles of Taxation
- Business Strategy
- Financial Investment and Risk

#### Year Three:

- Financial Management
- International Corporate Reporting
- Advancing Career Development
- Audit and Internal Control
- Research Methods for Finance and Accounting
- Internship or Dissertation or Accounting Simulation Project

#### One elective\* from:

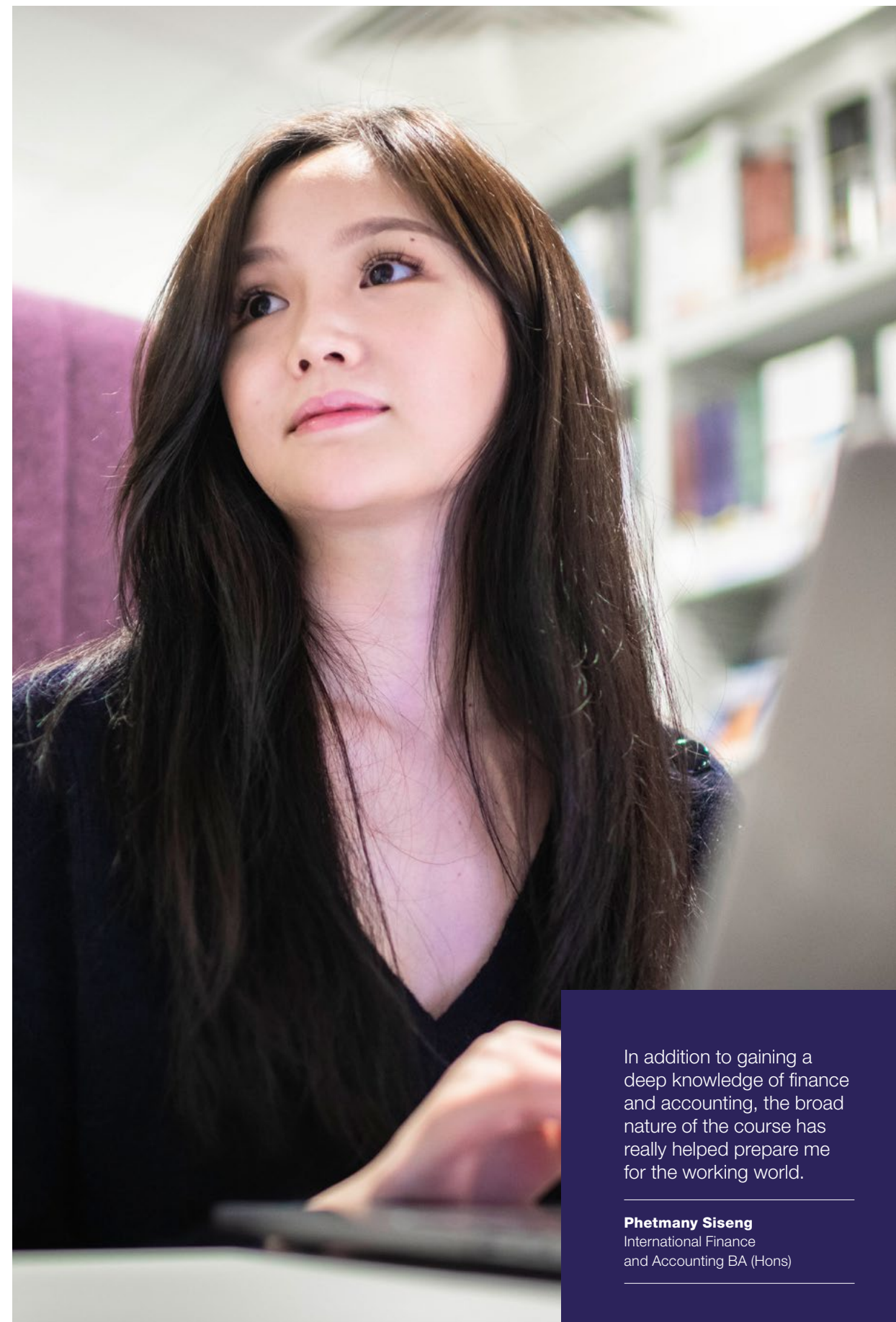
- International Finance
- Performance Management
- International Securities

\*Options are subject to student numbers.

### Accreditations and approvals

Students completing the full three-year course will be eligible for exemptions from nine ACCA papers and eight CIMA papers, subject to professional body registration, terms and conditions.

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.



In addition to gaining a deep knowledge of finance and accounting, the broad nature of the course has really helped prepare me for the working world.

**Phetmany Siseng**  
International Finance  
and Accounting BA (Hons)



# Financial Economics and Banking BSc (Hons)

## Options

**UCAS code:** N320 [www.coventry.ac.uk/ug/N320](http://www.coventry.ac.uk/ug/N320)  
3 years full-time, 4 years sandwich

## Typical start dates

September and January

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This course provides the ideal blend of academic theory and hands-on experience. In class, you will work on practical exercises such as case studies and business, banking or trading simulations. You will have the opportunity to carry out workplace tasks using industry-standard technology, and regular contact with financial companies and institutions will ensure that you are kept abreast of any real-world developments.

## Why choose this course?

This degree in financial economics and banking aims to explore the skills needed for a very successful management or leadership career. On completion you will have developed a wide range of transferrable skills which will help you to succeed in a variety of disciplines, industries and locations.

## Modules

### Year One:

- Professional and Academic Skills Development
- Introduction to Economics
- Quantitative Methods
- Introduction to Financial Accounting
- Corporate and Business Law
- Principles of Finance and Banking

### Year Two

- Intermediate Macroeconomics
- Intermediate Microeconomics
- Introduction to Econometrics
- Principles of Taxation
- Corporate and Investment Banking
- Banking Supervisions, Regulatory frameworks and Financial Ethics

### Year Three

- Applied Econometrics and Research Methods
- International Economics
- Venture Capital and Private Equity
- Financial Management or International Securities
- Internship or Dissertation or Simulation

EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



This course aims to prepare you to help create the future we all need to prosper in an inter-connected world.

## Course Director

Financial Economics and Banking  
BSc (Hons)



# International Fashion Management and Marketing BA (Hons)

## Options

**UCAS code: WN2N** [www.coventry.ac.uk/ug/WN2N](http://www.coventry.ac.uk/ug/WN2N)  
3 years full-time, 4 years sandwich or  
5 years part-time (UK/EU only\*)

**UCAS code: W2NN** [www.coventry.ac.uk/ug/W2NN](http://www.coventry.ac.uk/ug/W2NN)  
2.5 years accelerated

## Typical start dates

September and January

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

London is one of the world's biggest fashion capitals. From Mary Quant's iconic 1960s miniskirts to Vivienne Westwood's dramatic punk frock, London has always been where avant-garde fashion mixes with street style. You will have the opportunity to gain hands-on exposure to business operations, which could be invaluable in building a global career in fashion management and marketing.

## Why choose this course?

You will be encouraged to explore all that London has to offer – everything from Carnaby Street Street to Brick Lane, to its fabulous street markets, high-street retailers and exclusive luxury brands. However, we will also bring the industry to you. You will have the opportunity to hear from guest lecturers such as fashion stylists, photographers and fabric researchers, and may be taken to visit designer ateliers, trend forecasting agencies, trade shows and museums. You will also have the opportunity to network with figures from industry, and could even work on a live project for a client with national and international field trips being organised by the fashion team.

## Modules

### Year One:

- Professional and Academic Skills for the Fashion Industry
- The History and the Future of Fashion
- Introduction to Contemporary Fashion Marketing
- Business and Management Essentials for Future Fashion Managers
- International Fashion Industry and Cultural Studies
- Future Global Fashion Business

