



PROSPECTUS

2019/20

A real business experience

Coventry University

Ranked 12th in UK

Guardian University Guide 2018

Coventry University

**97% employed
or in further study**

DLHE survey 2015/16 -
six months after graduation

Coventry University

**Queen's Award
for Enterprise**

International Trade 2015

Coventry University

**2nd in UK for Teaching
Excellence (TEF)**

Times Higher Education metrics
ranking 2017 - Gold winner

Coventry University

**Ranked No.12
UK University**

Guardian University
Guide 2018

Coventry University

**Top 6 for Student
Experience**

The Times and Sunday Times
Good University Guide 2018

Coventry University

**'First Class'
University**

People & Planet
University League 2017

TEF Gold

Teaching Excellence Framework 2017



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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.



Welcome 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.

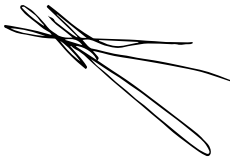
Preparation for the world of work is embedded into all our courses. By consulting with industry experts, we have created bespoke courses that are focused on preparing our students for successful international careers.

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

This tailored combination makes sure that you will have the opportunity to gain substantial insight into real 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





Reasons to choose us

High-achieving institution

You can be confident that you are joining a globally recognised, quality institution, as demonstrated by our recent progression through 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 achieved 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.

Guaranteed* work placement opportunities or work-related project

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.

*Available on selected courses to students meeting eligibility requirements.





Preparing you for the future

Our dedicated Careers, Employability and Enterprise team is 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.

MBA professional development programme

By studying an MBA course at Coventry University London you will also have the opportunity to join a professional development programme designed to help you develop the industry competencies employers are looking for. Built on four pillars of learning – Commercial Focus, Customised Learning, Learning by Discovery and Immediate Results – the programme is delivered through group learning and one-to-one skills coaching.

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.

Networking

You will have the opportunity to take part in career development initiatives such as our High Flyers and Get Ahead programmes, as well as company site visits and interactive classes to build and develop networking skills. Previous students have participated in networking sessions in the financial hub of Canary Wharf and business award events.

Alumni destinations

At Coventry University London we are proud of our highly sought after alumni. Our graduates have taken up positions of employment with globally recognised companies including EY, Deloitte, Standard Chartered Bank and Barclays.





Business and industry links

We engage with a large number of employers across various industries to ensure that you have great opportunities to apply your learning.

Our students benefit from a range of work-related opportunities, including internships and projects, alongside gaining a wealth of knowledge from guest lectures.

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

Case study:

My Ritz London internship

Coventry University London works closely with world-renowned hotel The Ritz London to offer internship opportunities to our students. MSc International Hospitality and Tourism Management student Veronika describes what it was like to apply her skills at The Ritz London: a five-star world class hotel steeped in more than 110 years of history and the finest of British traditions.

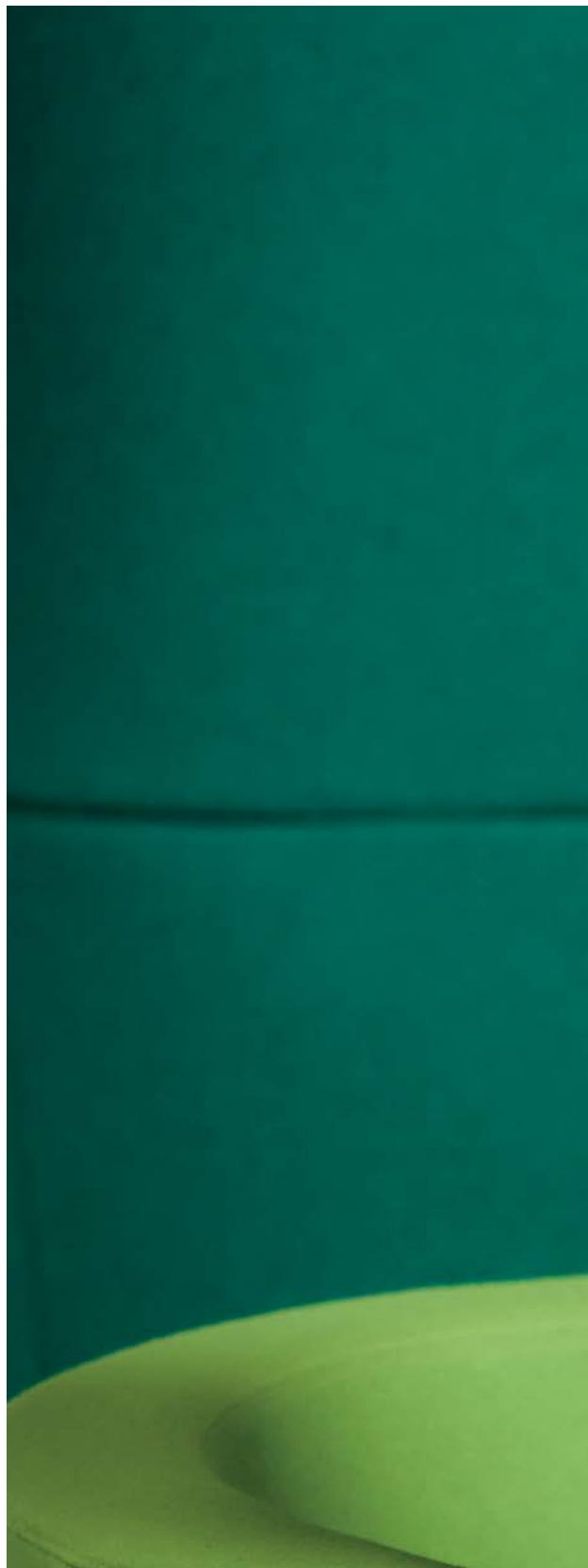
Veronika Corbova from Slovakia talks about her experience at The Ritz London:

“Having worked in the customer service industry for eight years, I was interested in learning more about the delivery of a high end product and the work experience opportunity at The Ritz London offered me exactly this. The Careers, Employability and Enterprise team at Coventry University London contacted The Ritz London on my behalf and within a few weeks I had secured an interview. The team and I worked closely together to prepare for the interview and I was offered more help and support throughout the internship.

“When I found out I had passed the interview, and would be working for a world-renowned hotel, I was really excited and thought the experience would be very beneficial for my future career in the hospitality industry.

“Working in the Human Resource department, I supported the HR team, gaining insightful experience in using industry-specific software and learning how the best in the industry create and implement reward systems for their employees. It was a very busy department to work in which helped me to strengthen my communication and organisation skills – key skills which I know future employers will look for.

“The team were incredibly friendly and helpful and it didn’t take me long to feel part of The Ritz family. At the end of the internship I was delighted to receive positive feedback and a certificate for my work experience.”





