

Bournemouth  
University

Postgraduate  
Study 2019



Degrees of  
*difference*

Business, Management,  
Finance & Law

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# Degrees of *difference*

People choose to study at postgraduate level for a variety of reasons. No matter what your reason, you can be assured an education at BU is like no other.

Whether it's to build on your existing knowledge in your discipline, to change career direction, to move into academic research, or something else – we have courses that can help you achieve exactly what you want.

A postgraduate degree from BU will open up a range of opportunities to you. You'll immediately become part of our international network of students and graduates, for example. Your global employability will be boosted by the content of our courses as well as the services our Careers Service can offer you. If you're a researcher, our Researcher Development Framework will help you embrace the excitement of conducting your own research safe in the knowledge that you are sharing best practice from across the university.

The little things are important too. Paddling in the sea while strolling along Bournemouth's 11km sandy beach. Getting your head down to study quietly in one of our dedicated postgraduate study rooms. Making new friends in your shared accommodation – or finding the perfect studio flat to make sure you get time to yourself. Volunteering in the community, or getting involved with groups and societies. Preparing your interview skills to land your dream job, or immersing yourself in the research project you've always wanted to pursue.

Whatever it is that makes you you, we've got the academic opportunities to help you explore what you are capable of, alongside support and social networks that make sure you're never alone.

Postgraduate study at BU is going to be an incredible journey. We can't wait to start it with you.



Scan to see more about what makes BU a great choice for postgraduate study.  
[www.bournemouth.ac.uk/postgraduate](http://www.bournemouth.ac.uk/postgraduate)

# Welcome

This year is a fantastic time to join our growing and vibrant academic community. BU continues to go from strength to strength, and we are committed to providing a truly exceptional postgraduate experience. We continue to push boundaries in education, professional practice and research – as well as the way we make sure all three work together as one.

All BU students benefit from the strength of our expanding research community. Our academic staff are involved in cutting-edge research and enterprise that make a genuine contribution to society both nationally and internationally – whether we are researching ways to support small and medium-sized enterprises by increasing their access to funding or driving change in our financial system.

What's absolutely crucial to our success is the way that we combine all those elements so that they work together to improve each other. Our research and industry knowledge informs our courses, academic understanding and research excellence, meaning we have lots to offer industry. Our researchers work with professionals in their field and our students to produce life-changing, world-leading research.

We also recognise the value of an inclusive and welcoming community. At BU we work as one to inspire learning, advance knowledge and enrich society.

A further benefit of belonging to the BU community is its diversity – our staff and students come from over 100 countries and our outlook is truly global.

Bournemouth is a great place to live, work and study, so if you want to be encouraged and challenged to contribute directly to the development of knowledge in your subject, we'd love to welcome you to BU.

**Professor John Vinney**  
Vice-Chancellor

# Our postgraduate courses

We've split our postgraduate courses into four different themed booklets to make it easier for you to access the information you need.

## Business, Management, Finance & Law booklet

### Business & Management

MBA Master of Business Administration

MSc Innovation Management & Entrepreneurship

MSc International Management

MA Human Resource Management (part-time)

MSc Management with Human Resources

MSc Management with Project Management

MSc Marketing Management

MSc Retail Management & Marketing

### Finance

MSc Finance

MSc International Accounting & Finance

MSc International Economics & Finance

MSc International Finance

MSc International Investment & Finance

MSc International Risk Management & Finance

MSc International Taxation & Finance

### Law

Graduate Diploma in Law/CPE

LPC/LLM Legal Practice

LLM International Commercial Law

LLM International Tax Law

LLM Public International Law

LLM Intellectual Property

PG Cert Intellectual Property

## Tourism, Hospitality, Events & Sport

MSc Events Management

MSc Events Marketing

MSc Hotel & Food Services Management

MSc International Hospitality & Tourism Management

MSc Tourism Management

MSc Tourism Marketing Management

MSc Disaster Management

MSc Sport Management

## Health & Social Sciences booklet

### Health

PG Dip Adult Nursing (with Professional Registration)

PG Dip Mental Health Nursing (with Professional Registration)

MSc Advanced Clinical Practice and MSc Advanced Clinical Practice (Advanced Nurse Practitioner)

MSc Clinical Research

MSc Physician Associate Studies

MA Advanced Practice

### Human Sciences

MSc Nutrition & Behaviour

PGDip/MSc Public Health

### Psychology

MSc Foundations of Clinical Psychology

MSc Clinical & Developmental Neuropsychology

MSc Forensic & Neuropsychological Perspectives in Face Processing

MSc Hypnosis in Research, Medicine & Clinical Practice

MSc Investigative Forensic Psychology

## **Social Work**

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MA Social Care

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MA Social Work

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PG Dip/MA Social Work (Children & Families)

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MA Leading & Developing Services

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MA Advanced Mental Health Practice

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## **Animation, Media & Communication booklet**

### **Animation**

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MA 3D Computer Animation

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MSc Computer Animation & Visual Effects

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MA Digital Effects

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### **Corporate & Marketing Communications**

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MA Advertising

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MA Corporate Communication

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MA International Political Communication

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MA Political Psychology

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### **Journalism & Communications**

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MA Multimedia Journalism

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MA Media & Communication

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MA Literary Media

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MA Creative Writing & Publishing

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### **Media Production**

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MA Cinematography for Film & Television

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MA Directing Film & Television

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MA Producing Film & Television

---

MA Post Production Editing

---

MA Scriptwriting

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MA Radio Production

---

MA Sound Design for Film & Television

---

MA Creative Media Arts: Data & Innovation

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## **Science, Design & Technology booklet**

### **Archaeology, Anthropology & Forensics**

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MSc Forensic Archaeology

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MSc Biological Anthropology

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MSc Forensic Anthropology

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MSc Forensic Toxicology by Research

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### **Design & Engineering**

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MSc Engineering Project Management

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MSc Mechanical Engineering Design

---

### **Environmental Sciences**

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MSc Marine & Freshwater Management

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MSc Biodiversity Conservation

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MSc Green Economy

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### **Psychology**

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MSc Foundations of Clinical Psychology

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MSc Clinical & Developmental Neuropsychology

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MSc Forensic & Neuropsychological Perspectives in Face Processing

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MSc Investigative Forensic Psychology

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MSc Hypnosis in Research, Medicine & Clinical Practice

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### **Technology**

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MSc Information Technology

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MSc Applied Data Analytics

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MSc Cyber Security & Human Factors

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MSc Internet of Things courses

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Scan to learn more about the way we bring research, education and professional practice together in everything that we do.  
[www.bournemouth.ac.uk/fusion](http://www.bournemouth.ac.uk/fusion)



# A different way of thinking

One of the ways a BU education will help you stand out is the way in which we blend education, professional practice and research in everything we do. We don't think that cutting-edge pedagogy, world-leading research and partnering with global industry giants is enough – instead, we make sure that each activity informs the other. The insight and expertise we gain in one area doesn't just strengthen that area – it strengthens everything. We call it fusion.

What we learn through our research influences our curriculum and is passed on to industry through engagement with professional practice. What we learn from working with industry gives us new ideas for research and helps us to design and deliver courses that keep our students at the cutting edge of their chosen professions. And what we learn from delivering a world-class education helps us to improve our research and our professional practice.

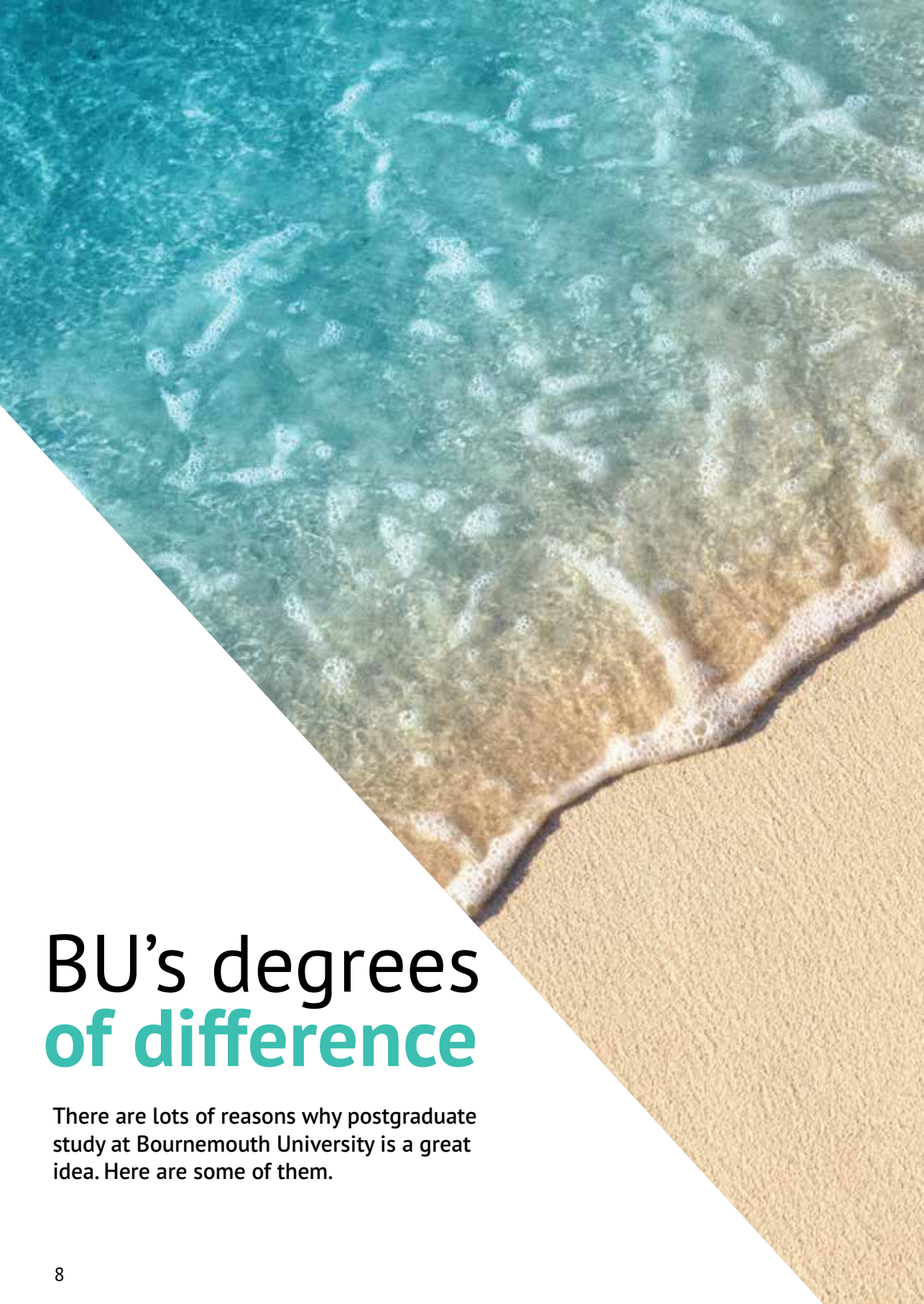
We are flexible in leadership, giving our staff the freedom to come up with new ways of thinking, and supporting them in delivering new solutions – whether it is a way of improving our curriculum, an exciting new direction for research, or a business insight that can help the companies we work with to retain a competitive edge.

