Bournemouth University

Welcome to the Business & Management Webinar

Dr Chris Chapleo

Senior Lecturer, The Business School

Bournemouth University

Webinar content

- Bournemouth University overview
- The Business School
- Our course portfolio
- Work placements
- Research in The Business School
- Bournemouth University International College
- Entry requirements
- Scholarships
- Support available
- Accommodation & Bournemouth
- Q & A

Bournemouth University

A Top University

THE QUEEN'S ANNIVERSARY PRIZES FOR HIGHER AND FURTHER EDUCATION 2011

Awarded a Queen's Anniversary Prize for Higher & Further Education

First to be commended for student learning opportunities.

QAA UK Quality Assured Reviewed 2013

89% of graduates employed/in further study within six months of graduating*

"BU has over 17,000 students including 2,000 international students from 100 different countries"

Dedicated international support

*Destination of Higher Education Leavers Survey 2012/13

Bournemouth University

£200m facilities investment by 2018

EcoCampus Gold

The Business School overview

Four academic departments:

- Human Resources & Organisational Behaviour
- Strategy & Marketing
- Law
- Accounting, Finance & Economics

- BU is a member of **AACSB** International – the Association to Advance Collegiate Schools of Business
- 544 postgraduate students of which 391 are international students
- 50 different nationalities
- Dedicated international support
- Work experience opportunities now available at postgraduate level

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Our facilities

Lecture theatres

Seminar rooms

Technopods

E-learning resources and group work areas

Our facilities

Social spaces

Our course portfolio

Our courses aim at providing:

- **academic content** geared to the **professions**
- a **student-centred** learning environment
- emphasis on **intellectual achievement** and **employability**
- **real business experience**
- an **international** perspective:
  - international **staff**
  - international **students**
  - international **study opportunities**
  - **units** with an international **focus**

Our course portfolio

Postgraduate courses
The Bournemouth MBA
MSc Consumer Behaviour
MSc Innovation Management & Entrepreneurship
MSc International Management
MSc Management with Human Resources
MSc Management with Project Management

Key facts

- 12 months (September start)
- 15 months (January start)
- Placement option available
- Study 6 units plus a dissertation

Course fees (MSc)

UK/EU: £9,000

Non-EU: £13,500

MBA fees

UK/EU: £9,500

Non-EU: £14,000

5% early bird discount on fees
if you pay your tuition fee before or within seven days of enrolment

The Bournemouth MBA

Bournemouth University

September 2015

A core programme provides comprehensive knowledge and skills in business and management, before extending into one of several specialisms.

Core units

- Personal & Professional Development
- Accounting & Financial Management
- Contemporary Issues in the Global Business Environment
- Strategic Applied Marketing
- Performance Management & Analytics
- Leadership & Organisational Behaviour
- Strategic Management

Specialisms

- Advanced Marketing
- Business in New Media Environments
- Business Law and Intellectual Property
- Entrepreneurial Management
- Financial Services
- Industrial Economics

Career opportunities

- Associate Director
- Business Lecturer
- Head of Economic Development Services
- Head of Brand & Strategic Management
- Head of ITCS
- Project Leader
- Senior Operations Engineer
- System Development Manager

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MSc Consumer Behaviour

September 2015

Understanding consumers is crucial for achieving success in any market. An MSc in Consumer Behaviour will provide you with the skills to understand consumer preferences, influences, decision making and behaviour in the buying process.

Career Opportunities

- Consumer insight
- Product/service design
- Consumer research
- Media & advertising
- Branding
- Consultancy

Course content

- Consumers in the Market place
- Consumer Services Marketing
- The Connected Consumer
- Consumer Culture Theory
- The Mindful Consumer
- Consumer Market Research
- Consumer Behaviour Dissertation
- Optional work experience

MSc Innovation Management & Entrepreneurship

January 2015 | **September 2015**

MSc Innovation Management and Entrepreneurship will give you insights and practical experience in the issues facing new business ventures and renewing established businesses through fostering creativity, design and new ways of thinking.

Course content

- Managing People
- Marketing & Strategy
- Accounting & Financial Management
- Business Models, Resources & Intellectual Property
- Project – Entrepreneurship in Practice or Innovation in Practice
- Choice of two optional units
- Optional work experience

Career opportunities

- Entrepreneur
- Manager in a corporation
- Social enterprise Manger (e.g. charities)
- Entrepreneurial finance (venture capital, business angels, banks etc.)
- Management consultant
- Central government, inter-governmental roles.

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MSc International Management

January 2015 | **September 2015**

Be it people, strategy, networks or markets….they all require expert management. The difference between strong and poor management can mean the difference between success and failure. Empowering yourself with the business skills and acumen will ensure you will be a successful, dynamic leader.