### Year Two:

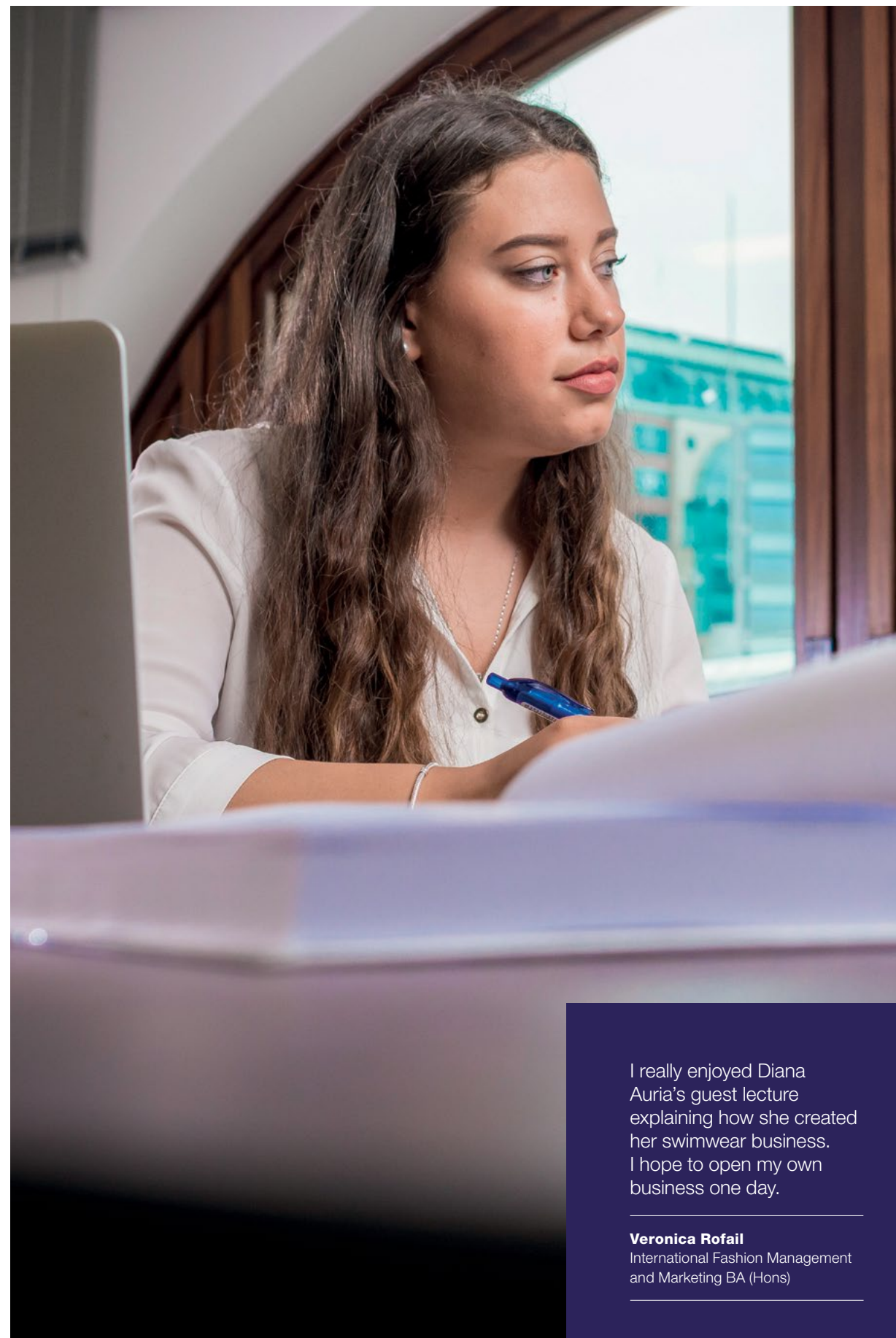
- Ethical Supply Chain Management
- Personal Branding and Promotion in International Fashion
- Digital Communication and Marketing in Fashion
- Introduction to Fashion Operations
- Fashion Brands and the Psychology of Consumer Behaviour
- The London Fashion Project

### Year Three:

- Directed Fashion Research
- International Strategic Brand Marketing
- Creative Industries Live Project
- Innovation and Global Entrepreneurship
- Professional Practice Portfolio
- Internship or Dissertation

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



I really enjoyed Diana Auria's guest lecture explaining how she created her swimwear business. I hope to open my own business one day.

## Veronica Rofail

International Fashion Management and Marketing BA (Hons)



# International Hospitality and Tourism Management BA (Hons)

## Options

**UCAS code: N832** [www.coventry.ac.uk/ug/N832](http://www.coventry.ac.uk/ug/N832)  
3 years full-time, 4 years sandwich or  
5 years part-time (UK/EU only\*)

**UCAS code: 832N** [www.coventry.ac.uk/ug/832N](http://www.coventry.ac.uk/ug/832N)  
2.5 years accelerated

## Typical start dates

September and January

## Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs graded A\*-C (9-4) including English Language and Mathematics, or equivalent.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.0 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information  
[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

The hospitality and tourism industries have become one of the fastest growing economic sectors in the world, with Britain alone employing over two million people. This course is specifically designed for those who wish to embark on a management career within this sector. You will have the chance to develop a set of industry-relevant analytical tools that can equip you for leadership and management positions.

## Why choose this course?

Study in London and you will be at the heart of one of the world's largest tourism and hospitality industries, which welcomes thousands of tourists everyday. Coventry University London has excellent links with top employers, including world-renowned hotel The Ritz London. Previous students have been recipients of the Ritz Endorsement Award following an internship organised by the university.

## Modules

### Year One:

- The Economic Environment of Business
- Skills for Hospitality and Tourism
- International Business Cultures
- Foundations of Organisational Behaviour
- Services Marketing for Hospitality and Tourism
- Introduction to Hospitality and Tourism Operations

### Year Two:

- Financial Planning and Revenue Management for Hospitality and Tourism
- Entrepreneurship in a Global Context
- Consumer Behaviour
- Business Management and Decision-Making Process
- Business Law for Hospitality and Tourism
- Project Management for Hospitality and Tourism

### Year Three:

- International Business Strategy
- Research Methods for Hospitality and Tourism
- Tourism Destinations Management
- Professional and Consulting Skills for Hospitality and Tourism
- International Hospitality Operations Management
- Dissertation or Global Business Simulation or Internship

### One elective\* from:

- Marketing Communications
- Managing a Global Workforce

\*Options are subject to student numbers.

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

This course is currently undergoing review at Coventry University to ensure that the course content will be relevant and current for the benefit of its students. As there is a period of time between printing these Materials and applications being made and processed by us, please contact us before making an application [info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk), in case there are any changes to the course you are interested in or to other facilities and services described.



London is a tourism hub with an abundance of opportunities to explore, and the university is at the heart of the City.

## Agam Chug

International Hospitality and Tourism Management BA (Hons)



# BA (Hons) Top-up courses

## Options

### Global Business

UCAS code: N190 [www.coventry.ac.uk/ug/N190](http://www.coventry.ac.uk/ug/N190)

### Global Marketing

UCAS code: N55A [www.coventry.ac.uk/ug/N55A](http://www.coventry.ac.uk/ug/N55A)

### Accounting and Finance for International Business

UCAS code: N900 [www.coventry.ac.uk/ug/N900](http://www.coventry.ac.uk/ug/N900)

### International Hospitality and Tourism Management\*\*

UCAS code: NN18 [www.coventry.ac.uk/ug/NN18](http://www.coventry.ac.uk/ug/NN18)

### International Fashion Management and Marketing

UCAS code: W230 [www.coventry.ac.uk/ug/W230](http://www.coventry.ac.uk/ug/W230)

1 year full-time or 2 years part-time (UK/EU only\*)

### Typical start dates

September (all top-up courses)

January (selected top-up courses only)

## Entry requirements

HND, Foundation Degree or equivalent (with a merit profile or above) in a relevant subject.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall with a minimum of 5.5 in each component, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

Please visit website for latest information [www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

Top-up courses enable entry to the final year of a BA (Hons) degree course for students who have a sound background of study and knowledge. These courses are aimed at students who already hold a relevant Level 5 qualification in a related field. Typically, this would be Higher National Diploma (HND), Foundation Degree or equivalent.

### Global Business BA (Hons) Top-up

This course will help you to develop an understanding of the challenges that international businesses face, including those in areas such as finance, marketing and human resources, and of the strategic issues facing global organisations. It relates academic studies to practical experiences through various learning tools and platforms including the opportunity to discuss real-life business challenges with business professionals.

### Modules

- International Business Strategy
- International Marketing Strategy
- Developing Business Skills
- International Investment Analysis
- Managing a Global Workforce
- Business Research Methods
- Dissertation or Global Business Simulation or Internship

### Global Marketing BA (Hons) Top-up

This course is ideal if you have an interest in boosting your career prospects in global marketing. This course will give you the opportunity to prepare for a successful career in marketing by developing the critical knowledge and competencies in the identification, analysis and solution of problems encountered in global marketing and the development of international marketing strategies.

### Modules

- Developing Business Skills
- International Business Strategy
- International Marketing Strategy
- Marketing Communications
- Advanced Marketing Strategy
- Business Research Methods
- Dissertation or Global Business Simulation or Internship

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

\*\*This course is currently undergoing review at Coventry University to ensure that the course content will be relevant and current for the benefit of its students. As there is a period of time between printing these Materials and applications being made and processed by us, please contact us before making an application [info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk), in case there are any changes to the course you are interested in or to other facilities and services described.





## BA (Hons) Top-up courses (continued)

### Accounting and Finance for International Business BA (Hons) Top-up

This course provides you with the opportunity to prepare for a range of exciting and rewarding careers. It is primarily geared to those who want to build a successful career in the accounting and finance industry. Graduates have gone on to work as financial advisers, finance managers, management accountants, financial analysts or in other positions within the industry. The course is also accredited by ACCA and CIMA and is designed to allow a range of exemptions from examinations by professional bodies.

#### Modules

- Financial Management
- Audit and Internal Control
- Developing Business Skills
- International Corporate Reporting
- Business Research Methods
- Dissertation or Accounting Simulation Project or Internship

#### One elective from:

- International Finance
- Performance Management

#### Accreditations and approvals

Students successfully completing this course will be eligible for exemptions from ACCA and CIMA papers, subject to professional body registration, terms and conditions.