The Careers, Employability and Enterprise team at Coventry University London contacted The Ritz London on my behalf to help me secure an interview.

Veronika Corbova – Slovakia,
MSc International Hospitality and
Tourism Management

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 you guaranteed* work experience opportunities or work-related project opportunities as part of your degree. These options may include an internship, an individual or group consulting project, a simulation, or the opportunity to work or study abroad.

MBA students can also choose to develop a business plan through their entrepreneurship project. All our practical project options are assessed and successful completion will count towards the final award. For those who prefer a more academic approach to their project we also offer a dissertation route.

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

As a form of internship, 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. This option gives you an opportunity to put theory into practice and to manage a business from resource allocation through to marketing strategies and financial management, culminating in a written assignment.

*To qualify for work experience with an employer, you must have over 80% attendance and meet the required academic benchmarks.





Work/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.

Turn to page **26** for details about opportunities to gain a global perspective at Coventry University London.

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.

Turn to page **22** for details about the Enterprise Hub and case studies of some of our successful entrepreneurs.

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.

For more information on work experience and project options please see individual course pages.





Case study:

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 from the UK 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, both as a student on campus and as an Ambassador, 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."



I found my experience with Bloomberg, both as a student on campus and as an Ambassador, very valuable when pursuing a career in finance.

Ankit Chandarana – UK,
BA (Hons) Global Business
Management

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 students have successfully launched their businesses in the UK under the Tier 1 (Graduate Entrepreneur) visa.

Students 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 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. Some students undertaking this module may opt to engage further with our Enterprise Hub to help make their business idea a reality.

Enterprise Hub

At Coventry University London, not only can students learn about entrepreneurship, but students can actually experience it as well. Students intrigued by the idea of starting their own business can do so in our Enterprise Hub.

This facility provides an ideal location to meet with future clients, business partners or to 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.





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

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 MBA Global Business 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, taking part in conferences and learning new creative techniques and skills through online workshops.

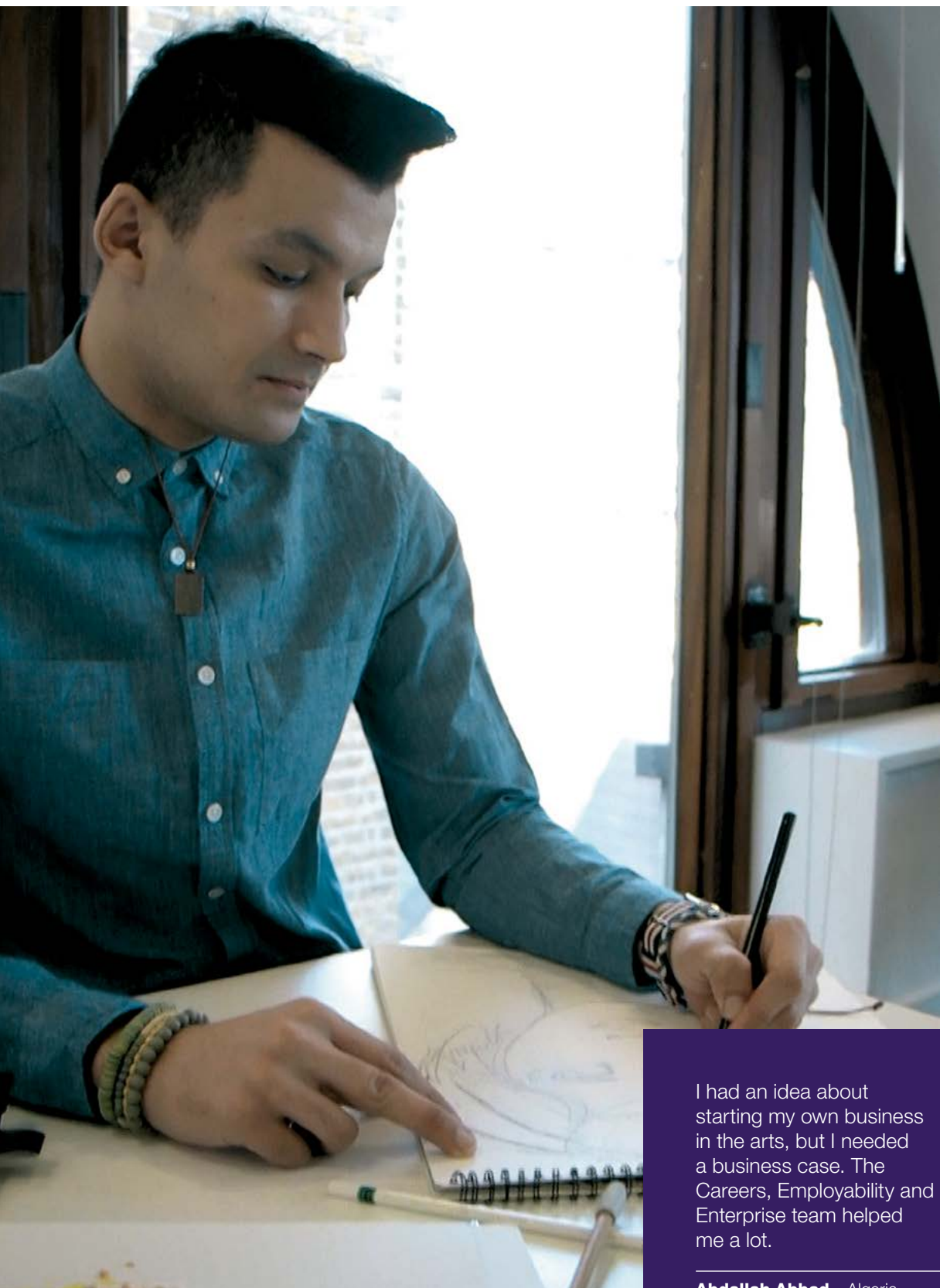
“Customers taking part in the online workshops can choose to follow the step-by-step content in English or French and learn from an international team of 16 artists.

“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.”





I had an idea about starting my own business in the arts, but I needed a business case. The Careers, Employability and Enterprise team helped me a lot.

Abdallah Abbad – Algeria,
MBA Global Business

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 1,600 students from more than 100 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 can demonstrate to a future employer that you are adaptable and able to respond to new situations. This should give 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.

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 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 in a practical and interactive environment. Classes are delivered by native speakers who provide cultural insights and support an authentic learning experience in a relaxed and friendly setting.

By learning a second language alongside a business-related degree, you should gain additional skills sought after by employers globally. In addition to your chosen language, you will gain enhanced communication skills and develop in confidence. The programme currently includes Spanish, French, German and Mandarin options.