We work without barriers, collaborating and sharing with each other to deliver world-leading, life-changing research that we are passionate about. Indeed, many of our projects involve academics

from different faculties working together, and we place a lot of emphasis on developing processes, structures and learning spaces that make it easier to work together.

Spend time in our open learning spaces, using our technobooths in the library, wandering the corridors of our buildings or even sitting and having a coffee, and you'll soon get used to hearing experts in psychology talking to experts in design and technology about how they can work together to improve healthcare, or design experts sharing their knowledge with intellectual property lawyers to build a better understanding of copyright in the age of social media.

We believe that these different elements combine to enable BU to offer something truly remarkable to the world. It helps us to think differently, so that not only are the solutions we provide unique, but the questions we ask are too.



# BU's degrees of difference

There are lots of reasons why postgraduate study at Bournemouth University is a great idea. Here are some of them.

**£6.5 million**

We awarded scholarships and bursaries worth over £6.5 million in 2017/18<sup>1</sup>

**£200 million**

In recent years, we have invested £200 million in our buildings, IT and facilities

**11 km**

We're home to 11 km of golden beaches, many holding Blue Flags

**96%**

of our research was rated as internationally recognised or higher<sup>2</sup>

**97%**

of our postgraduate students would recommend BU to a student considering us<sup>3</sup>

**Platinum**

We have been the holders of an ECOcampus gold award since 2011, and now hold EcoCampus Platinum status and ISO 14001

**Top 200**

We're ranked in the top 200 young universities in the world<sup>4</sup>

**Global**

Our focus on global employability helps our graduates stand out from the crowd

**87%**

of our postgraduate students go on to work in a job related to their area of study<sup>3</sup>

**91%**

of our postgraduate students are in work or further study six months after graduating<sup>5</sup>



Scan to see more of BU's best bits – and to learn why our bloggers and vloggers are glad they chose BU.  
[www.bournemouth.ac.uk/choose-BU-pg](http://www.bournemouth.ac.uk/choose-BU-pg)

<sup>1</sup>Undergraduate and postgraduate awards combined  
<sup>2</sup>Research Excellence Framework 2014 <sup>3</sup>BU Alumni Survey 2017 <sup>4</sup>*Times Higher Education* Young University Rankings <sup>5</sup>Higher Education Statistics Agency (HESA) in the DLHE Survey 2016

# Levels of study explained

The simple truth is that everyone is different, so the motivations for entering postgraduate study can vary hugely. Many want to gain a further qualification to help them stand out in the employment market, whether they are carrying straight on after their undergraduate degree (Bachelor's degree) or returning to study after gaining some industry experience. Others enjoy the academic challenges posed by postgraduate study, and welcome the opportunity to study a specific area of interest in greater detail. Alternatively, for those interested in an academic career as a researcher or lecturer, postgraduate study is seen as their logical next step in their career development.

Think long and hard about the reasons you are considering postgraduate study, and the type of student that you are, because knowing what you want to get out of postgraduate study can be a big help in selecting the right course.

## Taught Master's degrees

These courses are offered over one year full-time or two years part-time, although that can vary from course to course, and most offer work placement opportunities for full-time students. If you have studied an Honours degree (Bachelor's degree) in the UK, then you will broadly know what to expect, as the style of delivery is very similar, although you will be expected to achieve a higher level of academic achievement in your work than an undergraduate student. Master's degrees are delivered via a combination of lectures and seminars, with plenty of self-directed learning in between where you will be expected to dedicate your own time to studying your subject in depth.

Taught Master's degrees can help you to strengthen your existing understanding of a subject, or to change career direction. See page 12 to find out more.

## Postgraduate Certificate (PG Cert) and Postgraduate Diploma (PG Dip)


A Postgraduate Diploma is effectively an earlier exit point from a taught Master's degree. Some universities specifically offer this qualification in its own right, but at BU, the majority of our courses are offered only as a full Master's degree. It is still possible to leave most of our Master's degrees with a Postgraduate Certificate or Diploma, but they are usually exit routes we would only consider during exceptional circumstances, unless otherwise stated on the course page in this prospectus.

If you are an education practitioner looking for a further teaching qualification, we also offer a Postgraduate Certificate in Education Practice – contact us for more details.

## Research qualifications

We also offer research-based postgraduate qualifications, as well as our taught courses. These courses will see you undertaking your own research under the supervision of experts in the field. Due to the very specific nature of research qualification, we welcome discussions about your research ideas so if you are considering a research qualification and are looking for a university that can offer you outstanding support alongside a proven research track record, please contact us.

You can read more about our MRes on page 38, and information about PhDs in this area can be found on page 40. If you want to join us to undertake a research qualification, it's often best to contact us for a discussion so we can help to identify the most appropriate way we can support you. You can find contact details at [www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)

A photograph of a modern university interior. In the upper section, a man and a woman are standing on a mezzanine level, looking at a laptop. The man is wearing a light blue patterned shirt and the woman is wearing a teal top. They are surrounded by red and black armchairs and a wooden railing with vertical slats. In the lower section, a group of four women are sitting on red chairs, looking at papers and talking. The floor is made of light-colored wood.


With over 55,000 courses and research opportunities to choose from in the UK, choosing the right course can be confusing.



Find out more about the different courses we offer at postgraduate level  
[www.bournemouth.ac.uk/postgraduate-courses](http://www.bournemouth.ac.uk/postgraduate-courses)



# Types of degree



Many people assume that you need to have studied a specific subject at undergraduate level in order to be accepted onto a Master's degree – but that isn't always the case. We offer two 'types' of Master's degree – conversion and specialist.

### Conversion degrees

Conversion degrees are Master's degrees that are ideal for anyone looking to change career direction without having to go back to studying at undergraduate level again.

There's a common misconception that Master's degrees only exist to allow for further specialisation, and that they are only open to those with existing qualifications in that area. Lots of people think that they would not be able to study for a postgraduate qualification in Law, for example, if they studied Journalism at undergraduate level.

Our conversion Master's degrees change all that.

They're designed to build on the understanding of academia you acquired at undergraduate level – whatever you studied – and use that foundation to bring you up to speed in your new subject area quickly and efficiently.

Many of our conversion degrees are also suitable for those with an existing qualification in that area, if you are looking to build on your existing knowledge even further. If you are considering studying a conversion degree but already have an existing qualification, contact us and we can advise whether or not it is suitable.

### Progression degrees

Progression degrees are designed purely to build on your existing knowledge. To join one of these courses, you'll need to have studied an undergraduate degree in the same or a similar discipline. These degrees move immediately into very specialised knowledge, so they aren't suitable for those looking to change direction. They are, however, ideal if you're looking for a deep understanding of a subject.

However, bear in mind that many of our conversion degrees are also suitable for those with existing qualifications who want to further their knowledge in a particular subject area – it just so happens that those degrees are also suitable for those looking to change direction too. If you would like to study a conversion degree and already have a qualification in that area, contact us and we can advise whether or not it is suitable.

On each page, you'll see an icon indicating the type of course it is.



Conversion



Progression



Scan to search our full list of courses at postgraduate level  
[www.bournemouth.ac.uk/postgraduate-courses](http://www.bournemouth.ac.uk/postgraduate-courses)

# How to apply

## 1 Prepare

### Prepare your application documents:

- Your up-to-date transcript (if you are currently studying) or your final transcript (if you have completed your last qualification)
- Your most recent academic qualification (e.g. Bachelor's degree, or high school diploma if you are currently studying an undergraduate course)
- Your most recent English qualification if required (e.g. IELTS)
- Your Personal Statement
- One academic reference – either contact details or a letter to upload (or professional reference if you left university over two years ago)
- Check out tips on how to apply here:  
[www.bournemouth.ac.uk/pg-apply](http://www.bournemouth.ac.uk/pg-apply)

## 2 Apply

### Make your application to BU:

- Go to [www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses), choose the postgraduate courses that you're interested in and click 'Apply now'. You will then be taken to our online application portal (myHub) to register an account and submit your application and upload the required application documents
- Apply through one of our official representatives in your country, visit [www.bournemouth.ac.uk/international-representatives](http://www.bournemouth.ac.uk/international-representatives)
- You can also apply for a wide range of BU scholarships at this point– visit [www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships)

## 3 Offer

### BU aims to make an offer to you within one week of a fully completed application. If your course requires an interview or additional selection measure, it may take a little longer.