### International Hospitality and Tourism Management BA (Hons) Top-up\*\*

This course provides you with the opportunity to develop the managerial skills and knowledge necessary to succeed in these fast-changing and challenging international industries. As well as being able to gain an advanced understanding of hospitality and tourism management, you will be guided in improving your ability to evaluate, analyse and apply knowledge in innovative ways.

The course focuses on strategic management subjects taught in the context of hospitality and tourism.

#### Modules

- Developing Business Skills
- International Business Strategy
- International Hospitality Operations Management
- Tourism Destinations Management
- International Marketing Strategy
- Business Research Methods
- Dissertation or Global Business Simulation or Internship

### International Fashion Management and Marketing BA (Hons) Top-up

London is one of the most influential fashion capitals in the world, and studying in the heart of City of London can open up a variety of different pathways to understanding this dynamic subject. Crucially, you will also receive help to develop a career path tailored to your skills and passions.

The course has been designed to enable students with a range of ambitions and interests in fashion to explore the industry and choose their own career path. Our aim is to appeal to your want for a better understanding of the different roles in the fashion industry, from trend analysis and prediction through to the design management, manufacture and retail of products, as well as the role of marketing to a global consumer.

#### Modules

- International Strategic Brand Marketing
- Directed Fashion Research
- Fashion Management and Operations
- Creative Industries Live Project
- Internship or Dissertation
- Professional Practice Portfolio

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# MBA courses

The Coventry University London MBA is aimed at professionals and graduates who would like to develop their business and management skills. These skills can help you to boost your current career, make a career change, start your own business or lead an existing business into its next growth phase.

## Why choose this course?

The MBA is an internationally recognised qualification which is highly valued by many world-class businesses. An MBA can help graduates enhance their managerial prospects in a world characterised by strong global competition, new technological leaps, and ethical and sustainable business management.

Our MBA courses have been developed with international businesses and industry experts. They have an international outlook and as such also cater for students wishing to work in an international environment or those looking for international mobility. The courses have been designed to provide you with the opportunity to develop your expertise in strategy, marketing, leadership, finance, business and project management, in an international context. The emphasis is on the application of knowledge through teamwork, case studies, simulations and work-related options.

## MBA professional development programme

You will be assigned a professional coach as part of a professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

## Career prospects

Graduates with a Coventry University London MBA have the opportunity to work in a number of varied and exciting careers. Successful completion of the course can prepare you for senior management roles and aims to accelerate promotion to rewarding leadership positions.

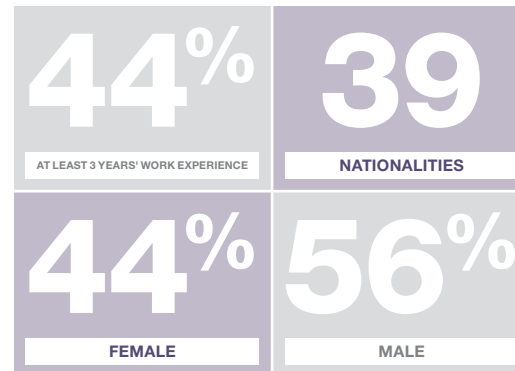
## CMI accreditation

All of our MBA courses are accredited by professional management body the Chartered Management Institute (CMI), giving you an opportunity to be awarded the Level 7 Certificate in Strategic Management and Leadership\* when successfully completing two specific modules on the MBA course.

\*Subject to registering as a CMI member. See CMI website for details.

## MBA Class of 2018

Our students come from all over the world, and bring with them a wealth of work experience in many sectors and industries\*.



## Previous work experience sectors and industries

Industry	Percentage (%)
Hospitality and Tourism	25
Marketing and Sales	20
Finance	14
Family Business	13
Retail	6
Engineering	5
Law	4
Government and Education	5
Fashion	3
IT	3
Science and Aviation	2

\*The statistics refer to students who began their MBA courses at Coventry University London in October 2018.





# Global Business MBA

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

## Typical start dates

September, January and May

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

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We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

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This course could be your ticket to a high-flying career in business leadership within an international context. Besides deepening your existing awareness of the theory and practice of business, a focus on employability will help you develop essential lifelong skills including critical thinking, data analysis, effective communication, leadership, and change management. This course takes a very practical approach to learning, so you will have significant exposure to business techniques and their application in industry.

## Why choose this course?

Develop into a fully-rounded business leader with the transferable skills which will enable you to succeed in a wide variety of disciplines, industries and locations. By choosing to study this course you will have the opportunity to put your new-found business knowledge into practice. You will have the opportunity to take part in business simulations where you will take ownership of evaluating results and developing solutions. You will be assigned a professional coach as part of the MBA professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

## Modules

- Strategic Management
- Marketing in a Global Age
- Managerial Finance
- Leading in a Changing World
- Business and Management Research Methods or Entrepreneurship: Creating a Business Opportunity
- Managing International Trade
- Corporate Social Responsibility
- Global Human Resource Management Strategies
- Project Management

## Project options

- Internship
- Consulting project
- Entrepreneurship project
- Simulation
- Dissertation

See [pages 20-21](#) for full details of project options.

## Accreditations and approvals

Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

\*Subject to registering as a CMI member. See CMI website for details.



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The course is so varied and the teachers are highly engaging, and everything we do is very applicable to the working world.

**Hemant Vaswani**  
Global Business MBA



# Global Financial Services MBA

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

### Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

Studying in the City of London will allow you to see how one of the most successful financial centres in the world operates on a daily basis. You will have the chance to develop a critical knowledge, conceptual understanding and competence in the fast-moving world of international financial markets. The strong combination of finance topics and core management skills will help take your career to the next level.

### Why choose this course?

You will study in a financial/global context through a range of methods. Hosting specialist software, including Bloomberg Terminals, our Trading Floor allows you to experience how to solve trading-related problems. You will be taught by industry-trained academics who have previously worked as finance directors and chartered accountants and who are members of various finance professional bodies. You will be assigned a professional coach as part of the MBA professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

### Modules

- Strategic Management
- Marketing in a Global Age
- Managerial Finance
- Leading in a Changing World
- Business and Management Research Methods or Entrepreneurship: Creating a Business Opportunity
- Global Financial Markets
- Banking Regulation and Risk
- Corporate Finance
- Valuation of Securities and Equity Trading

### Project options

- Internship
- Consulting project
- Entrepreneurship project
- Simulation
- Dissertation

See [pages 20-21](#) for full details of project options.

### Accreditations and approvals

Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

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Access to S&P Capital IQ and Bloomberg software, and seminars from Finance professionals has helped to give me a really deep understanding of financial markets.

**Kaivalya Wani**  
Global Financial Services MBA



# International Fashion Management MBA

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-session English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

International Fashion Management MBA aims to provide a comprehensive understanding of the fashion industry and its diverse sectors. It focuses in particular on the global and technological shifts that have characterised the rapid changes in the industry in recent years, on the management of fashion enterprise and product development, and on international fashion manufacturing, communications and retail strategies.

## Why choose this course?

This course is designed to address the needs of a new generation of fashion industry managers. Challenging and stimulating, it combines the highest quality of teaching and academic support with direct input from the fashion industry. You will be assigned a professional coach as part of the MBA professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

## Modules

- Strategic Management
- Fashion Marketing and Communication in a Global Context
- Managerial Finance for Fashion Business
- Leading in a Changing World
- Business and Management Research Methods or Entrepreneurship: Creating a Business Idea
- Trend Prediction and Fashion Forecasting
- Fashion Buying and Merchandise Management in a Changing Global Industry
- Fashion Design and Product Development
- Retail Enterprise – Marketing and Management

## Project options

- Internship
- Consulting project
- Entrepreneurship project
- Simulation
- Dissertation

See [pages 20-21](#) for full details of project options.

## Accreditations and approvals

Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

\*Subject to registering as a CMI member. See CMI website for details.

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.



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I secured an internship with Diane Von Furstenburg during London Fashion Week. This provided great exposure as to how fashion buyers work.

**Meliza Mendoza**  
International Fashion  
Management MBA



# International Human Resource Management MBA

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

Please visit website for latest information [www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.

International Human Resource Management MBA is an exciting, vibrant and intensive course. It provides you with the chance to prepare for a successful career in the strategic management and development of people in the complex and fast-changing environment of the contemporary workplace.

## Why choose this course?

By choosing to study this course you can benefit from networking opportunities with a host of globally representative, people-focused professionals. Previous field trips have included visits to companies in Switzerland, France, Prague and Japan. You will be taught by industry-trained academics who are also accredited by the Chartered Institute of Personnel and Development (CIPD). You will be assigned a professional coach as part of the MBA professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

## Modules

- Strategic Management
- Marketing in a Global Age
- Managerial Finance
- Leading in a Changing World
- Business and Management Research Methods or Entrepreneurship: Creating a Business Idea
- Global Human Resource Management in Practice
- Resourcing and Talent Management
- Developing People
- Employee Engagement

## Project options

- Internship
- Consulting project
- Entrepreneurship project
- Simulation
- Dissertation

See [pages 20-21](#) for full details of project options.