London life

There are over 300,000 students in London, and it is easy to see why it has been rated the third best student city in the world*.

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 in addition to the variety of West End musicals and plays on offer.

Parks and green spaces

Almost one third of London is dedicated to green spaces. Hyde Park, St James's Park, Hampstead Heath and Greenwich Park are just a few of the many open spaces to enjoy all year round. Many parks include sports facilities and have excellent views across the city.

Restaurants

Living in London, you will have easy access to food from across the world. You can find everything from American style burgers and fries, to Spanish paella, to Indian or Thai curry. If living in halls of residence accommodation, you will have access to a kitchen where you can cook your own food. Supermarkets and restaurants in London cater for an extremely wide range of needs and tastes. Cuisine from all around the world can be easily found, as can halal, kosher and food types to meet all dietary requirements.

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.

*QS Best Student Cities 2017.





Coventry University London Students' Union (CUSU London)

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.

Student representation and volunteering

CUSU London pride themselves on being a student-led organisation, with the students' experience as their priority. Course Representatives and a Campus Officer are elected throughout the year to represent all students.

A number of our students choose to volunteer their services at events we host on and off campus. This is a great opportunity to meet new friends and develop relevant skills while helping others. In addition, Coventry University London advertises for the recruitment of paid Student Ambassadors throughout the year.

Student societies

Learn new skills and meet new people by joining one of our range of student societies. Existing societies include the Mentoring Cloud, Raise and Give, and cultural societies.

Sports and wellbeing

Sport is a fantastic way to stay healthy and enjoy a deserved break away from your studies. You can take advantage of the many gym providers close to campus. If you are passionate about individual or team sports, CUSU London can help you start your own team or join existing groups.

Social life, visits and activities

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

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.

www.cusu.org/london





Supporting your studies

We recognise that for many students, living away from home is a new experience. Our friendly staff will be available to answer your questions from before you arrive on campus right through to graduation.

Support from the University includes a formal induction and orientation programme at enrolment.

Academic support

The expectations of your academics and the way in which you need to engage may at first be unfamiliar. You can benefit from guidance from our academic teams, and our Spotlight skills workshops which provide you with an opportunity to develop your study and professional skills while gaining a certificate accredited by the Institute of Leadership and Management.

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

Coventry University London has its own Student Support team which is responsible for supporting all of our students. The team provides a broad range of advice and guidance on health and wellbeing in addition to personal, practical and emotional issues. Support and guidance is also provided for students with disabilities and long-term health conditions. This includes assistance with Disabled Students' Allowance for eligible students.

Spirituality and faith

London is a multicultural and multi-faith city with places of worship easy to locate. Our Student Support team can help you find your nearest location.

International student advice

Our dedicated International Student Adviser is available to advise, guide, inform and support international students across a range of issues. This can include information on preparation for coming to the UK and any problems or questions in relation to immigration and visas.





Teaching excellence

We know the difference good teaching can make to your time at university. A great experience can make you happier, help you to learn more 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, so that you can get the best possible results from your time with us and graduate ready to start a successful career.

We are proud of our teaching achievements, including being awarded Gold in the Teaching Excellence Framework, the government's first major assessment of teaching quality. In 2016 we were also awarded 5 stars for our teaching excellence (QS stars 2016) and the prestigious Times Higher Education magazine ranked Coventry University as one of the top-performing higher education institutions.

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 thinking directly into your course.

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 have an opportunity to benefit from a mixture of lectures, seminars and group work, while many assessments are coursework based.





Accommodation

We recognise that deciding where to live is an important factor in selecting your university of choice. Our Accommodation team is able to offer guidance to help you decide.

There are many accommodation options in and around London. Depending on your preference and budget, you can find a suitable house or flat share, or a room 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 how close you want to be to public transport links and the campus, as well as the extensive cultural and social scene that London has to offer.

Halls of residence

There are various student accommodation options close to campus to suit a range of budgets. Halls of residence include studio and ensuite rooms with either private or shared communal facilities.

To help you budget your living expenses, accommodation providers often include additional costs in the price, such as utility bills, internet services or gym membership. This will vary depending on your chosen accommodation provider.

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.

Short stay accommodation

For students who require a short-term accommodation option, we work closely with HFS London who offer high quality host family accommodation. By staying in Homestay accommodation you will not only learn more about English culture, but also have an excellent opportunity to practise your English in an authentic environment.