Career opportunities

- Financial Consultant
- Marketing Manager
- Management Communicator
- Tourism
- Consultancy

Course content

- Managing People
- Marketing & Strategy
- Leadership Essentials
- Contemporary Issues in Management
- Business Relationships & Networks
- Managing in Global Markets
- Research Project
- Optional work experience

MSc Management with Human Resources

January 2015	September 2015

You will develop an ideal blend of specialist human resource and generalist management expertise in order to stand out in the highly competitive HR career market.

Career opportunities

- HR adviser
- HR manager
- Internal HR consultant
- Training
- Employment law

Course content

- Managing People
- Marketing & Strategy
- Leadership Essentials
- Organisation & Employment Studies: Issues & Debates
- People Resourcing & Development
- International Human Resource Management
- Research Project
- Optional work experience

MSc Management with Project Management

January 2015 | **September 2015**

The line between success and failure in any project is a lot of pressure on any manager's shoulders. Empowering yourself with project management skills and business acumen will ensure you can be a successful, dynamic leader.

Career opportunities

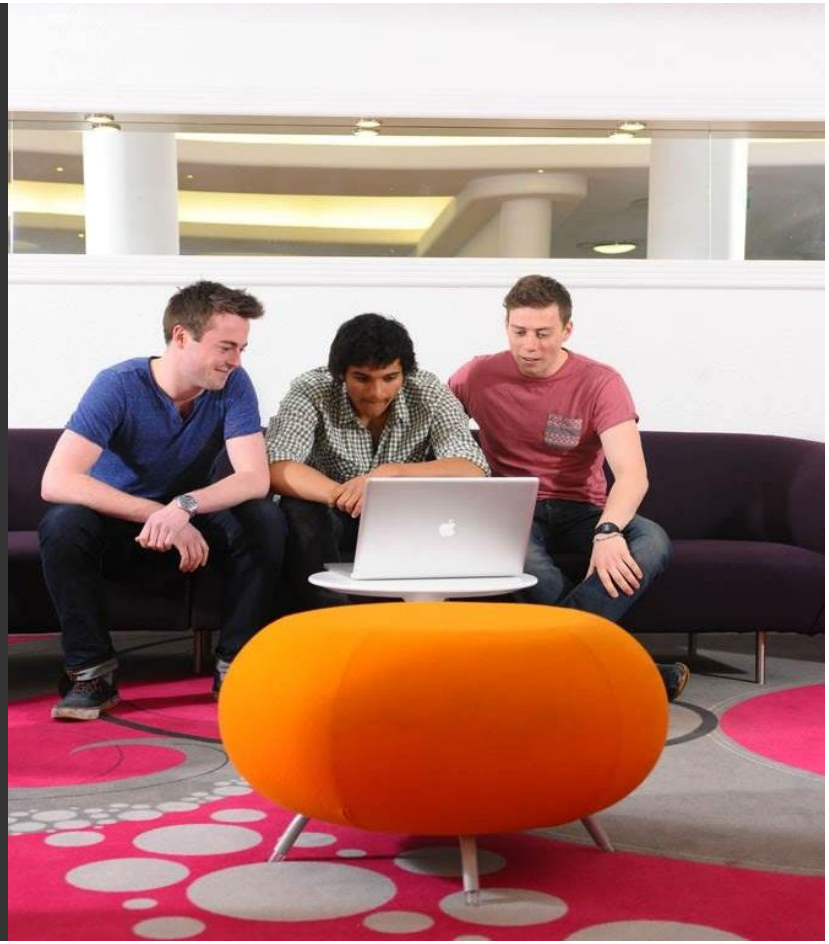
- Project manager
- Change Manager
- Business Development Manager

Course content

- Managing People
- Marketing & Strategy
- Leadership Essentials
- Contemporary Issues in Project Management
- Project Management Fundamentals
- Corporate Governance & Ethics
- Research Project
- Optional work experience

Delivery & assessment

- Range of delivery methods, including lectures, seminars & guest lectures
- Emphasis on **Self-Managed Learning**
- Wide **range** of assessment methods used including reports, presentations & examinations
- Combination of **individual** and **group** work
- Pass rates over 95%
- Typical seminars group size c20



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Work placements

- All our Business & Management courses offer the opportunity to undertake a work placement as part of the research project unit.
  - Help from experienced placements office staff with preparing CVs, covering letters and interview techniques
  - Work experience will inform your final research project
  - Flexible model with work options ranging from a few days up to three months
  - Opportunity to engage in live case studies and consultancy projects.