## Accreditations and approvals

This course has been approved and mapped to the requirements of the CIPD. Upon successful completion of the course and selected modules you will be approved for the Level 7 Advanced Diploma in Human Resource Management. Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

\*Subject to registering as a CIPD and CMI member. See CIPD and CMI websites for details.



The university has prepared me for management, and shaped my learning and professional experience through practical academic learning style.

**Yasmin Ajudua**  
International Human Resource Management MBA



# International Marketing MBA

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

### Typical start dates

September, January and May

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

Please visit website for latest information [www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This exciting course provides the foundation for a high-flying career in international marketing and business. Your MBA will prove your mastery of a range of multidisciplinary skills, as well as your ability to think and work strategically. You will be taught to track and respond to significant and far-reaching economic, social, technological and geo-political changes affecting the world today. Such changes trigger new market realities, and demand different patterns of thinking and behaviour from those who wish to manage and lead in this field.

### Why choose this course?

All modules are taught by staff with industry experience, and during the course you can benefit from lectures delivered by industry professionals and visits to marketing-related events and exhibitions. Past visits have included the Digital Marketing Show. You will be assigned a professional coach as part of the MBA professional development programme. The programme was developed in collaboration with corporate learning and development specialists and will help you develop key industry competencies.

### Modules

- Strategic Management
- Marketing in a Global Age
- Managerial Finance
- Leading in a Changing World
- Business and Management Research Methods or Entrepreneurship: Creating a Business Idea
- Digital Marketing
- Buyer Behaviour Analysis: the Psychology of Buying
- Retail and Services Marketing
- Creativity

### Project options

- Internship
- Consulting project
- Entrepreneurship project
- Simulation
- Dissertation

See **pages 20-21** for full details of project options.

### Accreditations and approvals

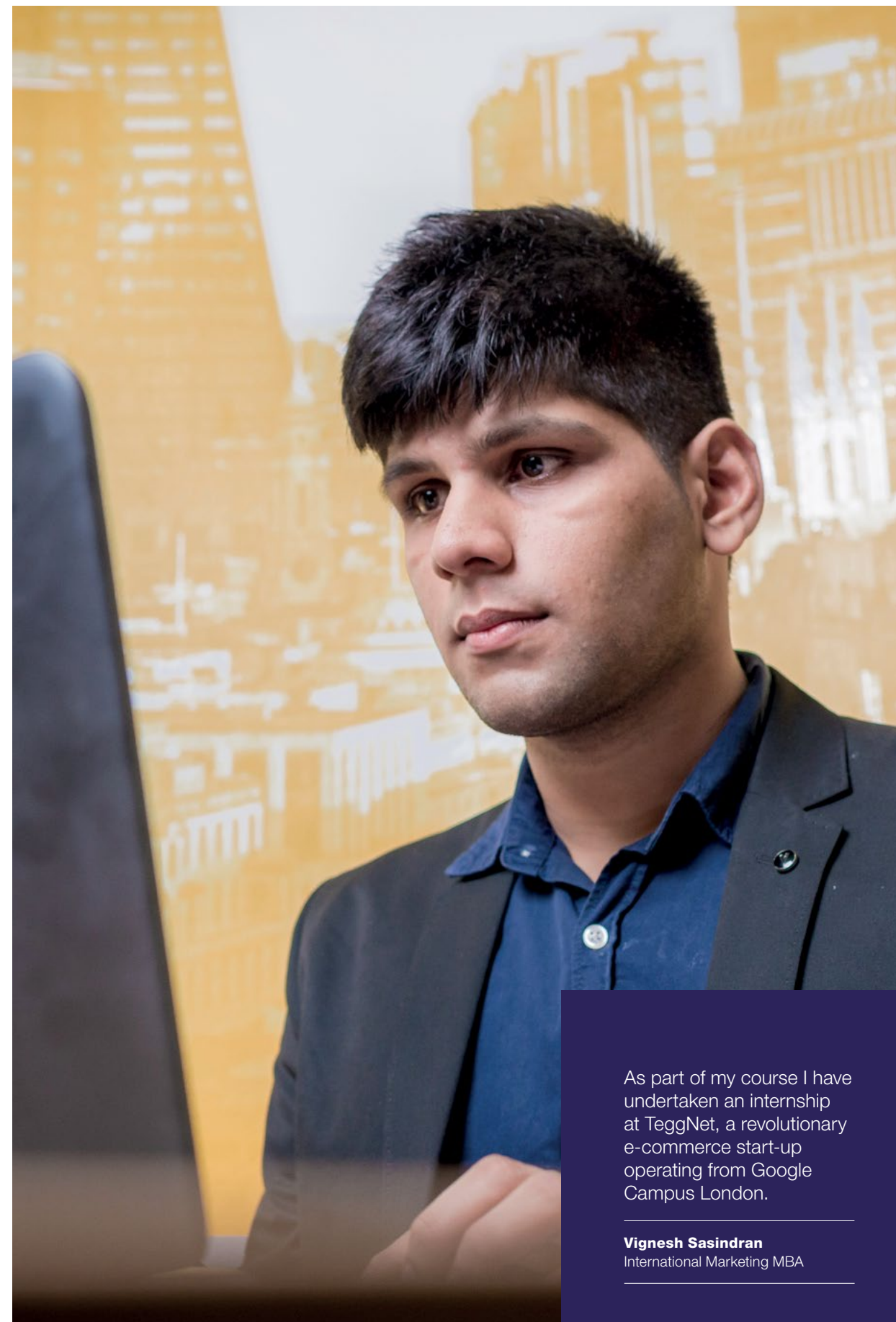
Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

\*Subject to registering as a CMI member. See CMI website for details.

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As part of my course I have undertaken an internship at TeggNet, a revolutionary e-commerce start-up operating from Google Campus London.

**Vignesh Sasindran**  
International Marketing MBA



# MSc courses

Our MSc courses offer the opportunity to gain a deeper understanding in your chosen field with a strong focus on career progression and enhanced employability post-graduation. Many of our academic staff are industry-trained practitioners, and several courses offer field trips and industry visit opportunities.

In addition, you will have the chance to develop career-ready business skills sought after by employers, including teamwork, communication, presentation, and leadership skills. These courses are designed to provide students with the practical skills necessary to lead effectively in the fast-paced world of business.

## Extended Professional Practice

Selected MSc courses offer the option of undertaking Extended Professional Practice. Our Extended MSc courses are delivered over 18 months instead of the usual 12 months, giving you the opportunity to undertake a longer internship or project as part of your course.

You will have the opportunity to gain a deeper understanding of how businesses operate, how to apply theory to real-world scenarios, and to prepare for the world of business with confidence.

Our Careers, Employability and Enterprise team are here to support you in helping to secure an extended placement with the right employer. Whether you are looking to join a small business or a large organisation, the team will work with you to help you achieve your internship goal.

## MSc courses

- Global Financial Trading MSc
- Global Finance MSc
- Professional Accounting MSc
- Enterprise and Innovation MSc
- International Project Management MSc
- International Fashion Marketing MSc
- International Hospitality and Tourism Management MSc

## MSc courses with Extended Professional Practice

- Global Financial Trading MSc
- Professional Accounting MSc
- Enterprise and Innovation MSc
- International Project Management MSc
- International Fashion Marketing MSc
- International Hospitality and Tourism Management MSc





# Global Financial Trading MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent, in a relevant subject. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

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[www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This course is aimed at students with a strong interest in financial trading in integrated financial markets, as well as those looking to pursue a career in global financial trading and related fields.

You will focus on trading and the behaviour of global financial markets through the use of an on-campus simulated Trading Floor, which provides practical exposure and hands-on experience in the art of trading. This course explores the principles of equity trading and evaluation, bond trading and financial derivatives. In addition, you may have the opportunity to gain career-ready business skills sought after by employers, including teamwork, communication, presentation, and leadership skills.

## Why choose this course?

You will be taught by industry-trained academics and practitioners, including some who are chartered accountants, chartered financial analysts and financial risk managers. In addition, you will also have an opportunity to gain industry experience through field trips. Previous trips have included visits to New York, the Bank of England and London Stock Exchange.

## Modules

- Ethics and Quantitative Methods
- Financial Reporting and Analysis
- Trading Economics
- Global Financial Markets
- Valuation of Securities and Equity Trading
- Stochastic Finance
- Algorithmic Trading
- Empirical Finance and Accounting Research Methods
- Financial Derivatives Trading: Options, Futures and Swaps

## Project options

- Internship
- Consulting project
- Simulation
- Dissertation
- Extended Professional Practice with Project

See **pages 20-21** for full details of project options.

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Coventry University London is a modern university close to world-leading organisations, giving me a great opportunity to connect and network with finance professionals.

**Patrick Da Veiga**  
Global Financial Trading MSc



# Global Finance MSc

## Options

1 year full-time or 2 years part-time (UK/EU only\*)

### Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

Please visit website for latest information [www.coventry.ac.uk/london/fees](http://www.coventry.ac.uk/london/fees).