www.coventry.ac.uk/london/accommodation

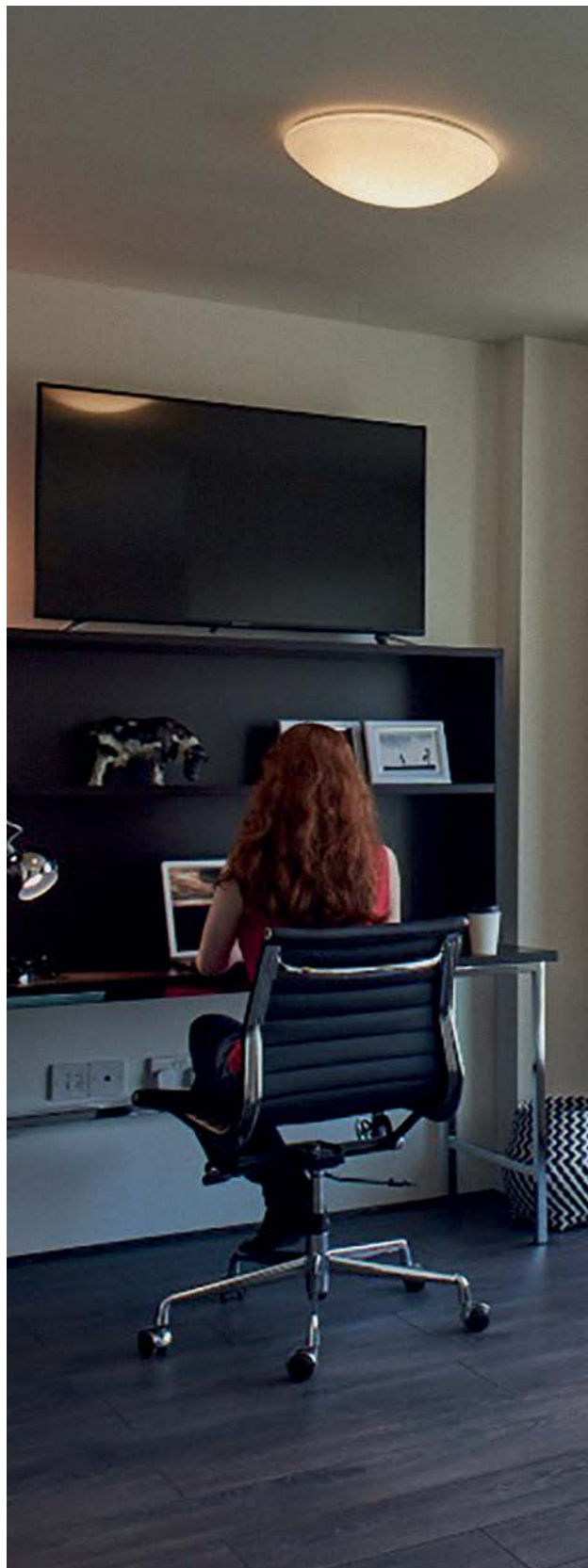




Image supplied by Chapter Spitalfields

Location

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

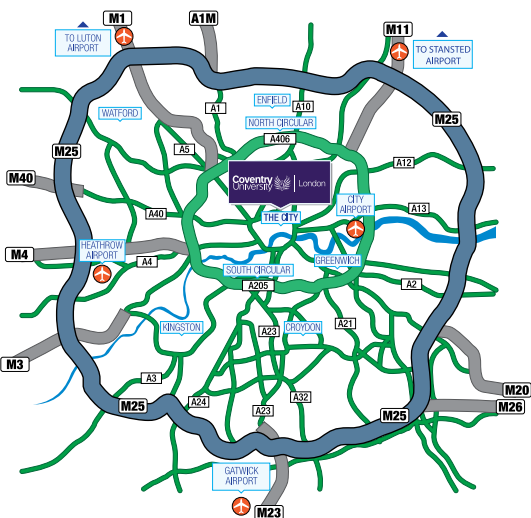
We are located in the centre of London's financial district, just a few minutes' walk from Liverpool Street Station – a key commuting hub.

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.



Coventry University London



Liverpool Street Station



The Bank of England



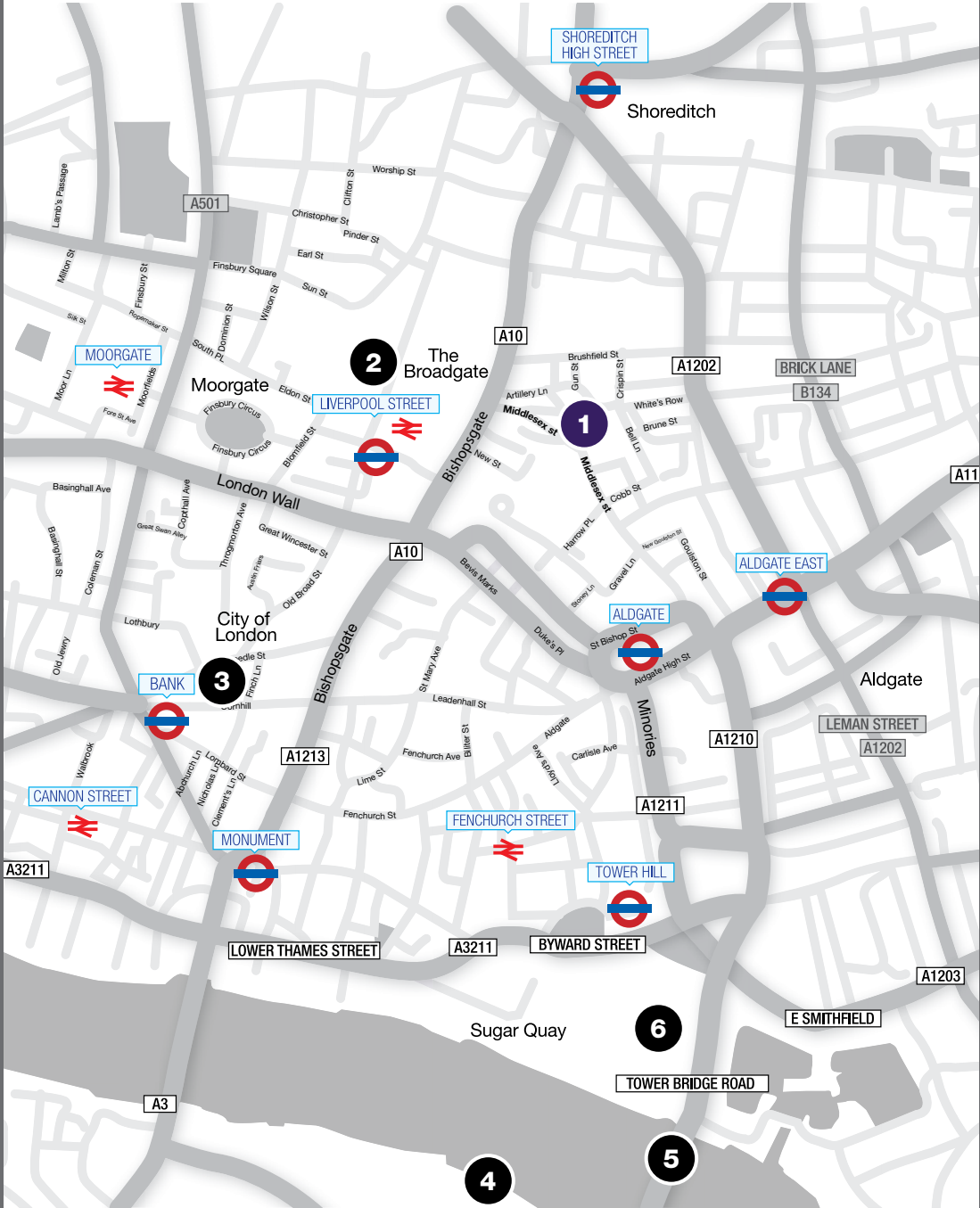
City Hall



Tower Bridge



The Tower of London



Fees and funding

We understand that making the transition to study at university is a significant financial investment. To support this, we have a range of discounts and scholarships that you may be able to take advantage of.

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

Full payment discount

Self-funded students who pay their tuition fees in full for the year before enrolment will be offered a £500* full payment discount.

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.

Fees are correct at the time of the prospectus going to print but may be subject to change. Please check our website for up-to-date information.

*Discount applies to the first year of study only.

UK/EU full-time fees	
Qualification	2019/2020**
BA (Hons)	£9,250 (2018 entry)
BA (Hons) top-up	£9,250 (2018 entry)
MBA	£16,887
MSc	£11,867

International full-time fees	
Qualification	2019/2020**
BA (Hons)	£12,924
BA (Hons) top-up	£12,924
MBA	£16,887
MSc	£14,509

**Per year of study.

Part-time fees will be charged on a pro-rata basis. For information on part-time fees please see our website.