- A conditional offer means you need to provide further evidence and your offer will contain full details of what is required
- An unconditional offer means you have met all of our entry requirements and you are ready to join (subject to completing all your actions in myHub before enrolment)

## 4 Accept

### To confirm your place at BU, you must formally accept your offer:

- Accept your offer on myHub
- If you are a non-EU student, you must pay a £2,000 deposit to secure your place
- Sponsored students must provide official evidence of sponsorship
- If you decide not to take up your place, please let us know by declining our offer



## 5 Send

### Send full documents:

- If your offer is conditional, you need to upload your final English and/or academic qualifications on myHub so we can make your offer unconditional
- The documents we need to see may include:
  - Latest IELTS certificate
  - Full transcripts
  - Final degree certificate (and graduation certificate if you have been issued one)
  - One academic reference letter if you haven't yet submitted one (or professional reference letter if you left university over two years ago)

## 6 Confirm

### Confirmation of Acceptance of Studies (CAS):

- Non-EU applicants will receive a request from BU asking for certain details which are required to issue a CAS. This would include:
  - Copy of your current passport
  - Copies of any UK visas if you have previously studied in the UK
- Non-EU students will receive their CAS for Tier 4 (General) Student Visa applications from three months before the course starts

## 7 Prepare

### Prepare to come to BU:

- Apply for a Tier 4 (General) Student Visa
- Apply for university accommodation at [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation) before the deadline (mid-August for September entry and early December for January entry)
- Arrange a health examination if required for a Tier 4 (General) Student Visa in your home country
- Book your flights and pack your suitcases
- Arrange onward transport to BU. We provide a free airport transfer service which you need to book at [www.bournemouth.ac.uk/airporttransfers](http://www.bournemouth.ac.uk/airporttransfers)

## 8 Arrive

### Upon arrival in the UK:

- Call home using the free SIM card from the BU Meet and Greet team at the airport
- Any questions, please contact our Future Students Enquiry Team at: [futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk)

## 9 Enrol

### What you need to bring for enrolment at BU:

- You will receive details about when and how you need to enrol at BU. You will need to bring your original qualifications (and official translations if the original is not in English), passport and visa for study, and copies of any previous UK visas you may have

## 10 Welcome

### Welcome to BU:

- Come and meet your academic tutors and classmates, find clubs and societies to join, and get started

### Research degrees

For information on the application process, or for general enquiries about research degrees, please visit: [www.bournemouth.ac.uk/doctors-college](http://www.bournemouth.ac.uk/doctors-college)

# Your application



Scan to find out more about the application process at BU.  
[www.bournemouth.ac.uk/pg-apply](http://www.bournemouth.ac.uk/pg-apply)

## Academic entry route

The normal requirement for a taught Master's degree is a UK Bachelor's (Honours) degree (or equivalent, such as a professional or international qualification). For post-experience and professional qualifications there may be additional entry requirements set by the associated professional body. The course outline on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) will provide full details of any extra requirements or you can contact the Future Students Enquiry Team.

## English language

If English is not your first language, you will need a minimum IELTS score of 6.0 overall, or equivalent, though some courses have higher requirements. To find out more, contact us or visit [www.bournemouth.ac.uk/english-language](http://www.bournemouth.ac.uk/english-language)

## Evidence of prior learning

You may be exempt from certain parts of your postgraduate academic programme if you can show you already have relevant qualifications in your subject area. There are two ways of doing this – through the Recognition of Prior Learning (RPL) and UK Credit Transfer (UKCT) processes.

You can seek RPL for a range of professional qualifications which do not carry academic credit, or for academic credit received from higher education institutions outside of the UK. In these cases, it will be considered as Recognition of Prior Certified Learning (RPCL). If your prior certified learning has taken place at another UK higher education institution, it will be considered as UKCT.

If you would like to find out if you are eligible for RPL or UKCT, or have any questions about the process, please contact us.

## European Credit Transfer System

If you are studying for an undergraduate or postgraduate course in another EU country, your qualification will probably be graded using the European Credit Transfer System (ECTS), which is a way of transferring European higher education grades over to the UK. We accept ECTS credits for entry on to our courses. One ECTS credit is equivalent to two BU academic credits.

## Experience

Relevant experience can count towards your application. This is known as Recognition of Prior Experiential Learning (RPEL) and is an opportunity for you to demonstrate that you have sufficient knowledge in a particular topic.

Usually, you will need to provide evidence of this knowledge by reflecting on your experience and learning in writing. We will assess the evidence you submit and consider it alongside the rest of your application. You can then be awarded RPEL credit, which may give you an exemption from parts of the course.

Please contact our Future Students Enquiry Team (email: [futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk) or call +44 (0)1202 961916) for information on applying via the RPEL route.

## Pathway to Master's degree

If you do not have qualifications equivalent to a UK Bachelor's (Honours) degree to gain direct entry to a Master's degree at BU, we still have opportunities for you.

If you have one of the following qualifications with the appropriate grade, we offer you the chance to complete a one-year Top-up degree as a pathway to a Master's degree (MA, MSc):

- Foundation degree or Higher National Diploma (HND)
- Overseas qualifications that are equivalent to the first two years of a UK undergraduate course (i.e. equivalent to Level 5 on the Qualification Framework for England, Wales and Northern Ireland)
- A Pre-Master's qualification from the BU International College - see page 32.

A Top-up degree enables you to add the final year of a UK Bachelor's degree to your existing qualifications, which will have been confirmed as equivalent to the first two years of a UK degree. Successful completion of a Top-up degree with good grades (normally a second class degree) may lead to entry to a Master's degree in a relevant field. To find out the exact progression route from Top-up course to Master's degrees, visit: [www.bournemouth.ac.uk/topup-degrees](http://www.bournemouth.ac.uk/topup-degrees)



# Funding your studies

There are a number of different ways you can fund your studies at BU, and we have a team of advisers who can help you explore your options and answer any questions you may have.



Scan for more information  
about funding your studies.  
[www.bournemouth.ac.uk/  
pg-funding](http://www.bournemouth.ac.uk/pg-funding)

## Pay by instalments

You can pay your fees in three instalments online using a debit/credit card. This option is available to all postgraduate students, whether you are studying on a full or part-time basis. Each payment will be one-third of the course fee. The first will be taken when you register and pay online, with the second instalment deducted three months later, and the final instalment taken six months after your first payment.

## Pay up front and save 5%

To help you out a little bit more, we offer a 5% discount to non-EU students paying their fees in full on or before enrolment.

## Alumni discount

If you're a BU graduate, we offer a 20% loyalty discount. BU staff members and family can also benefit from discounts.

## Scholarships

We offer a range of scholarships that can help you fund your studies – see page 20 to find out more about what we offer.

## Find your funding

Once you've applied for scholarships, you'll need to consider how to finance any outstanding course fees and living expenses. You might find funding through the following routes:

- Your own savings
- Bank loans
- Professional and career development loans
- Your employer
- Charities, foundations and trusts
- Research councils.

## Government loan

If you are a UK or EU student, you may be eligible to apply to the UK Government for a non-means-tested loan (currently up to £10,609) and can use the money towards your tuition fees, your living costs, or other costs associated with your study.

## Further support

Our Future Students Enquiry Team is always ready to help with your funding queries, so if there's anything you can't see on our website, please send an email to [futurerstudents@bournemouth.ac.uk](mailto:futurerstudents@bournemouth.ac.uk)

# Helping you succeed

We want to help you succeed, which is why we aim to support you as much as we can and encourage excellence in your studies.

To do this, we offer a range of scholarships to applicants with outstanding academic and personal profiles. All are for full-time degrees and are awarded as a tuition fee reduction unless specified. To discover which scholarships could help fund your future, and for full terms and conditions, visit [www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships).

We also offer scholarships to those progressing from some of our partner institutions and recognised funding bodies. You can find specific details on our country pages at [www.bournemouth.ac.uk/international](http://www.bournemouth.ac.uk/international).

Scholarship	Available to	Value	Fee status	Level
<b>Academic Excellence Scholarship (UK/EU)</b>	Applicants for Master's degrees who meet our criteria. No application needed	£2,000 reduction to your fees	UK/EU	Postgraduate Taught (including Master's by Research)
<b>Academic Excellence Scholarship (non-EU)</b>	Applicants for Master's degrees who meet our criteria. No application needed	£3,500 reduction to your fees	Overseas (non-EU) students	Postgraduate Taught (including Master's by Research)
<b>BU Executive Dean's Scholarships</b>	Applicants can apply for a number of faculty-based scholarships. See website for details	Up to 50% reduction to your fees	UK, EU & Overseas (non-EU) students	Postgraduate Taught
<b>BU Commonwealth Shared Scholarship</b>	Applicants from Commonwealth countries on eligible postgraduate courses	100% fee waiver plus living allowance	Non-EU	Postgraduate Taught
<b>Vice-Chancellor's Doctoral Scholarship</b>	Doctoral candidates	Fee waiver	EU and non-EU	Postgraduate Research



Find out more about scholarships and funding opportunities  
[www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships)

Scholarship	Available to	Value	Fee status	Level
<b>BU Music Scholarships</b>	For talented instrumentalists or vocalists who have been involved in ensemble activity	Up to £1,150	UK, EU & Overseas (non-EU) students	Postgraduate Taught (including Master's by Research)
<b>BU Sport Scholarships</b>	For talented athletes with a desire to continue developing in the sporting arena as well as academically	Up to £5,000	UK, EU & Overseas (non-EU) students	Postgraduate Taught (including Master's by Research)
<b>BU/Chevening Joint Scholarships</b>	BU welcomes Chevening scholars each year. This is a joint scholarship. You need to apply via the Chevening Scholarship website	100% fee waiver plus expenses	Non-EU	Postgraduate Taught
<b>Chevening Scholarships</b>	BU welcomes Chevening scholars each year. This is an external scholarship that BU supports. You need to apply via the Chevening Scholarship website	100% fee waiver plus expenses	Non-EU	Postgraduate Taught

A photograph of a beach at sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. The ocean is a deep blue, and waves are breaking on the shore. A person in a wetsuit is walking on the wet sand in the foreground, carrying a surfboard. In the background, other people are visible in the water, and a pier or breakwater extends into the sea.