We strive to reward academic excellence by offering a number of generous scholarships to help you reach your goals. For full information, please visit [www.coventry.ac.uk/london/scholarships](http://www.coventry.ac.uk/london/scholarships).

## How to apply

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This master's degree is aligned to professional qualifications such as Chartered Financial Analyst (CFA®) and Financial Risk Manager (FRM™) and recognised by GARP, the Global Association of Risk Professionals. You will have the opportunity to build a specialism in traditional financial analysis, valuation, portfolio management, and either corporate finance and alternative investment, or financial risk management to help you to succeed in rigorous professional exams.

### Why choose this course?

Global Finance MSc is taught by highly qualified and experienced academics holding doctorates and/or professional accreditation such as CFA®. Many of our academics have significant backgrounds in the finance sector, gained from working as financial analysts or managers in leading investment banks, asset management firms or hedge funds, as well as being academic specialists in finance. By studying this course you should develop career ready skills from the use of S&P Capital IQ and Bloomberg in module teaching, and benefit from guest lectures from high profile figures in finance.

### Modules

- Global Financial Markets
- Ethics and Quantitative Methods
- Financial Reporting and Analysis
- Trading Economics
- Valuation of Equity and Fixed Income
- Portfolio Management
- Empirical Finance and Accounting Research Methods

#### CFA® pathway modules\*:

- Corporate Finance
- Fixed Income, Derivatives and Alternative Investment

#### FRM pathway modules\*:

- Risk Analysis and Financial Modelling
- Financial Risk Management

### Project options

- Internship
- Consulting project
- Simulation
- Dissertation

\*Pathway options are subject to student numbers.

See [pages 20-21](#) for full details of project options.

### Accreditations and approvals

This course is accredited as an Academic Partner by the Global Association of Risk Professionals (GARP), a leading organisation administering FRM exams.

University Affiliation Program  CFA Institute®

 GARP | Global Association of Risk Professionals

We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



I was attracted to Coventry University London as it is based in the heart of London, has a diverse range of courses and offered CFA training as part of the curriculum.

**Fabien Aboua**  
Global Finance MSc



# Professional Accounting MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see **page 38** for details.

## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This course is designed for students who have an undergraduate degree in accounting or a related subject, and those who are qualified accountants but want to develop a greater understanding of accounting to enhance their career in wider management roles.

## Why choose this course?

Experience London's financial district by studying at a campus located near to the London Stock Exchange, the Bank of England and Bloomberg. By choosing to study this course you will receive Systems Applications and Products training (SAP) - a sought after skill in the industry. You will also have the opportunity to gain exposure to a technology-rich fully simulated Trading Floor, mirroring a top investment bank, as well as Bloomberg trading software.

## Modules

- Audit, Assurance and Professional Ethics
- Professional Financial Reporting and Analysis
- Taxation
- Empirical Finance and Accounting Research Methods
- SAP Training: HANA and Business Intelligence
- Risk Analysis and Financial Modelling (FRM™)
- Business Analysis
- Global Financial Management or Global Performance Management

## Project options

- Internship
- Consulting project
- Simulation
- Dissertation
- Extended Professional Practice with Project

See **pages 20-21** for full details of project options.

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We regularly review our course content, to make it relevant and current for the benefit of our students. There can also be a period of time between printing these Materials and applications being made and processed by us. Therefore, please contact us before making an application ([info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk)), in case there are any changes to the course you are interested in or to other facilities and services described.



This course prepares students for a number of roles in accounting. Students get experience with industry-standard software such as SAP, Bloomberg and Capital IQ.

**Course Director**  
Professional Accounting MSc



# Enterprise and Innovation MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

### Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

### English language requirements

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## Fees and Scholarships

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## How to apply

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Across the globe, start-up businesses, spin-outs and 'intrapreneurs' are making strong contributions to national economies. As a result, governments and corporate policymakers are now investing heavily in enterprise and innovation. This master's degree will aim to develop your ability to pitch your creativity and originality to solve organisational challenges and deliver growth around the world.

The course aims to increase your confidence in generating, implementing and managing new ideas even in the midst of changing or uncertain contexts. Having an entrepreneurial mind-set will serve you well throughout your career, as you will be taught how to spot opportunities before your competitors or colleagues do, which could help you to negotiate uncertainty and solve problems in unconventional ways.

### Why choose this course?

This master's degree course aims to place a strong emphasis on curiosity, creativity and lateral thinking, which could be ideal for both problem-solving and generating new ideas. You'll be encouraged to explore new and disruptive business models, and could develop new processes and unconventional approaches for tackling challenges. You'll be taught how enterprise creates the business environment in which these new ideas can flourish, while managing risk and balancing the needs of diverse stakeholders.

### Modules

- Understanding Enterprise: Theory and Practice
- New Venture Creation: Idea Generation, Development and Creation
- Entrepreneurial Leadership and Management
- Strategy, Marketing and Management of Sustainable Enterprise
- Scaling a Business
- Innovation and Technology in Business
- Financial Tools and the Legal Environment
- Entrepreneurial Research Methods

### Project options

- Internship
- Entrepreneurship Project
- Dissertation
- Extended Professional Practice with Project

See [pages 20-21](#) for full details of project options.

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This course is about developing a mind-set for innovation and enterprise. How you use that is up to you, but you might find it to be an invaluable advantage in your career.

### Course Director

Enterprise and Innovation MSc



# International Project Management MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-session English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

This intensive course is for people who want to use high-level project management skills to make a difference to the performance of global businesses. Your teaching will reflect the kind of tasks and challenges you may be likely to face in the professional environment.

Study with us for a master's degree in International Project Management and you will have the opportunity to learn the latest, most relevant techniques, and the best industry practice. The course aims to prepare you to sit for a range of professional qualifications including PRINCE2, PMP, SCRUM and APM upon graduation.

## Why choose this course?

Whether you are coming straight from your undergraduate degree or you have already been working in industry, the course has been designed to contain a balance of theory and practice. You will have the chance to learn the essential theory behind project management, see it happening, and put it into practice.

## Modules

- International Business Strategy and Portfolio Management
- Applied International Project Management
- Fundamentals of Marketing, Communication and Negotiation
- People Management and Cross-Cultural Leadership
- Project Management Simulation
- Managing Emergency, Risk and Safety in International Projects
- Business and Management Research

## Project options

- Internship
- Consulting project
- Dissertation
- Extended Professional Practice with Project

See [pages 20-21](#) for full details of project options.

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We pack into the course as much employer contact as we can. All of this builds your CV and could make you stand out in job interviews.

**Course Director**  
International Project  
Management MSc



# International Fashion Marketing MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

### Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

### English language requirements

International students and students whose first language is not English require an IELTS score of 6.5 overall, or equivalent. We also offer Pre-sessional English courses for those who need to improve their IELTS score. Please see [page 38](#) for details.

## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

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This course is ideal for ambitious, highly motivated professionals who are seeking a springboard to a career in global fashion marketing. You'll have access to London's vibrant, global culture, exploring future trends and business practices related to managing fashion and retail brands. Through understanding fashion consumers, communication and marketing, there are opportunities to specialise in digital fashion marketing or luxury fashion branding.

### Why choose this course?

Our location offers a fantastic opportunity to explore the world of fashion, from up-and-coming designers and their pop-up shops, to global trend laboratories, leading high street names and luxury fashion brands. On campus, you can take advantage of our fashion studio equipped with the latest design software.

### Modules

- Strategic Management
- Fashion Marketing and Communication in a Global Context
- Trend Prediction and Fashion Forecasting
- International Fashion Marketing
- Fashion Brand Management
- Business and Management Research Methods

### Digital Fashion Marketing pathway modules\*:

- Digital Fashion Communication
- Innovations in Fashion Retail Marketing
- Buyer Behaviour in a Digital World

### Luxury Fashion Branding pathway modules\*:

- Experiential Branding and PR for the Luxury Market
- Luxury Fashion Retail Marketing
- Buyer Behaviour in the Luxury Sector

### Project options

- Internship
- Consulting project
- Simulation
- Dissertation
- Extended Professional Practice with Project

\*Pathway options are subject to student numbers.

See [pages 20-21](#) for full details of project options.

### Accreditations and approvals

Upon successful completion of the course and selected modules you will be awarded the CMI Level 7 Certificate in Strategic Management and Leadership\*.

\*Subject to registering as a CMI member. See CMI website for details.



With exposure to new designers, high-street stores, and luxury fashion brands, there is no better place to develop as a fashion marketer.

**Napakorn Nissapatorn**  
International Fashion Marketing MSc



# International Hospitality and Tourism Management MSc

available with Extended Professional Practice

## Options

1 year full-time or 2 years part-time (UK/EU only\*)  
(Option for 18-months with Extended Professional Practice available)

## Typical start dates

September and January

## Entry requirements

A second class honours degree (2:2) or equivalent. Applications from candidates with relevant experience will be considered on an individual basis. Work experience is desirable but not essential.

## English language requirements

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## Fees and Scholarships

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## How to apply

Please visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply).