How to pay

International students

Full-time international students (non-EU) are required to pay 66% of the published tuition fee before enrolment. The remaining 34% must be paid within 12 weeks of the course start date. A £500 discount is available to self-funded international students paying their tuition fees in full before enrolment.

Pay by debit or credit card

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

Bank transfer

You can pay your tuition fee by bank transfer. For bank details, please email **tuition.io@coventry.ac.uk**

When making a payment by bank transfer, include your full name, date of birth and application number and notify us of the payment by emailing **tuition.io@coventry.ac.uk** attaching a copy of your payment receipt.

Pay online

Visit our website to pay using the Coventry University London online payments platform.

UK/EU students

UK/EU students may be eligible for loans from the Student Loans Company. If you are not eligible for student loans you can pay your fees in full before enrolment, in two equal instalments or in eight instalments. A £500 discount is available to self-funded students paying their tuition fees in full before enrolment. Please see our website for details of the available payment plans.

Pay by debit/credit card

Call us on **+44 (0)20 7247 3666**.

Pay online

Visit our website to pay using the Coventry University London online payments platform.

www.coventry.ac.uk/london/howtopay





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**
- **Help you develop your study skills and the professionalism needed for effective participation in the UK higher education system and the wider business world**
- **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





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

Foundation programmes

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

Programmes

- **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 for up-to-date information on progression requirements. For fees, start dates and more information about our foundation programmes, please visit our website.

www.coventry.ac.uk/london/isc





Our courses





Undergraduate courses overview

By studying an undergraduate degree course at Coventry University London, you will be taking your first steps to becoming a career-ready, global-enterprising graduate.

We offer nine business-related undergraduate courses: four degrees and five top-up degree courses.

All of our courses include work experience opportunities designed to allow you to gain valuable experience while studying towards your degree.

You can find more information about all of these degree courses over the next few pages.

- **BA (Hons) Global Business Management**
- **BA (Hons) International Finance and Accounting**
- **BA (Hons) International Fashion Management and Marketing**
- **BA (Hons) International Hospitality and Tourism Management**
- **BA (Hons) Global Business (top-up)**
- **BA (Hons) Global Marketing (top-up)**
- **BA (Hons) Accounting and Finance for International Business (top-up)**
- **BA (Hons) International Hospitality and Tourism Management (top-up)**
- **BA (Hons) International Fashion Management and Marketing (top-up)**

www.coventry.ac.uk/london/courses





BA (Hons) Global Business Management

Options

3 years full-time, 4 years sandwich or 5 years part-time (UK/EU only)

UCAS code: N122

2.5 years full-time accelerated

UCAS code: N123

www.coventry.ac.uk/ug/N122

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 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships

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

How to apply

Please visit

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 and is successful 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



I was attracted to study at Coventry University London due to the final project options which mean that I can graduate with work experience.

Mariana Sampaio
Brazil

BSc (Hons) Applied Global Marketing

Options

3 years full-time, 4 years sandwich or
5 years part-time (UK/EU only)

UCAS code: N55B

www.coventry.ac.uk/ug/N55B

Typical start dates

October

Entry requirements

BBB grades from at least three A2 or equivalent qualifications. Five GCSEs at grade A*-C 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 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

We strive to reward academic excellence by offering a number of generous scholarships to help our students reach their goals.

For full information, please visit

www.coventry.ac.uk/london/scholarships

How to apply

Please visit

www.coventry.ac.uk/london/apply

This exciting and contemporary course is focused on data and analytics, offering a set of career-ready practical skills which are very much in demand from employers around the world. You should become confident at gathering, interpreting and presenting data to support strategic planning and decision-making, using research, statistics and modelling to help 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



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

Course Director

BSc (Hons) Applied Global
Marketing

BA (Hons) International Finance and Accounting

Options

3 years full-time, 4 years sandwich or
5 years part-time (UK/EU only)

UCAS code: NN3L

2.5 years full-time accelerated

UCAS code: N302

www.coventry.ac.uk/ug/NN3L

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 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

www.coventry.ac.uk/london/apply

Study international finance and accounting in the Square Mile, the heart of the world's leading financial centre where you will be taught by tutors with international experience, who will draw on their work and research 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 taught to use a wide range of industry-standard software, leading to SAGE/CIMA certification, demonstrating your ability to use the market leader in accounting software.

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
- Islamic Finance
- 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.





I was highly impressed with the course outline, especially the added benefit of receiving accreditation from professional bodies such as ACCA and CIMA.

Iga Nowak
Poland

BA (Hons) International Fashion Management and Marketing

Options

3 years full-time, 4 years sandwich or
5 years part-time (UK/EU only)

UCAS code: WN2N

2.5 years full-time accelerated

UCAS code: W2NN

www.coventry.ac.uk/ug/WN2N

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 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

www.coventry.ac.uk/london/apply

London is one of the world's biggest fashion capitals. From Mary Quant's iconic 1960s mini skirts to Vivienne Westwood's dramatic punk frock, from Carnaby Street to Brick Lane, 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 its fabulous street markets to 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 have the opportunity to network with figures from industry, and could even work on a live project for a client. Field trips in the UK and Europe are frequently organised by the fashion team.

Modules

Year One:

