A real business experience

International Study Centre prospectus
Welcome to a real business experience

This prospectus is your guide to the Coventry University London Campus International Study Centre. We provide specialist degree preparation for ambitious international students. Our programmes will not only prepare you to excel in your studies, but will also help you to lay the foundations for a successful future career.
To ensure Coventry University students maintain a leading edge in business, the University launched the London Campus in the heart of the financial district in 2010. By studying in one of the most successful financial centres in the world, you will benefit from an unrivalled opportunity to gain real-world business experience and connect with global industry leaders.

Through our unique internationally orientated programmes, you will develop the invaluable knowledge and skills required to operate across national and cultural boundaries and work successfully in the organisations of the future.

As one of the largest providers of business-related degree programmes in Europe, Coventry University London Campus is dedicated to delivering enterprising graduates who are ready for global careers.

If you are looking to engage in the business world, to start your own entrepreneurial endeavour, or to be a key part in the financial life of the city, rest assured Coventry University London Campus has the right equipment to help you thrive through all challenges and achieve success.

Lavinia Rusu from Romania
BA (Hons) Global Business Management
Globally recognised institution
When you join Coventry University London Campus, you can be confident that you are joining a well-ranked, globally recognised institution.

Coventry University is ranked 15th in the UK by the Guardian University Guide 2017 and earned the title of Modern University of the Year for three consecutive years in the Times and Sunday Times Good University Guide. It is a popular choice for ambitious, career-focused students who want to live and learn in a modern, multicultural city.

Best location for business
As one of the most successful business and financial centres in the world, London is a unique and exciting place to live and study. As the University is located in the fast-paced heart of the city, near London’s booming financial district and start-up scene, you will benefit from excellent work-based learning opportunities in global organisations. You can also attend networking events with industry leaders, helping you to build new connections that will benefit your career.

Career-focused teaching
All programmes at Coventry University London Campus are delivered with your employability in mind. Preparation for the world of work is embedded into your programme. Your lecturers offer a wealth of global experience from a range of industries, allowing them to deliver intensive and relevant programmes that are focused on preparing you for a successful international business career.

Throughout your studies, you will develop valuable career-relevant skills through teamwork, business simulations and real-world work experience. You will also benefit from industry-leading initiatives to help you prepare for graduate employment, including essential training in key areas such as career planning and marketing yourself.

Innovative programme delivery
Programmes at Coventry University London Campus are lively, interactive and relevant to the global business world. With a range of internationally focused programmes available, you will gain the knowledge and skills required to succeed in today’s global economy.

To support your studies, you will have access to cutting-edge campus facilities including technology-enabled teaching and learning environments, a simulated trading floor, developed with input from financial industry leaders, an Enterprise Hub, a Standard and Poor’s computer suite and a Fashion Studio.

Why choose Coventry University London Campus?

Shortlisted for
Entrepreneurial University of the Year 2016
The Times Higher Education Awards 2016

Coventry University
Top Modern University in the UK
The Times and Sunday Times Good University Guide 2016

Having studied in three different continents I can definitely say Coventry University London Campus has been my by far my best experience.

The University provides excellent teaching as all Teaching Fellows apply real industry situations to theory and frameworks. I can honestly say I could not think of a better place to study.

Devon Spooner,
South Africa
BA (Hons) Global Business (top up)
Guaranteed* work experience opportunities or work-related projects
Our aim to deliver career-ready global graduates means that our programmes are infused with opportunities for you to gain practical work experience. Work experience at Coventry University London Campus can be undertaken in a variety of ways depending on your chosen area of study. These options may include an internship, an individual or group consulting project or a simulation.

As an alternative to these options, you can choose to develop a business plan (Entrepreneurship Project) or opt to undertake a dissertation. These work-related options can give you the opportunity to:

- Work independently on a real business issue with an employer's guidance
- Build commercial awareness and understanding in the context of decision-making
- Develop effective communication and presentation skills
- Build a strong set of personal and professional skills
- Acquire first-hand experience of the business and working culture of an organisation
- Put theories into practice.

Industry links
Coventry University London Campus has well-established relationships with a range of industry partners, from large global organisations to small business start-ups. Our partners include companies like Genesis, Jaguar Land Rover, Deloitte and Lloyds Banking Group.

These partnerships provide the chance to apply your knowledge through a range of excellent work-experience opportunities, such as internships or consulting projects, or learning from guest speakers.

Internships
An internship is the perfect opportunity to demonstrate your ability to grasp business concepts and showcase your awareness of current business issues. Students work with employers from a variety of industries based in the UK and beyond.

Consulting project
As a form of internship, you may act as an external consultant for a business, either individually or as part of a group, advising the business on a specific project or issue relating to your field of specialism.