# Living in Bournemouth

Don't just take our word that Bournemouth is amazing. We asked some of our postgraduate students what they loved about living here...





Some images © Bournemouth Tourism

## Bournemouth gardens

The gardens are a really nice place to walk through while you go from the town centre to the beach, and a really good alternative to relax and have a picnic, instead of going to the beach.

**John, MSc Tourism Management & Marketing student**

## Town centre

Bournemouth town centre has always been one of my favourite places. The best thing about the centre is that although it's busy, there is always beautiful and soothing music playing in some corner.

**Chandreyee, MA Post Production Editing student**

## Great restaurants

The town has something for everyone. Casual places to eat and drink before a night out, coffee shops that are great to study in, bars and restaurants right on the beach, and food from all around the world - like incredible burritos!

**Danielle, MA Corporate Communication student**

## The beach

My home country of Vietnam is famous for having many miles of sandy beaches. We often have picnics there at the weekends with friends or family, so it's wonderful staying in Bournemouth and seeing the beach every day. It makes me feel relaxed, with open spaces that remind me of home.

**Gigi, MSc Retail Management & Marketing student**

## The weather

The weather can be amazing in Bournemouth. Basking in the sun of Bournemouth beach sometimes makes me feel like I am back home in Nigeria.

**Funmi, PhD student**

## The local area

Bournemouth is situated in a gorgeous natural region with miles of clean sandy beaches – the leafy and peaceful New Forest is just a quick train ride away too.

**Danielle, MA Corporate Communication student**



Scan to see some of the best things about living in Bournemouth and Poole.  
[www.bournemouth.ac.uk/around](http://www.bournemouth.ac.uk/around)

# Welcome to your new home

## Halls-style living

It is mainly a mix of male and female students, usually of various nationalities, living in shared flats within traditional Halls of Residence. There are usually four to six students per flat, each with their own room. There are also studio apartments for those who prefer that, and all rooms have internet access. Some accommodation is owned and managed by us, and some is owned and managed by our carefully selected partners. For more details please visit [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)

## Sharing a house with family or friends

If you are bringing a family with you to Bournemouth, or would like to share with friends, we can help. We manage houses on behalf of private landlords, and provide homes for around 280 students in this way. All the homes we manage are in residential areas near to our campuses. We can also help you find a private landlord, if you would rather not live in university-managed accommodation. For more details please visit [www.bullettings.com](http://www.bullettings.com)

## Is it guaranteed?

Yes – we guarantee a place in student accommodation for all students, as long as you apply by the relevant deadlines. For more details please visit [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)

## Will I have far to travel?

Lots of our accommodation is within walking distance of where you will be based, but there are good bus links to BU from most of Bournemouth and Poole. There is also a bus pass for the Unibus included in your accommodation cost (you can opt out of this if you want to). Your offer letter will let you know where your studies will be based so that you can opt for accommodation nearby, if that's what you are looking for.

## What about work placement?

Many of our courses offer a 30-week work placement. If you are on a work placement, it will make sense to live in private accommodation near to where you will be based – the Residential Services Team can give you further information.

## How much will it cost?

Bournemouth is very well connected. The sights and sounds of London are only two hours away by train, and an international airport provides an easy way to travel to other UK and European destinations.

## Community spirit

All our accommodation is supported by our Res Life programme, with the exception of St John's Road. This involves current students who work as Resident Assistants living on-site (or nearby in the case of UniLet) who are there to help you settle in, make new friends and perhaps even take up new hobbies.

We take your health and safety very seriously, so all of our Halls of Residence have electronic fob systems for secure entry. Most also have staff on site 24/7.

## When can I apply?

Once you've accepted your offer to study at BU and chosen us as your firm choice, you'll receive an email inviting you to register your interest in BU accommodation.

## Find out more!

To see videos of our accommodation, and to learn more about prices and payments, please visit [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)

We know that everyone's idea of a dream home is different. It's important it is for you to be happy with your living arrangements, so we have lots of different accommodation options, with something for everyone.



Scan to find out more about our accommodation, and for more details about ResLife and how it can help you settle in quickly!  
[www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)



# Study Support

We believe that you will perform at your best when you have the balance right between study and relaxation. That's why we work hard to provide a great infrastructure of support systems and services to help you study, as well as making sure you are never short of ways to relax and unwind.



Scan to learn more about the different ways we can support you during your time at BU.  
[www.bournemouth.ac.uk/support](http://www.bournemouth.ac.uk/support)

## Superb library facilities

Great libraries can really enhance your study experience. Ours contain study areas dedicated to postgraduate, silent and group work, and you'll have access to extensive online support and resources so that you can study effectively and conduct research at times that suit you. Our libraries' technoboosts are ideal for group work and there are plenty of PCs for individual study.

## Learn when you want – where you want

Through our online learning environment, you can access announcements, timetables and learning resources 24/7. Download the app to receive regular updates on your mobile devices. You can submit assignments and receive feedback online, access assessments, and create e-portfolios. You'll also find online communities to support your studies.

## Study skills support

We run courses and sessions to help you develop your academic skills such as writing, giving presentations and referencing, and you can also access an interactive Study Skills Community. Research students benefit from a dedicated skills programme, including building systematic search strategies, managing citations effectively and open access publishing of their research.

We also offer support through our award-winning Peer Assisted Learning scheme, where students are trained so that they can support the learning of their peers.

## Free English Language Support

We offer extensive, free English language support for international students. Group classes and one-to-one sessions are available for general English study or subject-specific language. You can also study online using our interactive language learning facility.

## Additional Learning Support

Our Additional Learning Support and Disability Service (ALS) is able to help students with specific learning differences (e.g. dyslexia or Asperger's), sensory/physical impairments or medical and mental health conditions. You can find out more at [www.bournemouth.ac.uk/als](http://www.bournemouth.ac.uk/als) or visit our blog at [www.levelplayingfields.wordpress.com](http://www.levelplayingfields.wordpress.com). Alternatively, you can call +44 (0)1202 965663

## SportBU

We have sport and recreation facilities for everyone, whether you're a keen athlete or would like to start a new sport. We have a state-of-the-art gym, a group fitness programme, instructional classes, rehabilitation services, social pay and play sports, campus sports (for fun competition) and performance sports (for more serious athletes). To find out more, visit [www.bournemouth.ac.uk/sportbu](http://www.bournemouth.ac.uk/sportbu)

## Students' Union at Bournemouth University (SUBU)

Run by students, for students, SUBU is there for all aspects of university life. From a huge range of clubs to academic representation and organising great events, there's something for everyone. The Student Centre also houses social learning spaces, a student advice centre, a café, radio and media studios, and meeting rooms. [www.subu.org.uk](http://www.subu.org.uk)

## Health and wellbeing

We offer a range of services to keep you happy and well during your time with us, including counselling, drop-in support and workshops.

We also have a multi-faith Chaplaincy with an open door policy and a weekly Global Café for international students to meet and relax, with free tea, coffee and biscuits. We also have prayer rooms available for staff and student use.

# Become globally employable

Wherever you want to go, BU can help you get there. Everything we do – from the development of our degrees to the support we offer through our Careers Service – is designed to make you globally employable.



## Becoming globally employable

It's an exciting world out there, and we work hard to make sure our graduates can explore as much of it as they want. Our courses are designed to make you employable all over the world, giving you an international outlook whatever career you choose to follow. We can also help you to learn a new language – or strengthen your skills in one you already speak.

## Global Talent Programme

This has been developed with employers to help you discover and demonstrate your potential to work in a truly global way, crossing physical and cultural boundaries to deliver outstanding results in your studies and the workplace.

[www.bournemouth.ac.uk/global-talent](http://www.bournemouth.ac.uk/global-talent)

## Work placements

Many of our degrees offer the opportunity to undertake some form of work placement as part of your studies – a great way to improve your CV and make invaluable contacts for the future. We work with some of the biggest names around the world, making sure that your work experience has global relevance and will make you stand out to employers anywhere in the world.

## MyCareerHub

This online job vacancy system can be accessed anywhere at any time, and provides hundreds of part-time, vacation, placement and graduate employment opportunities. We also use it to tell you about upcoming events, webinars, Skype chats and visits from people and companies that might boost your employability.

## CV and careers appointments

We offer one-to-one appointments with our professionally qualified careers advisor to discuss your CV and career plans. We can help you formulate job-hunting strategies, practise mock interviews and assessments with you, improve your CV, and advise you about working abroad.

## Employer presentations and skills workshops

Our graduates have a great reputation, and we have strong links with a range of employers. That's why employers visit us to tell you about placement and graduate employment opportunities, and talk about the type of graduates they are looking for. The sessions can help you sharpen up your applications to other companies too.

## Graduate & Placements Fair

We host a recruitment fair in October of every year. Local, national and international employers come to BU to meet with you, and discuss your options. It can be a great way to make contacts within the industry you want to join, as well as getting valuable help and advice.

## Proven success

The work we put in to help students improve their employability means that 87% of our postgraduates say they went on to work in an industry related to their degree (BU Alumni Survey 2017).



Taking a placement as part of your degree can make you more employable. Scan to hear how previous students have found their placement experience to be invaluable.

[www.bournemouth.ac.uk/my-placement-story](http://www.bournemouth.ac.uk/my-placement-story)

# Life as a BU graduate

Being a BU student means you're immediately part of a huge network of students, past and present. Whatever you go on to do, wherever you are in the world, you will always be a member of the BU community, and we hope you'll continue to engage with us and our students like so many of our graduates do. Furthermore, from the moment you graduate, you are automatically a lifetime member of the Bournemouth University Alumni Association.

## Part of a huge network

We have thousands of graduates working all over the world. When you graduate, you'll become part of that network too. Whatever industry you work in, you'll keep encountering people who studied at BU. They stay in touch with us too – some come back and deliver guest lectures; others employ our students on placements or come back and recruit new staff from our graduates. It's one big family – and we want you to stay part of it!