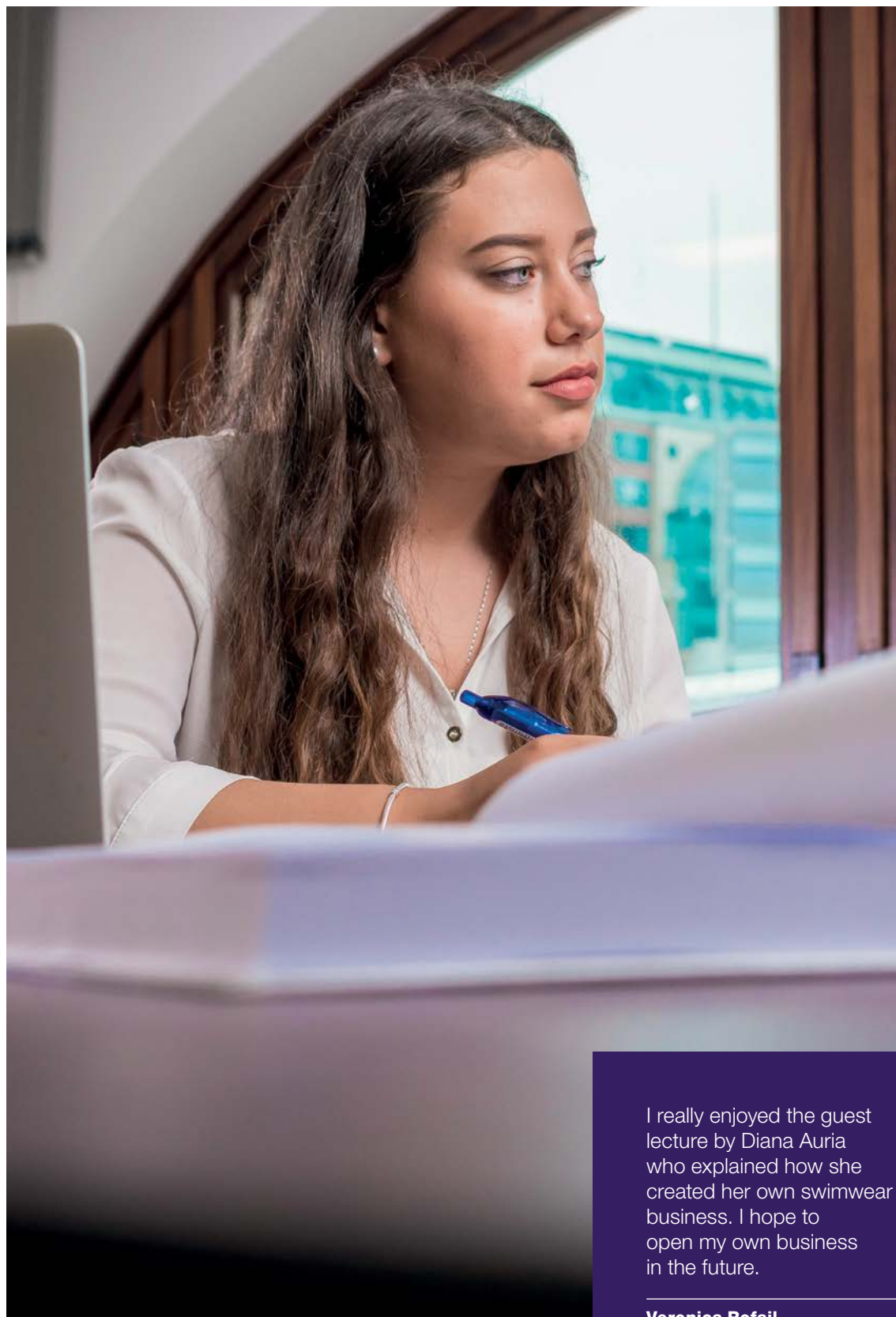
- Professional and Academic Skills for the Fashion Industry
- The History and the Future of Fashion
- Introduction to Contemporary Fashion Marketing
- Business and Management Essentials for Future Fashion Managers
- International Fashion Industry and Cultural Studies
- Future Global Fashion Business

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



I really enjoyed the guest lecture by Diana Auria who explained how she created her own swimwear business. I hope to open my own business in the future.

Veronica Rofail
UK

BA (Hons) International Hospitality and Tourism Management

Options

3 years full-time, 4 years sandwich or 5 years part-time (UK/EU only)

UCAS code: N832

2.5 years full-time accelerated

UCAS code: 832N

www.coventry.ac.uk/ug/N832

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 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

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, welcoming thousands of tourists every day. 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.



London is a tourism hub with an abundance of opportunities. The University is in the heart of the City, providing opportunities to explore and learn.

Agam Chug
India

BA (Hons) top-up courses

Options

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

Global Business

UCAS code: N190 www.coventry.ac.uk/ug/N190

Global Marketing

UCAS code: N55A www.coventry.ac.uk/ug/N55A

Accounting and Finance for International Business

UCAS code: N900 www.coventry.ac.uk/ug/N900

International Hospitality and Tourism Management

UCAS code: NN18 www.coventry.ac.uk/ug/NN18

International Fashion Management and Marketing

UCAS code: W230 www.coventry.ac.uk/ug/W230

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-session English courses for those who need to improve their IELTS score.

Please see page 44 for details.

Fees

UK/EU full-time fees: TBC

International full-time fees: £12,924 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

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.

BA (Hons) Global Business (top-up)

This course will help you to develop an understanding of the challenges of international business including the areas of 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

BA (Hons) Global Marketing (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



BA (Hons) Accounting and Finance for International Business (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.



BA (Hons) International Hospitality and Tourism Management (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

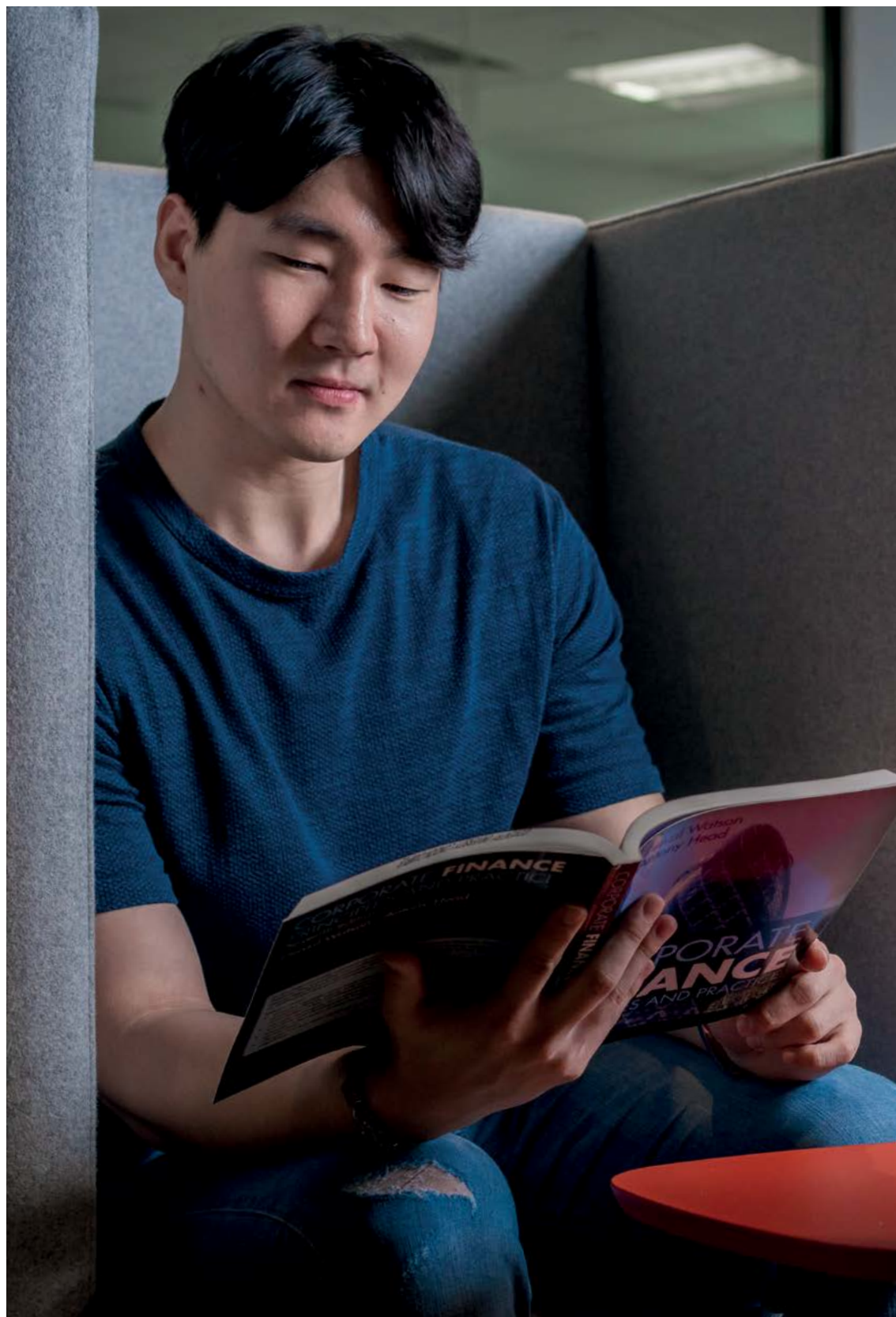
BA (Hons) International Fashion Management and Marketing (top-up)