Business 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. You will put theory into practice as you manage your business from resource allocation through to marketing strategies and financial management.

Entrepreneurship project
The Entrepreneurship project offers you the opportunity to identify, create and develop a unique business venture.

If you are intrigued by the thought of starting your own business, you can do so at our Enterprise Hub, where you can make your business idea a reality.

Dissertation/research project
As an alternative to a work-experience project, you can carry out independent research into a current business issue and become an expert in your chosen field. This expertise will help you to stand out in today’s highly competitive, global recruitment market by exerting yourself as an industry expert.

To qualify for work experience with an employer, students must have over 80% attendance and demonstrate excellent academic performance throughout their programme.

Coventry University
95% of graduates are employed or in further study
DLHE Survey 2013/14

Completing my MBA at Coventry University London Campus was probably the best decision I have ever made. Not only does it give you the chance to meet people from all over the world, it equipped me with the knowledge necessary to enter the active market. Most importantly, it gave me the opportunity to work for an oil consultancy firm in my last term, via an offsite consulting project.

Ndack from Senegal
Master of Business Administration
Oil and Gas Management
Our Centre provides international students with a direct route to a range of degrees at Coventry University London Campus. We offer expert teaching, small class sizes and a supportive environment to help you gain the specialist skills and knowledge you need for success.

**Our programmes**
- International Foundation Year
- International Year One
- Pre-Master’s Programme

Each programme is modular in structure and consists of academic subjects, study skills and essential English language training. By the end of your programme, you will be fully prepared for your chosen degree at Coventry University London Campus.

**A taste of university life**
To prepare you for university-level study in the UK, we will introduce you to the style of teaching and learning that you will experience when you progress to your degree. You will learn via one-to-one tutorials, small seminars and as part of larger lecture groups.

**Excellent facilities**
Our degree preparation programmes are delivered at our own specialist teaching centre in London. Located close to all the amenities and opportunities the city has to offer, your time at the International Study Centre is the perfect introduction to student life in London. You will learn alongside other like-minded international students preparing for business-focused degree study at Coventry University London Campus.

During your time at the International Study Centre, we will help you to build a strong network within Coventry University London Campus too. You will meet with University staff during a special induction and take part in taster sessions hosted at the London Campus.

**CareerAhead**
From day one, we will help you to develop the mindset and focus you need to build a successful career. Our CareerAhead programme will help you prepare for the world of work by developing your skills in key areas such as planning, organisation and leadership.

CareerAhead is completely integrated into your course and personalised based on your intended career path. When you progress to your studies at Coventry University London Campus, you will have the opportunity to build on the career-relevant foundation you have started at the International Study Centre.

**Degree progression**
Once you complete your programme at the International Study Centre and achieve the required grades, you can progress on to your chosen degree at Coventry University London Campus.

Your classes will range from lectures and workshops to interactive activities and meetings with guest speakers. You will learn about the importance of managing finance to achieve business success, and will explore enterprise and creative solutions to business problems. You will also study the basic principles, concepts and models of microeconomic and macroeconomic analysis and acquire a range of business and core mathematical skills relevant to undergraduate study at Coventry University London Campus.

Once you complete the programme and achieve the required grades, you can enter the first year of your chosen degree.

**Modules**
These modules are designed to prepare you for successful study at Coventry University London Campus.

- Academic English Skills
- Personal Learning and Thinking Skills
- Investigating Business
- The Competitive Business Environment
- The Legal and Financial Environment

**Progression degrees**
- BA (Hons) Global Business Management
- BA (Hons) International Fashion Management and Marketing
- BA (Hons) International Finance and Accounting
- BA (Hons) International Hospitality and Tourism Management

*Degrees and grades required are subject to change

For full module descriptions and the latest information, please visit [www.coventry.ac.uk/londoncampus/isc](http://www.coventry.ac.uk/londoncampus/isc)

**Key facts**

| Entry dates: | October or February |
| Course length: | Three terms |
| Progression: | First year of your chosen degree |
| Entry requirements: | Academic: Good high school graduation grades or equivalent academic study |
| English language: | IELTS 4.5 overall (with 4.0 in writing) |
| Age: | 17+ |
In your lectures, workshops and meetings with guest speakers you will acquire basic financial and management accounting skills. You will also learn about profitability in production and investment appraisal techniques, as well as the role of stakeholders, organisations and organisational behaviour models and their use.

You will examine basic concepts of economic theory and their practical applications, the principles of marketing, market research techniques and how consumer behaviour impacts marketing strategies. You will also explore how ethics, innovation, globalisation and economic and social trends affect the business environment.

**Modules**

These modules are designed to prepare you for the challenges of undergraduate degree-level study at Coventry University London Campus.