## Alumni Association

As a member of the Alumni Association, you will be entitled to lots of great benefits and services, including:

- Services and advice from the Careers & Employability team
- Exclusive discounts on further study
- Development opportunities through volunteering
- Access to our Friend Finder scheme, which allows you to reconnect with people you've lost touch with
- Your BU email account for life
- Lots of other benefits such as access to a range of free online journals, access to our libraries and reduced-cost SportBU membership.

## Stay in touch

We'll keep you up to date with all the goings on from BU and your fellow alumni through our social media channels, email newsletters, and through our website so visit [www.bournemouth.ac.uk/alumni](http://www.bournemouth.ac.uk/alumni) for more.

## Inspiring others

Our alumni inspire prospective students by featuring in BU publicity, telling the story of what they have achieved since graduating. They also support our current students by coming back to BU and giving talks, guest lectures or advice – these provide vital insights for students into the world of work.

## In-country reunions

We regularly organise in-country reunions where alumni can get together, reconnect with old friends and make new contacts among BU's sprawling network of graduates. Keep in touch with us to find out if we are hosting a reunion in your country!

## Social media

You can follow the BU Alumni Association on social media.

[www.facebook.com/bournemouthalumni](http://www.facebook.com/bournemouthalumni)

[www.twitter.com/bmthunialumni](http://www.twitter.com/bmthunialumni)

LinkedIn: search "Bournemouth University Alumni Association"





Scan to learn more about life as a BU graduate and what you can expect.  
[www.bournemouth.ac.uk/alumni](http://www.bournemouth.ac.uk/alumni)



# BU International College

If you're unable to gain entry to a degree directly, BU International College offers world-class preparation courses for university study. Great teaching, student support and facilities will help ensure you are ready. Completing your programme with the grades you need will guarantee you access to your Master's degree.



## Excellent academic quality

All the courses we offer are designed to meet the needs of international students, and to help them progress to BU. The courses will help you quickly improve your English language, subject knowledge and academic skills. Passing guarantees you a place on your chosen degree.

## Feel part of BU straight away

Bournemouth University International College is located on the university's Lansdowne Campus, so you will be part of the university from the moment you arrive. You will study in our new, purpose-built international college building located in the centre of Bournemouth, and have access to all the university facilities.

## Scholarships available

Bournemouth University International College offers partial tuition scholarships to talented and hardworking students, so you can be rewarded for your academic achievements in your home country. We also offer generous scholarships to students who excel in their studies at Bournemouth University International College and progress to their degree.

## Direct degree admission with Pre-Sessional English

If you meet the academic entry requirements but just need to improve your English language ability, you can take a Pre-Sessional English course at Bournemouth University International College.

## Pre-Master's courses

We offer Pre-Master's courses in three areas – the specifics of your course will vary depending on the degree you want to go on to study.

- Business, Law or Finance
- Events, Tourism and Hospitality Management
- Media and Communications

## Conditional offers

If your offer is conditional, our Pre-Sessional English (Fast-Track) can help you improve your English language skills to meet IELTS 6.0 with at least 5.5 in each component. Our Pre-Sessional English with Study Skills provides all-round university preparation if you have more time to improve your English.

## Unconditional offers

If your offer is unconditional, our Master's Enhancement Programme will improve your English as well as introducing you to living and studying in Bournemouth and the UK. It includes:

- Personal Development and Progression Project
- Skills for Postgraduate Study
- UK Culture and University Life



Scan to find out more about how Bournemouth University International College can help you prepare for your course  
[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

Exciting BU research is bringing Avebury Stone Circle to life. BU's Professor Liz Falconer is working alongside commercial partners and the National Trust to create a virtual reality experience that will show visitors the sights and sounds of the location as it would have been in the Neolithic period.



Scan to find out more about the different ways the Doctoral College can support you.  
[www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)

# Doctoral College

All our postgraduate research students will automatically be members of the Doctoral College – an inclusive, global community of postgraduate researchers and students.

Postgraduate research brings with it a different set of challenges to undergraduate study. Our Doctoral College is here to help you meet those challenges, ensuring you get the most from your time with us.

We help you in every aspect of your life as a postgraduate student – offering academic support as well as helping you feel part of the student community by getting involved in social events.

One of the most important things the Doctoral College offers is the Researcher Development Framework, which helps to guide the personal and professional

development of all research students. You'll still be a member of your specific faculty, who will provide you with subject-specific support and development opportunities.

We're also responsible for making sure best practice is shared across all our faculties, so that every student benefits from the latest thinking and the newest approaches to study. In short, we're here to make sure you have the best possible experience while you're at BU.

Find out more at  
[www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)

**Degrees of  
*difference***

**“The Researcher Development Framework is designed to be flexible and to endorse those skills important for your research. The more informal sessions within our faculties offer different opportunities to exchange knowledge and ideas.”**

Kim Boes, PhD researcher

# World-class research

Research is an essential part of what we do at BU, and as a postgraduate student you are encouraged to take part in the work we carry out – or to suggest new avenues for us to explore. Whether you join us as a research student or for one of our taught courses, you will quickly find yourself in an environment where research ideas and findings are shared frequently with industry and academia, where collaborative working is encouraged, and where our Fusion approach can be found in every aspect of your studies.

What's crucial is that we work between faculties and disciplines with no barriers. When we identify a problem, we often find that the solution can be found by combining skills lying in very different places.

## Paralympic perceptions

Following on from the success of the 2016 Paralympic Games, BU researchers have been contributing to a research project funded by the Arts and Humanities Research Council (AHRC) that investigates how extensive media coverage of para-sports shapes public perception of, and attitudes towards, people with disabilities.

The interdisciplinary team is led by Professor Michael Silk, a Professor of Sport in BU's Faculty of Management. It involves analysis of the broadcast coverage of the games, as well as working with broadcasters Channel 4 to understand the decision-making process. It will be shared as an exhibition and full-length documentary.

The project builds on previous BU research that looked at the way athletes were represented in the media during the 2012 Paralympic Games, which celebrated their achievements as 'superhumans'. That work found that many people with disabilities did not benefit from the legacy of the games.

## Helping hurricane response

Since 2001, Bournemouth University's Disaster Management Centre (BUDMC) has been delivering executive disaster management training to senior government ministers and their representatives.

One of BUDMC's most recent projects - the PINPOINT programme - identifies single points of failure in disaster management in the Caribbean. Led by Professor Lee Miles and Richard Gordon, Director of BUDMC, the project focuses on the British Virgin Islands (BVI) in particular. Hurricanes Irma and Maria have caused huge damage to homes, businesses and roads on the islands, while communities were left without power, sanitation and water.

Major data collection has helped BUDMC to identify specific single points of failure across the different territories of the BVI, before and after the hurricanes. It found real differences between the islands with major issues impacting on their ability to respond to major hurricanes.

The research has been featured in the national and international press, as well as informing media training in the Caribbean and the thinking of the UK Government in the run-up to the 2018 hurricane season.

The coverage of the last two Paralympic Games has elevated the visibility of certain types of disability, and this might open the door to potential social change. Work is needed to better understand the ways in which athletes are presented in the media and the barriers faced by people with disabilities.



Scan to find out more about our research and how it helps inform our curriculum.  
[www.bournemouth.ac.uk/research](http://www.bournemouth.ac.uk/research)

# Master's by Research

## Key Information

### Duration & delivery:

1 year full-time;  
2 years part-time

### Start date:

September, January, April

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree  
with 2:1 in any subject

### If English is not your

#### first language:

IELTS (Academic) 6.5 with  
minimum 5.5 in each  
component, or equivalent

### Bournemouth University International College:

Have you considered Pre-  
Sessional English or a Pre-  
Master's to help meet your  
entry requirements? To find  
out more, visit

[www.bournemouth.ac.uk/  
international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose an MRes?

A Master's by Research (MRes) provides you with the opportunity to tailor your studies to your specific research interests or career aspirations. You can set out to find the answer to a particular research question and will have the chance to delve deeper into a subject area that you are passionate about.

## Course overview

An MRes is also a good precursor to a PhD, allowing you to develop your research skills, enhance your ability to critically analyse information and solve complex problems. During your MRes you will:

- Undertake research methods training to develop a comprehensive knowledge of the research methods used within the fields of business management, finance, tourism, events and leisure, sport, hospitality, retail and law
- Critically analyse information in the literature within your chosen field to identify information gaps, and develop and design a research project which addresses an issue within your chosen field
- Carry out your research project
- Produce a written critical analysis of the research data
- Present your research through a thesis and defend it by viva voce (oral) examination, to the satisfaction of examiners.



Degrees of  
*difference*

**“Undertaking a research degree is a voyage of discovery, and at BU you will be part of a supportive research community during what could be a life-changing experience.”**

Professor Mike Silk,  
Deputy Dean Research & Professional Practice



## How are you assessed?

Your project is formally assessed via submission of a thesis and an oral examination (a viva voce). Your independent research would be written up as a thesis, which is expected to be between 15,000 and 30,000 words (depending on the discipline).

There is no formally assessed taught component in an MRes, but you will be expected to engage with the Postgraduate Researcher Development Framework, which includes research methodology training. You'll develop your research project in conjunction with experienced academics in your field of interest, who will then provide supervisory support and can introduce their specialist knowledge.

An MRes is the ideal programme for you if you would like to undertake more comprehensive training into original research, or if you want to undertake professional development training in your specific subject area.

## Our research areas of interest

- Accounting, Finance & Economics
- Business, Management & Marketing
- Disaster Management
- Events & Leisure
- Retail
- Sport & Physical Activity
- Tourism & Hospitality
- Law.

# Doctor of Philosophy (Phd)

## Key Information

### Duration & delivery:

See website for details

### Start date:

September, January

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree with 2:1 in any subject, and/or a relevant Master's degree

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose a PhD?

A PhD is the highest level of degree a student can achieve. At BU, we are always looking for PhD candidates who can join us to help increase our understanding of our research areas, and contribute to the body of knowledge in their area.