The tourism and hospitality industries reach every part of the globe, and provide a wealth of opportunities and challenges. London is the second most visited city in the world after Bangkok, attracting over 19 million overseas visitors in 2016 – meaning there will be countless opportunities for real-life industry immersion.

You should graduate with a sound understanding of the hospitality and tourism industries, including how to run an operation successfully and in profit. Your learning will be not only highly practical, but also rooted in the global context – helping you prepare to be career-ready for working, or doing business with, organisations anywhere in the world.

## Why choose this course?

Coventry University London has excellent links with top employers, including world-renowned hotel The Ritz London, where previous students have gained industry experience through guest lectures and work experience opportunities.

## Modules

- Strategic Management
- Managerial Finance
- Global Human Resource Management Strategies
- Project Management
- Operations Management in Travel and Tourism
- International Hospitality and Tourism Marketing
- Customer Experience Management in Hospitality and Tourism
- Events and Destination Management
- Business and Management Research Methods

## Project options

- Internship
- Simulation
- Dissertation
- Extended Professional Practice with Project

See [pages 20-21](#) for full details of project options.

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I have just completed my internship with a Danish holiday resort company. It was very interesting as I got to understand multiple areas of the business.

**Tinna Frentz**  
International Hospitality and  
Tourism Management MSc



# Coventry University

Coventry University is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and collaborative international partnerships. We aim to give students as many opportunities as possible to gain new experiences while at university, and we can offer support while you experience the thrills of your new environment.

## A great student experience

We're proud to have been recognised as University of the Year for Student Experience in the Times and Sunday Times Good University Guide 2019, a reputation which is based on a solid foundation of academic and welfare student support. The Lanchester Library on campus is open 24 hours a day, 364 days a year, along with a popular and prolific Students' union that features more than 55 sports clubs and 160 societies, enabling you to relax by doing the things you enjoy.

## A quality learning environment

Coventry University has been awarded Gold for outstanding teaching and learning (TEF 2017); a testament to the quality teaching of our lecturers, and the specialist facilities that our students study in. These learning facilities include our state-of-the-art TV Studio - The Tank, a Bloomberg powered Trading Floor, a mock operating theatre, a Moot Room for mock court cases, specialist computer labs, and even a Harrier T4 aircraft.

In addition to specialist staff and facilities within our academic schools, we provide environments and services designed to help you maximise your potential. Our Disruptive Media Learning Lab and experimental learning areas will inspire you to think differently while our specialist writing and maths support centres can provide advice and guidance on essay and report writing and maths and statistics problem solving, if you need it.

## Find out more:

T: +44 (0)24 7765 7688

[www.coventry.ac.uk](http://www.coventry.ac.uk)

## A global outlook

At Coventry, we encourage you to take advantage of the international opportunities we offer<sup>1</sup>. That's why we've been recognised as 1st for Overseas Student Experiences<sup>2</sup>. You could learn a new language, visit large multinational organisations to learn how they operate, and gain exclusive access to internationally renowned speakers<sup>3</sup>. We've already helped thousands of students to gain a competitive edge in the employment market with global skills and experiences. Wouldn't you like to join them?

## A top student city

Coventry has been named UK City of Culture 2021. This means that you could be at the university when we have our official year of culture and celebrations. Our city-centre single-site campus is located at the heart of Coventry city centre, so everything you need is within a few minutes' walk. And with most first-year student accommodation either on or very close to campus, you will never be far from where you want to go.

## An employability focus

Our careers guidance is designed to help you gain access to the graduate jobs market with additional support available at core subject level (by faculty) to help you gain an edge in the employment market. We can help you to find work experience, join international field trips or study towards industry qualifications<sup>1</sup>. And, unlike many universities, if you choose to undertake an optional work placement or study abroad year, we won't charge you a tuition fee.

<sup>1</sup>Costs may apply.

<sup>2</sup>Based on the number of student trips abroad - HESA 2016/17.

<sup>3</sup>Subject to availability and application process.





# Coventry University undergraduate and postgraduate courses

## Accounting, Finance and Economics

Studying Accounting, Finance or Economics can help you to develop a range of skills valued by employers. Students have access to our Trading Floor, which incorporates 42 dual-screen Bloomberg terminals, offering industry standard tools, such as Thomson Reuters Eikon.

## Art, Design and Fashion

At Coventry University we support your creative ambitions, and you'll have opportunities to share and develop ideas with professionals in your field of work. Graduates have gone to work for well-known companies including the Royal Shakespeare Company, Marvel Studios, Aston Martin, Topshop and ASOS.

## Business and Law

Our Business and Law courses help to prepare you for the real working world. Business and Management students have access to our Business Simulation Suite, allowing students to engage in simulations that replicate modern business environments. If you study Marketing, you'll have access to our DigiComm Lab enabling you to produce digital campaigns. Our law students use our Moot Room, a mock courtroom where you can practise and develop advocacy skills in a realistic environment.

## Computing, Mathematics and Physics

Our suite of Computing, Mathematics and Physics courses focus on applying your knowledge and skills to find solutions to real-world problems. Our specialist facilities develop your technical expertise through access to industry-standard equipment and software including CISCO, cybersecurity, ethical hacking, games technology, mathematics and virtual labs.

## Construction, Energy and Environment

Our courses place an emphasis on your future employability, developing practical skills and the industry knowledge that employers demand. Our suite of facilities include a civil engineering workshop, composites facility, environmental chamber, hydraulics lab, materials lab, building services lab, metrology lab, soils lab, geotechnics lab, CAD studios and our simulation centre.

[www.coventry.ac.uk/courses](http://www.coventry.ac.uk/courses)

## Engineering

Whether you're interested in automotive, mechanical, manufacturing, electrical, civil or aerospace, you're sure to find an engineering course that suits your career aspirations at Coventry University. Our outstanding facilities include our High-Performance Engineering Centre featuring a vertical take-off Harrier Jet, full motion F1 simulator, wind tunnel, hydraulics lab, electronics and electrical power lab and flight simulators.

## Humanities

Our courses provide you with a thorough grounding in English, Languages, History and Politics. We aim to develop your analytical, communication skills and give you that edge when it comes to growing your career. Our teaching staff are research active and bring our disciplines to life by focusing on contemporary issues, and celebrating the development of a critical imagination.

## Life Sciences and Sport

If you share our passion for exploring and understanding the science of life, we can fuel your curiosity. Studying in our Alison Gingell Building, our facilities will prepare you to work in a professional, industrial environment from the day you join us.

## Media and Performing Arts

Our ethos is to provide an environment to develop able artists, musicians and practitioners who are ready for a career in the creative industries. Specialist facilities include recording studios, performance spaces, dance studios, music editing suites, and The Tank Studio, a live HD audio and video production studio that houses high-end broadcasting technology.

## Nursing, Midwifery and Health

A career in Nursing, Midwifery or Healthcare can be one of the most rewarding, challenging and varied professions there is. Our Alison Gingell Building features a mock ambulance, operating theatre, hospital wards, midwifery suite and other real-life healthcare environments. We also have excellent relationships with local NHS trusts.

## Psychological, Social and Behavioural Sciences

Featuring a wide range of expertise in Criminology, Forensic Investigation, Psychology, Social Sciences and Childhood Studies, you'll have the opportunity to engage with the subjects in creative, inventive and exciting ways. Specialist facilities include a psychopharmacology lab, crime scene room and simulation community houses.



The amazing lecturers are always there to push you a little harder so that you can go that extra mile and achieve your dreams.

**Riya Gupta**  
Aerospace Technology  
BEng (Hons) (Graduated 2018)



# Coventry University Online

As part of the Coventry University Group, Coventry University Online enables you to study a postgraduate qualification from anywhere in the world with an internet connection.

Many potential postgraduate students, constrained by work, family commitments or simply a busy lifestyle, feel they can't access education. We developed Coventry University Online to provide an alternative approach to studying a postgraduate degree. Instead of coming to campus to learn, the learning comes to you. So, your living room, the bus you catch to work and the park next to your house could become your lecture theatre.

## Flexible online learning

Online learning is a way of studying from anywhere in the world. You'll still have access to our world-class teaching, but all of your learning will take place online, as you work towards an internationally-recognised qualification.

Studying online with Coventry University puts you in control of your postgraduate degree, allowing you to balance learning with other commitments. If you have a full-time job, you can spread the course over five years – or if you are able to dedicate more hours, complete it within just two years.

No matter what time of day it is or where you are in the world, all you need is a device with internet access. Instead of attending lectures and working with a fixed timetable, you will study at a time and place that suits you.

You'll be able to access video content, virtually connect with tutors and a community of hundreds of fellow students. We provide all essential items such as core textbooks (through the online library), all the study materials you'll need, tutor support, and a 24/7 access to the virtual learning environment FutureLearn.

[www.coventry.ac.uk/online](http://www.coventry.ac.uk/online)

## More benefits of online study

Fitting your study around your lifestyle and commitments can be helpful and there are many more benefits that come with this kind of learning;

- Study from more locations – live on the other side of the country or even the globe? Travel a lot with your job? Online learning can overcome geography, wherever you might be.
- Study at your own pace – online learning has the advantage of an adaptable routine. You can take whatever time you need to fully understand the learning material.
- Flexible payment options – we offer our learners the ability to pay-per-module as well as three enrolment periods per year – January, May and September.
- Dedicated support – highly skilled Student Experience Officers are on hand to provide help and support when you need it.