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Real-world research

Stakeholder perceptions of the Cornwall Finfish Aquaculture Demonstration Project

Leadership and governance at the House of Commons

Research is integral to all that we do at BU, all of our students being taught by people undertaking research and it feeding back into courses

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Research degrees

Research degrees
Masters by Research (MRes)
Master of Philosophy (Mphil)
Doctor of Philosophy (PhD)

- We welcome applications for projects linked to any of our research areas
- BU provides a range of fully-funded and match-funded PhD studentships to support outstanding candidates
- For more information about our research themes and academic expertise, visit: www.bournemouth.ac.uk/research

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Bournemouth University International College

Our courses

- Pre-Master's
- Master's Enhancement Programme
- Pre-sessional English for University Study Programme
- Preparatory English tuition

www.KIC.org.uk/bournemouth

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Entry requirements

The Bournemouth MBA

- Bachelor Honours degree 2:1 or equivalent (all subjects considered);
- IELTS (Academic) 6.5 (minimum 6.0 in writing, 5.5 in other components) or successful completion of the Pre-sessional English for University Study Programme.

MSc Consumer Behaviour

- Bachelor Honours degree 2:1 or equivalent in Business, Management or Marketing;
- IELTS (Academic) 6.5 (minimum 6.5 in writing and speaking, 6.0 in other components) or successful completion of the Pre-sessional English for University Study Programme.

Conversion courses (MSc)

- Bachelor Honours degree 2:2 or equivalent (all subjects considered);
- IELTS (Academic) 6.0 (minimum 5.5 in each component) or successful completion of the Pre-sessional English for University Study Programme.

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Scholarships – January 2015

UK/EU students

- Academic Excellence Scholarship - £2,000
- BU Santander scholarship - £5,000
- BU sports scholarship – up to £5,000
- BU music scholarship – up to £1,000

Non-EU students

- BU Santander Scholarship - £5,000
- Academic Excellence Scholarship - £3,000
- The Business School Dean's Scholarship - **50%** tuition fee reduction
- The Business School Dean's ASEAN Scholarship - **50%** tuition fee reduction

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Scholarships – September 2015

UK/EU students*

- Academic Excellence Scholarship - worth £2,000
- BU Vice-Chancellor's Scholarship - most promising postgraduate applicant – 100% tuition fee waiver
- BU sports scholarships - up to £5,000
- BU music scholarships - up to £1,000
- The Business School Dean's Scholarship (part-time course)

Non-EU students*

- Academic Excellence Scholarship - £3,000
- BU Vice-Chancellor's International Scholarship - 50% tuition fee reduction
- BU Vice-Chancellor's International Scholarship - most promising applicant -100% tuition fee waiver
- The Business School Dean's Scholarship - **50%** tuition fee reduction
- The Business School Dean's MBA Scholarship - **25% or 50%** tuition fee reduction

* Our September 2015 scholarships are still to be confirmed, but are likely to be as above.

Support available

Academic support

- Disability & Additional Learning Support
- Language Centre
- Library & Learning Support
- Study Support
  - Academic writing
  - Critical analysis
  - Exam and revision techniques
  - Presentations
  - Referencing
  - Avoiding plagiarism

Health and wellbeing

- Chaplaincy
- Counselling
- Medical Centre

Dedicated International Student Support

Specialist International Student Support Officer providing dedicated one to one Academic and Pastoral support both pre and post arrival at BU.

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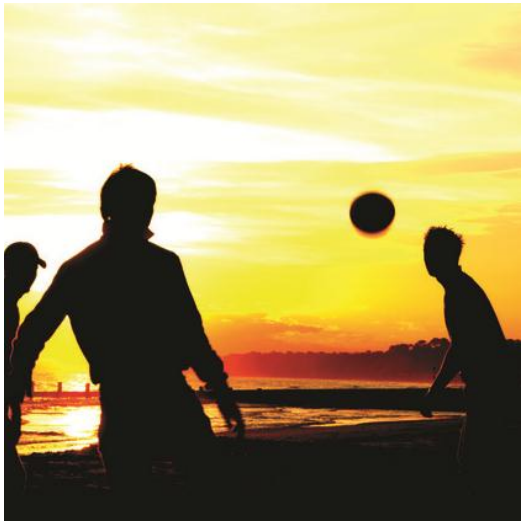
Bournemouth …
a great place to study and live…



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Any questions?

Contact askBU

Tel: 01202 961 916
Visit: www.bournemouth.ac.uk/askBU
E-Mail: **askBUenquiries@bournemouth.ac.uk**

Find out more information:

- **Meet BU in your country:**
  www.bournemouth.ac.uk/international
- **Local contacts in your country:**
  www.bournemouth.ac.uk/representatives
- **Online Seminars and Chats:**
  www.bournemouth.ac.uk/online-events
- **Open Days:**
  www.bournemouth.ac.uk/opendays
- **Fees and funding:**
  www.bournemouth.ac.uk/pg-funding
- **Course information:**
  www.bournemouth.ac.uk/courses