## Course overview

The Faculty of Management has a vibrant and varied research community, comprising over 100 doctoral researchers and numerous professors who are leaders in their fields. We offer doctoral study across a wide variety of expertise in our departments and centres.

The faculty offers a bespoke, contemporary, dedicated space for all our doctoral researchers to undertake their studies; our brand new and dedicated postgraduate research space provides opportunity for our postgraduate community to socialise, study and engage in interdisciplinary collaboration. All our doctoral researchers are integrated into a range of activities and seminars run through our various research centres and clusters and the wider research community.

We are home to editorial teams who edit a number of leading scholarly journals (including the International Journal of Tourism Research, Tourism Review and Tourism Economics). The Doctoral College provides an excellent range of training and development opportunities for all our doctoral students.

Degrees of  
*difference*

"Throughout my journey I was supported and encouraged to become an independent researcher, and the skills I learned have proved invaluable in launching what is hopefully going to be a long and successful academic career."

Dr Ivana Rihova, PhD graduate

## How are you assessed?

Our doctoral students work closely with their supervisors and the wider research communities to which they belong. The Faculty of Management Doctoral School is a dynamic and exciting community, one that allows you to engage with research across a broad spectrum of disciplines and theoretical and methodological approaches. All of our research advances academic knowledge; our community is predicated upon knowledge production that can make societal and economic impacts. Our environment lends itself to collaboration and independent study; and our dedicated bespoke PGR space is home to students from around the world.

To be awarded a PhD, you will need to complete a complex and advanced project. You will be expected to critically investigate and evaluate an approved topic, which results in an original and independent contribution to knowledge, as well as to demonstrate an understanding of research methods appropriate to your chosen field.

You will have to present and defend your thesis and/or practical element by viva voce (oral examination), to the satisfaction of the examiners.

## Our research areas of interest

- Accounting, Finance & Economics
- Business, Management & Marketing
- Disaster Management
- Events & Leisure
- Retail
- Sport & Physical Activity
- Tourism & Hospitality
- Law.



## Degrees of *difference*

# Business & Management courses

Our qualifications are recognised by leading professional bodies and are suitable for students at all levels of career progression. Whether you are new to business and management or looking to take your career to the next level, our courses will develop you for future success.

“I enjoyed the opportunity to participate in a completely new course. This meant that we could help to shape the course by giving feedback – a bit like entrepreneurship in action! It was a good chance to improve my English language skills, which has helped me in dealing with international clients. The course gave me a whole new network of friends, who are now based all over the world. Overall, it taught me to believe in your dreams and follow them by pushing yourself out of your comfort zone.”

**Ben Burkard, Founder of ideenhunger, a German digital agency**  
MSc Innovation Management & Entrepreneurship graduate

\*MSc Retail Management & Marketing is not delivered by the Business School



Scan to find out more about our courses and our research – and to hear from our students.  
[www.bournemouth.ac.uk/pg-bm](http://www.bournemouth.ac.uk/pg-bm)

**In a competitive employment market, it pays to invest in your own development. You may be just starting your career, looking to progress, or aspiring to run your own business. We have strong relationships with professional bodies and our Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB)\* – something fewer than 5% of business schools worldwide have achieved.**

### Business consultancy

You will be learning from academics who are not just lecturers. They share their expertise through our business consultancy services, aiding the profitability and market position of many of the organisations with which they have worked. The experience of our academics informs our portfolio of Master's degrees to ensure they are relevant and equip our graduates with the skills needed to succeed in their careers.

### Applied research

The academics you will meet throughout your chosen programme are actively involved in multi-disciplinary research. This means that you will benefit from multiple theoretical and

practical perspectives that will inform your learning with in-depth views of business and management locally, regionally and globally.

### Courses

MBA	<b>Master of Business Administration</b>	44
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MSc	<b>Marketing Management</b>	56
MSc	<b>Retail Management &amp; Marketing</b>	58

# Master of Business Administration

## MBA

### Key Information

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)

#### Duration & delivery:

1 year full-time

#### Start date:

September

#### Tuition fees:

UK/EU: £10,000

Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject and at least 1 year of relevant work experience. However, applicants with less experience might be invited to interview

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

The Bournemouth MBA will help you take your career to the next level and allow you to operate as a global leader with a realistic appreciation of the business ecosystem. You'll develop comprehensive knowledge and skills in business and management, and enhance your understanding of people, behaviour and attitudes. In short, you'll become an effective, independent and credible leader.

The Bournemouth MBA has a dual award with the Chartered Management Institute (CMI), which means when you complete your studies you'll have your MBA qualification and a CMI qualification. You will also receive a complimentary CMI affiliate membership for the duration of your studies with BU.

### Course overview

There are six core units and several electives, of which you will choose one. In the final stage of the course you will be undertaking either a consultancy or a research project. Your managerial skills will be enhanced through a series of masterclasses, guest lectures from industry speakers, case studies and consultancy work with real business clients as well as taking part in networking events.

Short internship opportunities are also available as part of the course, subject to you finding a suitable opportunity, enabling you to add further practical context to your learning experience.

If you lack the formal qualifications usually associated with MBA study, we still encourage you to contact us.



**"By being part of such an international university I have developed cross-cultural skills that are very important in my current job. This has definitely helped me to get my current job."**

Marit van Asten, graduate, supply chain analyst for PepsiCo



## Core units

### Personal & Professional Development:

A non-credit bearing unit to help you develop the self-awareness, skills, behaviours and competences you'll need to be an effective, independent and credible professional in the global business environment. A variety of distinct subject matters are covered by internal and external academics and practitioners. You're encouraged to further your professional profile by joining the university Global Talent programme, taking up a student membership with the local branch of the Institute of Directors or other extra-curricular activities and reflect on the impact these have had on your learning.

**Accounting & Financial Management:** Gain the skills and understanding you'll need for analysing accounting and other financial data for performance evaluation, decision-making and risk analysis. These skills provide a robust foundation for managerial action and are essential for consultancy, research and organisational analysis.

**Contemporary Issues in the Global Business Environment:** Explore a range of contemporary issues affecting businesses internally and through developments in the macroeconomic environment. The roles government policy and international trade play in shaping the global business environment will be examined, as will issues impacting sustainable business.

**Strategic Applied Marketing:** Examine the concepts and principles underpinning the marketing process, covering the macro environment in which marketers operate. This unit develops and improves the range of skills marketers need to work effectively in the marketing environment, with an international perspective.

**Performance Management & Analytics:** Develop your numeracy and quantitative skills to support decision-making and evaluate and outline opportunities for improving organisational performance and management.

**Leadership & Organisational Behaviour:** Evaluate group and team building, development, dynamics, emergent leadership and performance.

**Strategic Management:** You'll study this unit from a general manager's perspective, considering the realities and practices of managing to maximise an organisation's performance. The unit analyses what drives an organisation's performance and identifies external and internal changes that affect this. The ultimate aim of this unit is to offer a balance between strategy theories and their application to real-life situations so analysis leads to forming a strategy, which is then executed by the organisation's management.

## Option units (choose one)

**Consultancy:** Develop an understanding of the principles and practice of consultancy, equipping you with the techniques and skills to work in a team to complete a consultancy project for an external client.

**Research Project:** Complete a substantial piece of self-managed research in an area of business that interests you. You'll negotiate your subject and project presentation with a supervisor allocated to you by the MBA Director. Short internship opportunities (subject to availability) will allow you to add practical context to your learning experience.

## Elective units (choose one)

Entrepreneurial Management

Advanced Marketing

Global Economic Challenges

Financial Services

Business in New Media Environments.

# MSc

## Innovation Management & Entrepreneurship

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Innovation and entrepreneurship are essential aspects of organisational success, whether in the private or public sector, in small firms or large corporations. This course aims to develop people who not only think differently but are also able to implement new and exciting ideas in relevant markets and organisational contexts. Our expert academic team will guide your studies and help you develop a global perspective of the business world. We work closely with employers to ensure you have appropriate and relevant study opportunities for your personal and professional development.

Our graduates have found employment in a variety of industries and sectors around the world, undertaking roles such as management consultant, business development manager, project manager, product manager, customer relationship manager, account executive, business analyst, investment analyst, and banking officer. A number of them have gone on to set up their own businesses, while others have pursued a PhD.

### Course overview

This course will give you insights into and practical experience of the issues facing new business ventures and established businesses through fostering creativity, design, and new ways of thinking. It builds theoretical knowledge alongside the core business skills needed to start new enterprises and transform existing ones through innovations in products, processes or business models.

The course builds core knowledge, which is expanded upon by highlighting the networks and relationships needed for collaborative work in increasingly international markets for goods and services. You'll then select from a range of options to focus your learning and execute a major practical exercise to help launch your new career.

There's the option of undertaking work experience as part of your research project, which may be particularly relevant if you're taking this as a conversion course to help change your career direction.

Degrees of  
*difference*

**"The course gave me a good chance to improve my English skills, which helped when dealing with international clients. Overall it taught me to believe in my dreams and follow them by pushing me outside of my comfort zone."**

Ben Bukard, graduate and entrepreneur



## Core units

**Managing People:** Examine the concepts and practice of management and leadership in the changing world of international work and business. You'll take an evaluative approach to exploring these areas in a range of organisational scenarios. This will help you develop various conceptual and practical managerial tools.

**Marketing & Strategy:** Explore and analyse this premise: to be successful, organisations must have a good understanding of their customers' requirements and achieve organisational objectives by satisfying their customers' needs and wants. You'll look at marketing against the backdrop of corporate strategy development and establish links between the two activities.

**International Accounting & Analysis:** You'll learn about the principles involved in producing financial statements, the theoretical and regulatory framework within which financial accounting operates, and techniques for analysing corporate financial reporting.

**Business Models, Resources & Intellectual Property:** The role of the business model, the resources it needs and the value of intangible resources including intellectual property are central to developing entrepreneurial businesses. This is especially true of those with a high level of innovative products, processes, creativity and design. You'll appreciate the concerns raised and offer tools to help the entrepreneur or business manager evaluate appropriate business models, and to store and protect the resources that matter most to their fulfilment.