## How to apply

We have a dedicated Recruitment and Admissions Team to support you through your application process and answer any queries you may have. We accept applications all year round and you can apply online or by contacting our team directly.

Once you have submitted your application, our team will keep you updated every step of the way. If you receive an offer to study with us, we will support you through enrolment before introducing you to your dedicated Student Experience Officer who will support you during your studies.

## Find out more:

T: +44 (0)24 7765 4700

E: [onlinedegrees@coventry.ac.uk](mailto:onlinedegrees@coventry.ac.uk)





# Coventry University Online postgraduate courses

## Courses

### Business and Organisational Psychology MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/business-psychology-online-msc](http://www.coventry.ac.uk/business-psychology-online-msc)

### Construction Management with BIM MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/construction-mgt-online-msc](http://www.coventry.ac.uk/construction-mgt-online-msc)

### Construction Project and Cost Management MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/cost-project-online-msc](http://www.coventry.ac.uk/cost-project-online-msc)

### Cyber Security MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/cyber-sec-online-msc](http://www.coventry.ac.uk/cyber-sec-online-msc)

### Disaster Management and Resilience MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/disaster-mgt-online-msc](http://www.coventry.ac.uk/disaster-mgt-online-msc)

### Emergency Management and Resilience MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/emergency-mgt-online-msc](http://www.coventry.ac.uk/emergency-mgt-online-msc)

### Nursing MSc

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/nursing-online-msc](http://www.coventry.ac.uk/nursing-online-msc)

## MBA courses

### MBA

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/online-mba](http://www.coventry.ac.uk/online-mba)

### MBA with Artificial Intelligence specialism

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/artificial-intel-online-mba](http://www.coventry.ac.uk/artificial-intel-online-mba)

### MBA for Sustainable Tourism Sector

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/sustainable-tourism-online-mba](http://www.coventry.ac.uk/sustainable-tourism-online-mba)

### MBA for Health Care Sector

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/health-care-online-mba](http://www.coventry.ac.uk/health-care-online-mba)

### MBA for Cyber Security Sector

Entry: Sept 2019/Jan 2020/May 2020

- part-time/flexible learning

[www.coventry.ac.uk/cyber-sec-mgt-online-mba](http://www.coventry.ac.uk/cyber-sec-mgt-online-mba)

## Entry requirements

The minimum entry requirement for a taught master's course is the equivalent of a 2:2 undergraduate honours degree or above; please note certain courses require a 2:1 in a relevant academic discipline. Relevant experience will also be considered. Applicants whose first language is not English should have an IELTS of 6.5 overall. Pre-sessional English is available.

## How to apply

[www.coventry.ac.uk/online](http://www.coventry.ac.uk/online)

## Further information

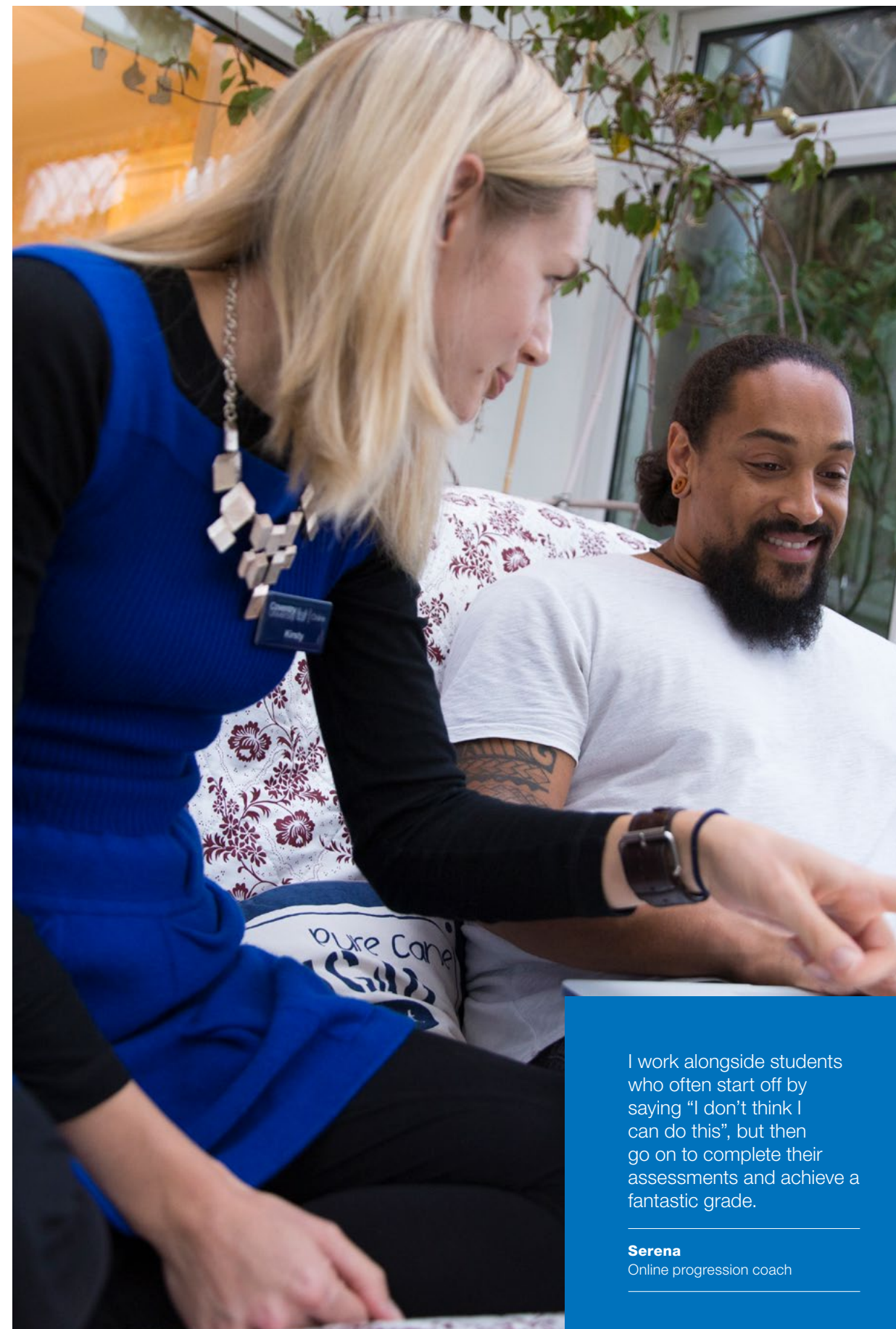
Please visit our website for further course information including details on current course fees.

## How to apply

Association of Business Psychology (ABP) and Chartered Management Institute (CMI) - Business and Organisational Psychology MSc.



Accreditations shall be renewed in accordance with the relevant body's standard review process and subject to the university maintaining the same high standards of course delivery.



I work alongside students who often start off by saying "I don't think I can do this", but then go on to complete their assessments and achieve a fantastic grade.

**Serena**  
Online progression coach



# CU

CU offers a style of university education which is flexible and designed to fit around your life. We aim to provide career-focused courses, coupled with placement opportunities to help prepare you for the world of work.

Students benefit from a variety of modern teaching facilities and a choice of three campuses. We offer a range of academic qualifications all of which are awarded by Coventry University.

## A nationwide offering

The relationship between CU campuses gives you the opportunity to move between each campus after completing an academic year<sup>1</sup>. This means you can study in the city, capital or coast.

CU Coventry's new campus opened in March 2019. Located on the outskirts of the city centre, the teaching space is designed to provide students with a bright, open learning environment.

CU's London campus opened in 2017. CU London is based in the Grade II listed former Dagenham Civic Centre, and offers top quality facilities including a law court, labs, IT suites, breakout study spaces and an on-site restaurant.

CU Scarborough, located on the stunning Yorkshire coast, opened the doors to its state-of-the-art campus in September 2016. The student-centred design means everything you need is located under one roof.

## Study modes that fit modern lifestyles

CU offers a number of flexible study options, ensuring you can study at a pace that suits you.

Full-time classes take place at a fixed time each day, in either the morning or afternoon, so you are able to plan your studies around your life. At CU we understand a September start doesn't suit everyone, which is why we also offer November, January, February, April and June intakes<sup>2</sup>.

If you're looking to get a degree via part-time study, we offer a variety of options including evening and Saturday classes, with opportunities to begin your course in October, January, April and June<sup>2</sup>. Depending on how quickly you would like to finish your course, you can complete a degree in as little as three years.

For selected programmes you could complete your degree in two years via accelerated learning. You'll follow the full-time study pattern but you will study six blocks per year instead of the standard four, therefore completing your degree in two years rather than three.

## An alternative style of university education

CU's offering is specifically tailored to make higher education accessible. We keep our class sizes small to provide you with higher contact hours with tutors and in an attempt to ease the pressure of university life, we've moved away from end of year exams.