London is one of the most important fashion capitals of the world. Studying in the heart of the City of London can open up many different paths to understanding this dynamic subject as well as helping you 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. It will appeal if you want to better understand 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



Postgraduate courses overview

By studying a postgraduate degree course at Coventry University London, you will be taking your first steps towards advancing your career to the next level.

We offer 10 postgraduate courses covering a variety of business-related areas.

All of our courses are infused with a number of work experience opportunities designed to help you gain valuable practical skills while studying towards your degree.

MBA courses

- **MBA Global Business**
- **MBA Global Financial Services**
- **MBA International Fashion Management**
- **MBA International Human Resource Management**
- **MBA International Marketing**

MSc courses

- **MSc Global Financial Trading**
- **MSc Global Finance**
- **MSc Professional Accounting**
- **MSc International Fashion Marketing**
- **MSc International Hospitality and Tourism Management**

www.coventry.ac.uk/london/courses





MBA courses

Options

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

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year.

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

www.coventry.ac.uk/london/apply

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 Global Business

Options

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

Typical start dates

September, January and May

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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For full information, please visit

www.coventry.ac.uk/london/scholarships

How to apply

Please visit

www.coventry.ac.uk/london/apply

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, problem-solving, decision-making, 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 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 can 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 16-18 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.





At Coventry University London, we get much more than a degree: we receive employability support, seminars delivered by business leaders, and CV workshops.

Ruobing Zhang
China

MBA Global Financial Services

Options

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

Typical start dates

September and January

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

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 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 16-18 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.





I have found the Bloomberg Trading Floor and S&P Capital IQ room very useful as I have been able to find updated information about listed companies and financial information.

Priscilia Jessica
Indonesia

MBA International Fashion Management

Options

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

Typical start dates

September and January

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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For full information, please visit

www.coventry.ac.uk/london/scholarships

How to apply

Please visit

www.coventry.ac.uk/london/apply

MBA International Fashion Management aims to provide a comprehensive understanding of the fashion industry. 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 retailing 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 inputs 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 16-18 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.





I was able to secure an internship with Diane Von Furstenburg during London Fashion Week. This provided me with great exposure to how fashion buyers work.

Meliza Mendoza
Philippines

MBA International Human Resource Management

Options

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

Typical start dates

September and January

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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

How to apply

Please visit

www.coventry.ac.uk/london/apply

MBA International Human Resource Management 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 international networking opportunities with professionals from different parts of the world. 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 HRM in Practice
- Resourcing and Talent Management
- Developing People
- Employee Engagement

Project options

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

See pages 16-18 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.





Being a Coventry University London student in the City of London is a unique experience which has prepared me for the professional world with confidence.

Gunjan Chawla
India

MBA International Marketing

Options

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

Typical start dates

September, January and May

Entry requirements

A good quality honours degree 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 44 for details.

Fees

UK/EU and International full-time fees:

£16,887 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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For full information, please visit

www.coventry.ac.uk/london/scholarships

How to apply

Please visit

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 are triggering new market realities, demanding 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 16-18 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.





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
India

MSc Global Financial Trading

Options

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

Typical start dates

September and January

Entry requirements

A good quality honours degree or equivalent. Applications from candidates with relevant experience will be considered on an individual basis.

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 44 for details.

Fees

UK/EU full-time fees: £11,867 per year

International full-time fees: £14,509 per year

Part-time fees will be charged on a pro-rata basis.

Please visit website for latest information

www.coventry.ac.uk/london/fees

Scholarships and discounts

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www.coventry.ac.uk/london/scholarships

How to apply

Please visit

www.coventry.ac.uk/london/apply

This course is aimed at students with a strong interest in financial trading in integrated financial markets. It addresses the needs of students who are looking to pursue a career in global financial trading and related fields, such as financial analysis.

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 will 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 for Finance
- 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

See pages 16-18 for full details of project options.



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
Portugal

MSc Global Finance

Options

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

Typical start dates

September and January

Entry requirements

A good quality honours degree or equivalent. Applications from candidates with relevant experience will be considered on an individual basis.

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 44 for details.

Fees

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How to apply

Please visit

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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?

MSc Global Finance 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

*Pathway options are subject to student numbers.