**Project - Entrepreneurship in Practice OR Innovation in Practice with optional work experience:** The project provides you with an opportunity to undertake a significant piece of self-managed research in order to find a practical solution to a real-life problem, which you will develop into an implementation plan for an entrepreneurial idea or innovation. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

## Option units (choose two)

**Venture Capital & Growth Finance:** Explore the theories of finance, focusing on issues for early-stage businesses along with professional knowledge of government grants, business angels, private equity and investment banks. You'll look at the implications of taking on outside finance for board decision-making, corporate reporting and disclosure.

**Managing Innovation, Creativity & Design:** You will develop your understanding of innovation, creativity and design, and techniques for recognising, evaluating and supporting creative thinking and behaviour. You'll also review experiences of innovative organisations to identify the causes, challenges and consequences of innovation and ways to manage them. You will build confidence in making innovation work through experiential problem-based learning.

**Selling, Relationships & Customer Service:** In the increasingly collaborative ways of working that dominate innovative and early-stage businesses, establishing and nurturing relationships with suppliers, customers and other forms of business partners often lies at the heart of business success. You'll explore these themes and generate theoretical and practical knowledge of selling, relationships and customer service.

**The Entrepreneurial Mind:** You'll examine the practice of entrepreneurs and entrepreneurship and explore the way that entrepreneurs think and act, as well as the influences that shape them. You'll explore the very drivers of entrepreneurial behaviour and thinking.



## International Management

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

You'll develop a truly global perspective of business on this course. We work closely with employers and professional bodies to ensure you have appropriate and relevant study opportunities for your professional and personal development. Some of our graduates are now undertaking roles such as accounts assistant, assistant buyer, business management trainee, and financial consultant, working in sectors from finance and management to marketing and human resources.

### Course overview

This conversion course, taught by our expert team, will help you change career direction and branch into the field of international management.

People, strategy, networks and markets all require expert management. The difference between strong and poor management can mean the difference between success and failure for an organisation. That's a lot of pressure on any manager's shoulders. Empowering yourself with business skills and acumen will ensure you become a dynamic leader.

Business is a broad and fascinating subject with many different areas to specialise in. Those new to and practising in management will need a strong grasp of all areas of an organisation and how these networked departments work together to become a much-demanded 'chameleon' of business.

This course is a combination of truly contemporary, specialist units, while our internationally rich culture provides a global perspective on management in practice across the globe. As part of the research project, you have the option of undertaking a work placement to gain additional experience.



Degrees of  
*difference*

**"This course opened my mind to the relationships and strategies needed for contemporary business. I know BU was an essential part of the progress I've made in my career"**

Paula Leardini, graduate, Project Manager

## Core units

**Managing People:** This covers the concepts and practice of management and leadership in the changing nature of international work and business. You'll take an evaluative approach to exploring these areas in a range of organisational scenarios, helping you develop a range of conceptual and practical managerial tools.

**Marketing & Strategy:** Explore and analyse this premise: to be successful, organisations must have a good understanding of their customers' requirements and achieve organisational objectives by satisfying their customers' needs and wants. You'll look at marketing against the backdrop of corporate strategy development and establish links between the two activities.

**Leadership Essentials:** Explore leadership theory and practice in a variety of business contexts. You'll recognise and address the challenges of contemporary leadership and improve your skills in strategic leadership, leading in a global context and leading change.

**Contemporary Issues in Management:** This unit looks at the theoretical and practical application of a range of contemporary topics in management. The unit draws on research conducted by our staff to give you an understanding of important developments in management, in terms of theory and practice.

You'll be encouraged to debate and evaluate these issues throughout the unit, and you'll look at case studies of management.

**Business Relationships & Networks:** This unit covers the challenges, tasks and approaches for managing inter-organisational relationships and networks in domestic and international settings. You'll explore strategic management and marketing-related aspects of business-to-business relationships with the help of conceptual frameworks, using network-based perspectives.

**Managing in Global Markets:** Develop your understanding of the nature of global markets, and the managerial and organisational competences needed to operate in them. You'll explore concepts and practical issues surrounding international and global strategic management, with a particular focus on international market-entry strategy and implementation.

**Research Project with optional work experience:** An opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You'll have the opportunity to undertake optional work experience as part of your project, subject to interview and availability. This experience can be used to inform your research project.



# Human Resource Management (part-time)

## Key Information

### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB); Chartered Institute of Personnel and Development

### Duration & delivery:

27 months, part-time

### Start date:

September

### Tuition fees:

UK/EU: £9,500

Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or completion of the CIPD Level 5 Certificate or Diploma in Human Resource Management

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in all other components, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

This part-time course has been developed for human resource management practitioners who want to gain the qualifications for professional membership of the Chartered Institute of Personnel and Development (CIPD). When you graduate you'll be eligible to apply for associate membership of the CIPD.

Upon completing this course, you'll be equipped with substantial knowledge of contemporary human resource management theory and the ability to apply that knowledge to real-life situations.

## Course overview

With the guidance of our expert academic team, you'll acquire the necessary skills and competence to plan and manage HR activities at both an operational and strategic level in the public and private sectors. You'll gain advanced knowledge in employment law, employment relations, organisational learning, resourcing and talent management as well as develop your business leadership skills to advance your HR career.

Throughout the course you will apply your knowledge to real business environments, working on live case studies and projects. The course is delivered through informal, interactive seminars and workshops with opportunities to network with regular guest speakers from HR practitioners and the CIPD.

We are looking for applicants who are currently in an HR role, have experience of people management and development, and who can apply theory to real-life situations.

## Degrees of difference

"I did my Master's in this course to further my career. It gave me a glimpse of what it was to think and work more independently. I grew in confidence and felt that I could really run my own business."

Illana Smith, graduate and entrepreneur

## Core units

### Leading, Managing & Developing People:

This unit offers you a rigorous framework of knowledge and understanding concerning people management and development. You'll reflect on theory and practice from an ethical and professional standpoint, providing opportunities for applied learning and continuous professional development.

### Developing Skills for Business Leadership:

Successful HR professionals have different approaches to work but share a range of traits and beliefs. These underpin skills proficiency, but cannot be described as 'skills' themselves. Yet they're often central causes of a manager's effectiveness and are developed consciously over time with an awareness of differing cultural contexts and operating environments. You'll be encouraged to develop a sense of self-awareness and your own strengths and weaknesses as a manager and colleague.

### Human Resource Management in Context:

Providing you with an understanding of the internal and external environments of contemporary organisations, including the managerial and business context in which managers, HR professionals and workers interact in environmental turbulence, change and uncertainty. You'll examine how leading organisations respond to these contexts. Managers and HR professionals in different types of organisations (small, large, national, global), not only have opportunities and choices when taking organisational and HR decisions but also face constraints on their autonomy in determining their futures.

**Knowledge Management & Organisational Learning:** Explore the connection between knowledge management and organisational learning, and personal and professional skills linked with designing and executing management strategies that promote organisational learning.

**Managing Employment Relations:** Gain an understanding of national and international employment relations, from theoretical and

behavioural perspectives. You'll evaluate competing theories linked with managing employment relations strategies and their outcomes on organisational climate, employees and management.

**Investigating a Business Issue from a Human Resources Perspective:** Qualified professionals should be able to research and write reports that can persuade key stakeholders in the organisation to change or adopt policy and practice. You'll have the opportunity to investigate a live, complex business issue from an HR perspective, locate the work in the body of contemporary knowledge, collect and analyse data, develop supportable conclusions and make practical recommendations for changing and improving current practice.

**Employment Law:** You'll develop the knowledge and skills required to brief organisations on the consequences of current and future developments in employment law, and to give up-to-date, accurate advice concerning the practical application of legal principles at work in different jurisdictions. The unit will cover the key principles that underpin UK (or Irish) and EU employment law, their purpose, the major defences employers can use when defending cases, and the potential organisational costs and reputational risks associated with losing them. The focus is on situations that occur regularly in workplaces.

**Resourcing & Talent Management:** This unit focuses on the practical and strategic aspects of recruitment, selection, employee retention and dismissal, to give you the knowledge and skills for resourcing and talent management in a global context. Skills can be sourced by hiring employees and other means such as employing agency workers, subcontractors and consultants and through outsourcing arrangements.

**Research Project:** An opportunity to undertake a significant piece of self-managed applied research in an area that interests you. This adds value to you and your employer.



## Management with Human Resources

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

During this course you'll acquire the necessary skills and acumen to plan and manage HR strategies within the public and private sector. You'll develop an ideal blend of specialist human resource and generalist management expertise to stand out in the highly competitive HR career market.

Our graduates are now undertaking roles such as HR adviser, assistant buyer, business management trainee, training and development manager and recruitment manager.

### Course overview

We work closely with employers and professional bodies to ensure you develop the skills you need to succeed in the workplace. Our expert teaching teams will support your studies and, as this is a conversion course, can provide guidance about changing the direction of your career.

Specialist units explore issues such as developing people, law and employment relations. These are complemented by core management units which concentrate on the management of people, leadership and strategy, as well as contemporary issues in the business world.

As part of the research project, you can undertake optional work experience, subject to finding appropriate experience, an excellent opportunity to enhance your employability before you graduate and apply your learning in a practical environment.

Degrees of  
*difference*

**"You'll develop core management skills alongside specialist human resource management knowledge."**

Jens Mohrenweiser, Course Co-ordinator

## Core units

**Managing People:** This unit covers the concepts and practice of management and leadership in the changing nature of international work and business. You'll take an evaluative approach to exploring these areas in a range of organisational scenarios, helping you develop a range of conceptual and practical managerial tools.

**Marketing & Strategy:** Explore and analyse this premise: to be successful, organisations must have a good understanding of their customers' requirements and achieve organisational objectives by satisfying their customers' needs and wants. You'll look at marketing against the backdrop of corporate strategy development, and establish links between the two activities.