We offer a range of BA, BSc, BEng and LLB qualifications, (certain courses are only available at specific campuses). Our courses are also available as HNC level 4 and HND level 5 stages.

Foundation Years provide an entry route onto degree-level study. They are suitable for those who have completed some level 3 study, such as A levels, and want to change subject area or haven't met the entry criteria to start a degree. If you successfully pass this stage, you are guaranteed a place on a CU degree programme.

At CU Coventry and CU Scarborough, we offer Access to Higher Education courses. These are level 3 qualifications which help students to prepare without traditional qualifications for higher education study. They offer an introduction to a subject area as well as provide the skills needed for study at university. If you successfully pass your Access diploma, you are guaranteed a place on a degree course at CU.

## Find out more

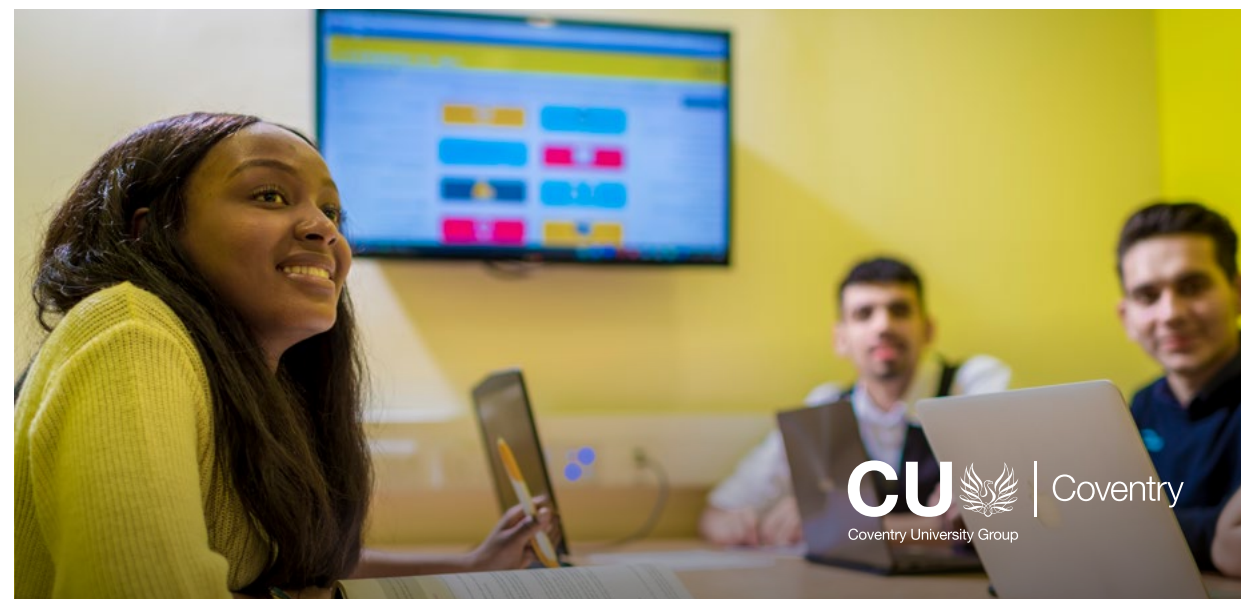
CU Coventry  
talk. **024 7765 8787**  
write. **cuc@coventry.ac.uk**  
see. **www.coventry.ac.uk/cuc**

CU London  
talk. **020 3873 0700**  
write. **cul@coventry.ac.uk**  
see. **www.coventry.ac.uk/cul**

CU Scarborough  
talk. **017 2333 6700**  
write. **cus@coventry.ac.uk**  
see. **www.coventry.ac.uk/cus**

<sup>1</sup>Selected courses only.

<sup>2</sup>Not all start dates apply to all courses/campuses.





# CU courses

Course type	Course title	CU Coventry	CU London	CU Scarborough
Access	Business Studies	•		
	Engineering	•		
	Health & Human Sciences	•		•
	Social Sciences	•		•
Foundation	Accounting & Finance	•	•	
	Applied Biosciences	•	•	
	Business	•	•	•
	Digital Technologies	•		
	Engineering	•	•	•
	Health, Education & Wellbeing	•		
	Health & Social Care		•	•
	Law & Practice	•	•	
Degree	Acting			•
	Adult Nursing			•
	Biological & Chemical Sciences	•	•	
	Business & Law		•	
	Business Management & Leadership		•	•
	Computer Science		•	•
	Counselling: Integrative Theory & Practice	•	•	•
	Cyber Security		•	•
	Digital & Technology Solutions	•		
	Digital Design Consultancy <sup>1</sup>	•		
	Early Childhood Development & Learning	•	•	•
	Electro-Mechanical Engineering	•	•	•
	Financial Services	•	•	
	Health & Social Care		•	•
	Law & Practice <sup>2</sup>	•	•	•
	Management & Leadership	•		
	Marketing & Public Relations	•	•	
	Policing	•	•	•
	Primary Education & Teaching Studies		•	•
	Professional Accounting	•	•	
	Public Health & Community Studies	•	•	•
	Tourism & Hospitality Management	•	•	

<sup>1</sup>Accelerated learning available.

<sup>2</sup>Law & Practice LLB (Hons) available at CU London and CU Scarborough only. Law & Practice BA (Hons) available at CU Coventry only.



The tutors are the first thing I would mention. You can talk to them on the same level and learn from their experience.

**Marta Olkiewicz**  
Tourism & Hospitality Management  
BA (Hons)



# How to apply

## International

### Applying online

1. Visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply)
2. Complete and submit the online application form, making sure you complete all sections and upload all available documents

### Applying by email

1. Visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply)
2. Download the PDF Application form
3. Complete the application form
4. Attach copies of all the required documents as per the document checklist
5. Scan your completed application form and documents and email them to [applications.io@coventry.ac.uk](mailto:applications.io@coventry.ac.uk)

### Document checklist

When submitting your application you will need to provide us with:

- All academic transcripts
- Copies of relevant degree/diploma certificate(s)
- One academic reference
- Where applicable, a recognised English language test score (such as IELTS)
- Your personal statement
- A copy of your current passport

For any enquiries please contact:

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)  
T: +44 (0)24 7765 2152

## UK and EU\*

### Undergraduate courses

All applications for undergraduate courses must be made through UCAS. Please visit [www.ucas.com](http://www.ucas.com) to submit your application.

If you have any queries regarding applications, please contact:

### UK undergraduate students

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)  
T: +44 (0)20 7247 3666

### EU undergraduate students

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)  
T: +44 (0)24 7765 2152

### Postgraduate courses

#### Applying online

1. Visit [www.coventry.ac.uk/london/apply](http://www.coventry.ac.uk/london/apply)
2. Complete and submit the online application form ensuring you complete all sections and upload all relevant documents

For any enquiries please contact:

### UK postgraduate students

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)  
T: +44 (0)20 7247 3666

### EU postgraduate students

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)  
T: +44 (0)24 7765 2152

\*EU students should be aware that there may be a change to UK laws following the UK's planned exit from the European Union, this may change their student status and/or their conditions of study. Coventry University London will act in accordance with the UK's laws in force at that time.



# Opportunities to meet us



## Open Evenings

If you are in the UK then you may wish to visit one of our Open Evenings. These give you the perfect opportunity to see the university and hear from current students and members of staff about what it's like to study at Coventry University London.

A typical Open Evenings often gives you the opportunity to:

- Speak to lecturers and support staff
- Meet current students
- Attend a campus presentation
- Take a tour of the Campus

To find out more and to register, please visit our website at [www.coventry.ac.uk/london/study/meet-us/open-day](http://www.coventry.ac.uk/london/study/meet-us/open-day).

## Meet us at a UK fair

We attend a range of UCAS and Higher Education events across the UK where you can find out more information about the courses that we offer and speak to a member of our Student Recruitment team.

Keep an eye on our website for details of our future events or email [info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk) to find out more.

## Meet us in your country

We attend a range of events around the world. If you would like an opportunity to meet us in your home country or would like information on one of our in-country approved representatives, visit our website at [www.coventry.ac.uk/international-students-hub/events](http://www.coventry.ac.uk/international-students-hub/events) or email [info.london@coventry.ac.uk](mailto:info.london@coventry.ac.uk).

[www.coventry.ac.uk/london/meetus](http://www.coventry.ac.uk/london/meetus)



This document is available in other formats on request. Please contact Marketing and External Affairs on +44 (0)24 7765 7688





**UK students**

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)

T: +44 (0)20 7247 3666

**EU/International students**

Enquiry Form: [www.coventry.ac.uk/london/enquire](http://www.coventry.ac.uk/london/enquire)

T: +44 (0)24 7765 2152

Coventry University London  
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London  
E1 7JF  
United Kingdom

[www.coventry.ac.uk/london](http://www.coventry.ac.uk/london)

Coventry University



Awarded Gold for outstanding teaching and learning 2017.



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[/edu](https://www.coventry.ac.uk/london) and [@Coventry University London](https://www.coventry.ac.uk/london) 