Project options

- Internship
- Consulting project
- Simulation
- Dissertation

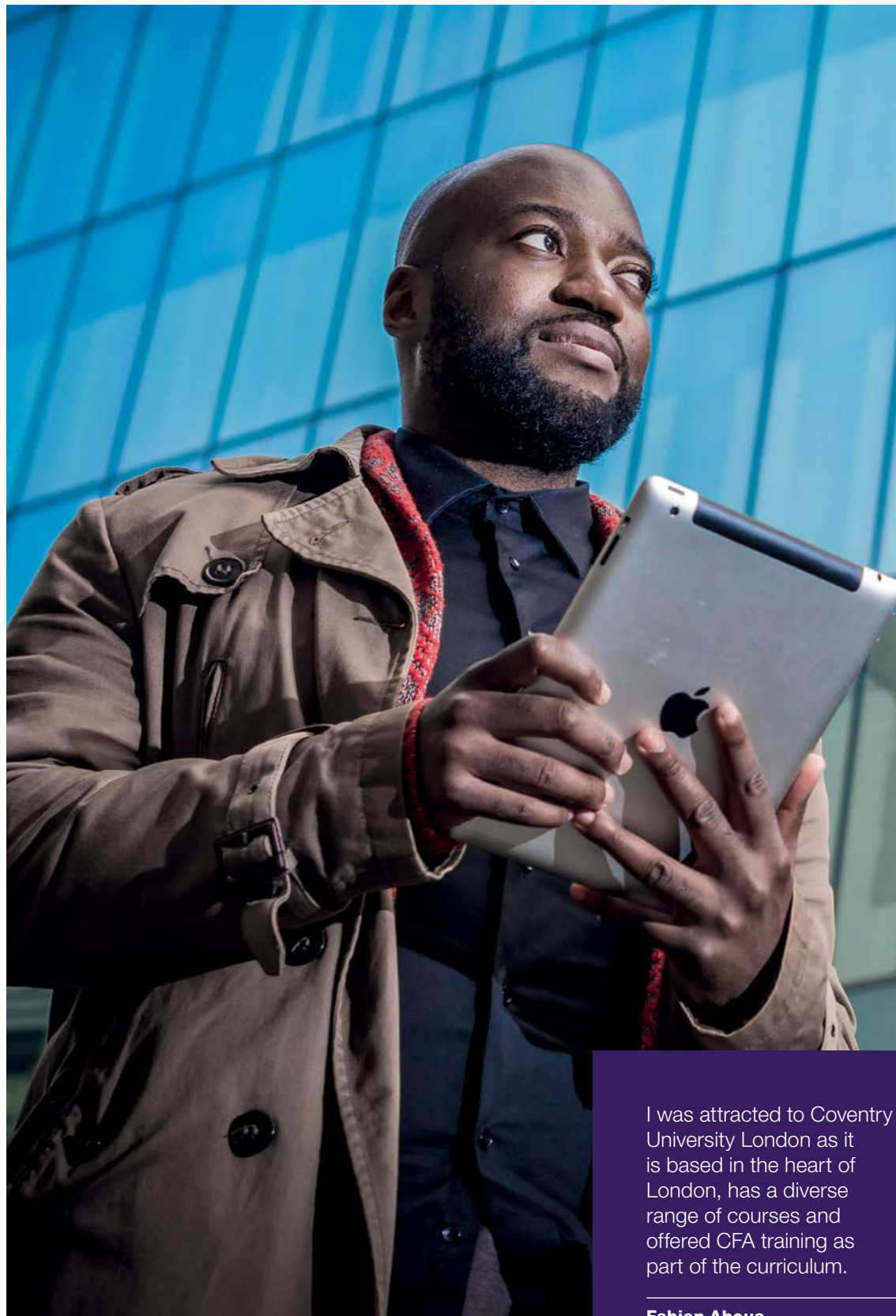
See pages 16-18 for full details of project options.

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



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
Canada

MSc Professional Accounting

Options

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

Typical start dates

September

Entry requirements

A good quality honours degree or equivalent. Applications from candidates with relevant experience will be considered on an individual basis.

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 44 for details.

Fees

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www.coventry.ac.uk/london/scholarships

How to apply

Please visit

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. In addition to this you will have the opportunity to gain exposure to a technology-rich fully simulated Trading Floor, mirroring a top investment bank, and 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

See pages 16-18 for full details of project options.



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
MSc Professional Accounting

MSc International Fashion Marketing

Options

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

Typical start dates

September

Entry requirements

A good quality honours degree or equivalent. Applications from candidates with relevant experience will be considered on an individual basis.

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 44 for details.

Fees

UK/EU full-time fees: £11,867 per year

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www.coventry.ac.uk/london/scholarships

How to apply

Please visit

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This course is ideal for a wide range of ambitious, highly motivated professionals seeking a springboard to a career in global fashion marketing. You 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

*Pathway options are subject to student numbers.

Project options

- Internship
- Consulting project
- Simulation
- Dissertation

See pages 16-18 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.





As one of the fashion capitals of the world, London is vibrant and full of culture. I really enjoyed the practical elements of my course and the varied guest lectures.

Alisa Harinasuta
Thailand

MSc International Hospitality and Tourism Management

Options

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

Typical start dates

September

Entry requirements

A good quality honours degree or equivalent. Applications from candidates with relevant experience will be considered on an individual basis.

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 44 for details.

Fees

UK/EU full-time fees: £11,867 per year

International full-time fees: £14,509 per year

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www.coventry.ac.uk/london/fees

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How to apply

Please visit

www.coventry.ac.uk/london/apply

The tourism and hospitality industries reach every part of the globe, triggering a wide range of responses, opportunities and challenges. London is the second-most visited city in the world after Bangkok, attracting over 19 million overseas visitors in 2016 – so you will have countless opportunities to immerse yourself in the travel and tourism industries.

You should graduate with a sound understanding of the hospitality and tourism industries, including how to run an operation successfully and profitably. 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 HRM 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

See pages 16-18 for full details of project options.



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
Denmark

How to apply – International

Applying online

1. Visit **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**
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**

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**
T: **+44 (0)24 7765 2152**

www.coventry.ac.uk/london/apply





How to apply – UK and EU

Undergraduate courses

All applications for undergraduate courses must be made through UCAS. Please visit **www.ucas.com** to submit your application.

For any enquiries please contact:

UK undergraduate students

Enquiry Form: **www.coventry.ac.uk/london/enquire**

T: **+44 (0)20 7247 3666**

EU undergraduate students

Enquiry Form: **www.coventry.ac.uk/london/enquire**

T: **+44 (0)24 7765 2152**

Postgraduate courses

Applying online

1. Visit **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**

T: **+44 (0)20 7247 3666**

EU postgraduate students

Enquiry Form: **www.coventry.ac.uk/london/enquire**

T: **+44 (0)24 7765 2152**

www.coventry.ac.uk/london/apply





Opportunities to meet us

Open Days

If you are in the UK then you may wish to visit one of our Open Days.

What happens during an Open Day?

Although the programme during an Open Day may vary, a typical Open Day often gives you the opportunity to:

- Speak to a lecturer about your chosen area of study
- Ask the Student Recruitment team about entry requirements
- Speak to the Student Support team
- Find out about accommodation options
- Talk to a current student
- Attend a campus presentation
- View our campus facilities

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 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 information on one of our in-country approved representatives, visit our website at www.coventry.ac.uk/international-students-hub/events or email info.london@coventry.ac.uk for more information.

www.coventry.ac.uk/london/meetus









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**

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** for the most up-to-date information concerning course content and accreditation, course fees, scholarships, bursaries and entry requirements for the relevant academic year.



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UK students

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EU/International students

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

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United Kingdom



Awarded Gold for outstanding teaching and learning 2017.



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