- Academic English Skills
- Financial Environment
- Introduction to Marketing
- International Business Culture
- Markets and Marketing
- Organisational Behaviour

Once you complete the programme and achieve the required grades, you can enter the second year of your chosen undergraduate degree at Coventry University London Campus.

**Progression degrees**

- BA (Hons) Global Business Management
- BA (Hons) International Hospitality and Tourism Management
- BA (Hons) International Finance and Accounting

*Degrees and grades required are subject to change

For full module descriptions and the latest information, please visit [coventry.ac.uk/londoncampus/isc](http://coventry.ac.uk/londoncampus/isc)

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**International Year One**

**Business, Management, Accounting and Finance**

The International Year One is an intensive, three-term programme, which is equivalent to the first year of an undergraduate degree.

**Pre-Master’s Programme**

**Business, Marketing and Management, Accounting and Finance, Fashion, Hospitality and Tourism, and Energy**

The Pre-Master’s Programme is a two-term programme designed to prepare ambitious international students for postgraduate study at Coventry University London Campus.

Through lectures, workshops, special guest speakers and interactive activities, you will learn about economics and the principles of operations management. You will explore financial and management accounting, including the mathematical techniques used for managerial decision-making.

You will also learn to understand, apply, and analyse strategic business models and familiarise yourself with research methods, including ways of interpreting data.

Once you successfully complete the programme, you can enter your chosen postgraduate degree at Coventry University London Campus.

**Modules**

These modules are designed to prepare you to reach your full potential as a postgraduate student at Coventry University London Campus.

- Academic English Skills
- Economics and Financial Analysis
- Research and Quantitative Methods
- Strategic and Operations Management

**Progression degrees**

- MBA Global Business
- MBA Global Financial Services
- MBA International Marketing
- MBA International Human Resource Management
- MBA International Fashion Management
- MBA Global Energy and Sustainability Management
- MBA Oil and Gas Management
- MSc Global Finance
- MSc Global Financial Trading
- MSc Professional Accounting
- MSc International Fashion Marketing
- MSc International Hospitality and Tourism

**October intake**

- MBA Global Business
- MBA Global Financial Services
- MBA International Marketing
- MBA International Human Resource Management
- MBA International Fashion Management
- MBA Global Energy and Sustainability Management
- MBA Oil and Gas Management
- MSc Global Finance
- MSc Global Financial Trading
- MSc Professional Accounting
- MSc International Fashion Marketing
- MSc International Hospitality and Tourism

*Degrees and grades required are subject to change

For full module descriptions and the latest information, please visit [coventry.ac.uk/londoncampus/isc](http://coventry.ac.uk/londoncampus/isc)

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**Key facts**

**International Year One**

- Entry dates: October or February
- Course length: Three terms
- **Progression:** Second year of your chosen degree
- **Entry requirements:**
  - Academic: Completion of secondary school plus one year of further study
  - English language: IELTS 5.0 overall (with 5.0 in writing)
  - Age: 18+

**Pre-Master’s Programme**

- Entry dates: October or February
- Course length: Two terms
- **Entry requirements:**
  - Academic: A recognised first degree
  - English language: IELTS 5.5 across all skills
  - Age: 20+
As one of the world’s largest and most multicultural cities, London has much to offer. From famous sights, museums and theatres, to fashion, restaurants and shopping, it’s little wonder that London consistently ranks among the best student cities in the world.

London is:

- Globally renowned for its tourist attractions, including four World Heritage Sites
- Full of green space, including beautiful parks such as Hyde Park, St James Park, Hampstead Heath and Greenwich Park
- World famous for its shopping, with stores such as Liberty, Hamleys and Harrods
- Home to hundreds of supermarkets and restaurants that cater for a huge range of tastes
- Incredibly well-connected, with five international airports and a high-speed rail link to Europe
- A global centre for business and industry
- Easy to navigate, with a fantastic transport system allowing you to get around the city quickly and easily.

A global city for business

There is no better way to learn about business than to live and study in the heart of one of the most successful business and financial centres in the world. Studying in London puts you in close proximity to the headquarters of leading multinational companies as well as today’s most innovative start-ups, offering you incredible networking opportunities and the chance to see for yourself how global companies operate.
**Student life**

With a student population of over 300,000, London is one of the world’s most dynamic student cities. Once you progress to your degree studies, Coventry University London Campus provides you with the perfect work/life balance and all the support you need to succeed.

**Student societies**

Learn new skills and meet new people by taking part in our on-campus societies. Existing societies include the Mentoring Cloud, Film Society, the Raise and Give Society and a variety of cultural societies.

**Trips and activities**

The Student Engagement team organises on-campus activities and trips throughout the year across London and beyond. Previous trips have included Thorpe Park theme park, Windsor, Eton, the Isle of Wight, Oxford, Paris, Amsterdam and Brussels. For international students, this is an ideal way to experience the culture of the UK and Europe.

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**Support and accommodation**

Coventry University London Campus recognises that, for many students, living away from home is a new and exciting experience. Our friendly staff are available to offer support and guidance throughout your studies.

**Supporting your studies**

Your experience here begins with a formal induction and orientation programme. We will give you advice on matters such as accommodation, opening a bank account and getting around London. Enrolment week at Coventry University London Campus is a fun introduction to student life and has previously included a visit to the London Dungeon, Madame Tussauds and Tower Bridge.

**Here when you need us**

The Academic and Student Information teams provide ongoing advice to all international students on a range of issues. The Student Information team also offers practical guidance on student life in London, while the student-led societies run regular social activities on and off campus.

Looking for career advice? Our Employability, Careers and Enterprise Team focuses on building industry links and preparing you for your internship or work-related activity.

**Your home away from home**

London is an exciting city to live in, with a variety of high-quality and affordable accommodation options for students to choose from. At the International Study Centre, we work with a trusted student accommodation provider to ensure you can find your perfect home in London.

When you progress to your degree, you can continue to use this provider to secure your accommodation should you choose to. Alternatively, the Accommodation team at Coventry University London Campus can recommend a number of halls of residence and privately rented accommodation options.

To learn more about your accommodation options and the booking process, visit coventry.ac.uk/londoncampus/isc.
Your time at the International Study Centre is the perfect opportunity to explore the city and settle into London life. You can enjoy the nearby parks, world-class museums and iconic sites, while being only a short bus or tube ride away from the Coventry University London Campus location.

**Coventry University London Campus**

Once you successfully complete your programme at the International Study Centre, you will progress onto your chosen degree programme at Coventry University London Campus where you can enjoy full access to the campus and facilities.

Coventry University London Campus is located in the centre of London’s financial district, just a few minutes walk from Liverpool Street Station. Based in the heart of the City of London, the campus is just minutes away from the Bank of England, the London Stock Exchange and many of the world’s leading organisations and famous landmarks.

Your journey begins here...

If you would like to apply to study at Coventry University London Campus International Study Centre, you will need to complete an application form and submit the relevant documentation.

You can either apply through your local education agent or directly via our website.

If you are applying directly and have a question, our Student Enrolment Advisers will be happy to help. They speak a variety of languages and understand several more.

Call: +44 (0) 1273 339333

For full application information, visit coventry.ac.uk/londoncampus/isc

Student insurance

It is essential that international students have the protection of personal insurance while in the UK. To cover you as a student at the International Study Centre, you can purchase our Study Care insurance cover. This policy will cover you for loss of personal possessions and travel delay, as well as provide medical insurance until the end of your International Study Centre academic programme.

You can purchase Study Care insurance as part of your application process. If you prefer not to take out this insurance, you must provide proof of alternative adequate insurance cover.
The International Study Centre programmes are provided by Study Group in collaboration with Coventry University London Campus. Programmes at the International Study Centre are delivered by Study Group. Study Group is a global leader in preparing students for international academic success and rewarding careers through a life-changing learning experience. We offer customised programmes across higher, language and online education starting from high school to lifelong learning. Study Group taught more than 70,000 students from 163 countries across the UK, Europe, USA, Canada, Australia and New Zealand in 2016.

Disclaimer
This prospectus is issued for the general guidance of students considering entry to Coventry University London Campus International Study Centre from 2017. The information is correct at the time of going to press and the programmes and services described herein are those which Study Group is planning to offer. We make every effort to ensure that the content of our prospectus, website and other materials is accurate. However, on occasion it may be necessary to alter certain aspects of a module or programme, for example if changes are required to meet external requirements; or if programmes are over-subscribed and the quality of teaching would be adversely affected as a result.

In such circumstances we may have to alter the timetable, change the teaching location of the programme or, in extreme cases, cancel or substantially amend the content of the programme. Should any of these changes become necessary, we will give you as much notice as possible before they come into effect and ensure that any disruption to your studies is minimised.

If your programme is cancelled, we will work in consultation with you to offer a suitable alternative, subject to meeting the admission requirements for that programme or the opportunity to obtain a refund of any advance payments you have made for the programme. The alternative programme may not be at the same International Study Centre as the original offer.

Coventry University London Campus (where applicable) also reserves the right to amend the regulations governing these programmes without prior notice. Study Group therefore strongly recommends that immediately prior to making any application to/or accepting any offer from Study Group, you should refer to the most up-to-date version of the programme descriptions and specifications and the regulations on the Coventry University London Campus International Study Centre website.

Neither the University nor Study Group shall be liable for any errors or omissions that may be contained in this prospectus.