**Leadership Essentials:** Explore leadership theory and practice in a variety of business contexts. You'll recognise and address the challenges of contemporary leadership and improve your skills in strategic leadership, leading in a global context and leading change.

**Organisation & Employment Studies - Issues & Debates:** You'll be exposed to classic theories of organisation and topical debates in employment relations and learn how to apply them to real-life scenarios.

**People Resourcing & Development:** This unit looks at the theory and practice of people resourcing and development (PR&D) and how it can contribute to the achievement of

corporate strategic goals. You will explore the impact of the changing environment of work and business on these activities and the internal and external contexts in which these functions operate. The role of the HR professional in helping the relationship between PR&D and organisational effectiveness will also be examined, and there's an emphasis on developing the knowledge and skills you'll need to fulfil this role.

**International Human Resource Management:** This unit covers theoretical and practical knowledge in international human resources in an increasingly globalised environment. Examples are drawn from classic and current literature from the developed and developing world. This covers a wide spectrum of knowledge and makes it clear the way in which human resource management theory is translated into practice in different economies around the world.

**Research Project with optional work experience:** An opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the opportunity to undertake work experience as part of the research project unit, subject to you finding appropriate experience.



## Management with Project Management

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course has been developed specifically to satisfy the demand for project management professionals. It is a combination of truly contemporary, specialist units, and our internationally rich culture provides a global perspective on management in practice across the globe.

The core units will encourage you to participate in contemporary management debates while gaining a wider understanding of management functions and how they are inter-related.

### Course overview

This is a conversion course that can enable you to change your career direction, or branch into a new subject.

You will develop knowledge of the cross-cultural and multi-disciplinary nature of management in order to provide project management solutions to an increasingly global multinational environment.

The course will cover the internal and external environmental issues faced by companies related to marketing, human resources, international management and project management.

With optional work experience as part of the research project unit and an expert teaching team to support you, you'll be well prepared for work when you graduate. We work closely with employers and professional bodies to ensure you have appropriate and relevant study opportunities for your professional and personal development.

Many of our graduates are now working as project managers across a range of sectors and disciplines, and are using their expertise to improve project outcomes.

Degrees of  
*difference*

**"This course will enable you to critically evaluate and apply the key concepts, tools and competencies of project management."**

Karen Thompson, Course Co-ordinator



## Core units

**Managing People:** This covers the concepts and practice of management and leadership in the changing nature of international work and business. You'll take an evaluative approach to exploring these areas in a range of organisational scenarios, helping you develop a range of conceptual and practical managerial tools.

**Marketing & Strategy:** Explore and analyse this premise: to be successful, organisations must have a good understanding of their customers' requirements and achieve organisational objectives by satisfying their customers' needs and wants. You'll look at marketing against the backdrop of corporate strategy development and establish links between the two activities.

**Leadership Essentials:** Explore leadership theory and practice in a variety of business contexts. You'll recognise and address the challenges of contemporary leadership and improve your skills in strategic leadership, leading in a global context and leading change.

**Contemporary Issues in Project Management:** This unit looks at the theoretical and practical application of a range of contemporary topics in project management. The unit draws on research conducted by our staff to give you an understanding of important developments in project management, in terms of theory and practice. You'll be encouraged to debate and evaluate these issues throughout the unit, and you'll look at case studies of project management.

**Project Management Fundamentals:** Identify and develop a critical awareness of project management knowledge, context and boundaries. You'll explore the theories and practices associated with effective project management, as appropriate for a variety of business and technical environments. You'll also evaluate a range of techniques available for effective project management in the context of organisational change and complexity.

**Corporate Governance & Ethics:** The objectives, principles and methods of corporate governance practice in different economic environments. You'll analyse complex ethical problems and show how understanding corporate governance and ethics can aid managerial decision-making, particularly for risk management.

**Research Project with optional work experience:** An opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the opportunity to undertake work experience as part of the research project unit, subject to you finding appropriate experience.



# MSc

## Marketing Management

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This conversion course is ideal if you're looking for a change of career, as you can study with our expert teaching teams and gain a thorough grounding in the field of marketing management. We work closely with employers and professional bodies to ensure you have appropriate and relevant opportunities to develop professionally and personally.

Our Marketing Management graduates are now undertaking roles such as marketing executive, account manager, brand manager and marketing communications manager, across a variety of sectors.

### Course overview

In a world where your brand sits among millions, and where it seems your consumers would rather talk about you than to you, it is vital that marketing practitioners stay ahead of the game. Marketing is arguably at the centre of all business activity.

This course incorporates specialist units which explore contemporary issues for today's marketers, and is complemented by broader management units. This will develop your appreciation of the relationship between marketing and the wider sphere of the organisation, and heighten the demand for your insights in the industry. The diverse international culture in the Faculty of Management provides a truly global learning experience.

There's also the option of undertaking work experience as part of your research project, subject to you finding appropriate experience, giving you a chance to boost your CV while studying and gain valuable experience.



Degrees of  
*difference*

"My business is gradually growing and I have a lot of exciting plans to help reach out and help more businesses with their online presence. That's thanks to putting everything I learnt at BU into practice."

Ahmed Khalifa, graduate and entrepreneur

## Core units

**Managing People:** Covering the concepts and practice of management and leadership in the changing nature of international work and business. You'll take an evaluative approach to exploring these areas in a range of organisational scenarios, helping you develop a range of conceptual and practical managerial tools.

**Marketing & Strategy:** Explore and analyse this premise: to be successful, organisations must have a good understanding of their customers' requirements and achieve organisational objectives by satisfying their customers' needs and wants. You'll look at marketing against the backdrop of corporate strategy development and establish links between the two activities.

**Leadership Essentials:** Explore leadership theory and practice in a variety of business contexts. You'll recognise and address the challenges of contemporary leadership and improve your skills in strategic leadership, leading in a global context and leading change.

**Contemporary Issues in Marketing:** The theoretical and practical application of a range of contemporary topics in marketing management. The unit draws on research conducted by our staff to give you knowledge of important developments in marketing. You'll be encouraged to debate and evaluate these issues throughout the unit.

**Business Relationships & Networks:** Examine the challenges, tasks and approaches linked with managing inter-organisational relationships and networks in domestic and international settings. You'll explore strategic management and the marketing-related aspects of business-to-business relationships with the help of frameworks that use network-based perspectives.

**Marketing Communications:** Marketing communications is an ever-changing field. New theories, cultural influences and technological advances all combine to create a dynamic environment. You'll examine key issues and challenges in marketing communications. The unit covers strategic issues of integration and planning, as well as the tactical considerations needed to execute marketing communications campaigns that meet consumer needs.

**Research Project with optional work experience:** An opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You'll have the opportunity to undertake optional work experience as part of your research project unit, subject to you finding appropriate experience.



## Retail Management & Marketing

### Key Information

**Accreditation:**

Institute of Direct and Digital Marketing (IDM)

**Duration & delivery:**

September: 1 year full-time (16 months with optional study exchange) January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement or 2 years part-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

We have been offering courses in this subject since 1989, so we have a long and well-established reputation for teaching and research excellence. Our extensive network of alumni provides us with unrivalled contacts and opportunities in businesses across the retail and marketing sectors. On graduating, you'll be prepared to undertake roles such as retail buyer, retail merchandiser, store manager, marketing analyst, and brand communication officer.

### Course overview

As this is a conversion course, it's ideal if you want a change of career direction, or to enhance your existing skills in this area. You'll learn from research-active, industry-experienced staff who have published innovative research into retail management and marketing issues.

This course covers the theoretical and practical application of concepts essential for operating and marketing a retail business, and will help you understand the contemporary retail environment and examine topical issues related to retail management and marketing.

You'll develop the analytical skills essential for operating and marketing in an international retail environment by critically examining international retail development and activity, with a view to putting this knowledge into practice.

The opportunity to undertake a 30-week work placement in the sector will help prepare you for retail and marketing-related roles once you graduate and provide you with valuable skills and knowledge to improve your performance as an employee and a manager.



Degrees of  
difference

**"The course was tailored to the dynamics of the contemporary retail environment and led by academics who have worked in industry, making the experience invaluable."**

Murat Satilmis, graduate

## Core units

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data. This will help you understand the dynamics of the retail sector.

**Retail Consumer Experience & Behaviour:** This unit explores the theoretical and practical aspects of individual and social processes underlying and influencing human behaviour, particularly relating to people as consumers in an online and offline retail setting. You'll develop the ability to evaluate and apply theories and models to the retail sector.

**Retail Marketing & Digital Communication:** Develop an understanding of the current market environment for retailers in relation to their marketing and communication strategies, including traditional and digital communication methods. You'll be introduced to a range of marketing concepts, discuss the key parts of the marketing planning process,

including analysis, planning, execution and control, and review the effectiveness of traditional and digital communication tools.

**Retail Principles & Practice:** You'll examine the environmental forces that shape the industry and the changes it makes to survive. This will help you understand the contemporary retail environment and examine topical issues, such as the impact of out-of-town retailing on existing town centres. You'll develop analytical skills related to the UK and international retail environment.

**Research Methods:** You'll learn how to collect, analyse, interpret and present both qualitative and quantitative data. You will be able to understand the nature of research and its associated ethics, which will provide essential underpinning for your research project.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. You'll use appropriate research methodology to collect and analyse data and present your findings.

## Option units (choose one)

**Entrepreneurship:** You will cover the process of creating a new entrepreneurial venture, and funding sources for new and upcoming entrepreneurs. There's a focus on identifying and evaluating entrepreneurial opportunities.

**Buying & Merchandising:** Understand the concepts and processes of buying and merchandising, and recognise the links and differences between the roles of a buyer and a merchandiser in retail.

**Crisis & Disaster Management:** You'll complete a number of strategic and tactical planning exercises aimed at addressing the need to integrate tourism and events within risk reduction, response and recovery strategies.

**Fashion Retailing:** You'll get the chance to explore how fashion can be used to appeal to fashion-conscious consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Food, Culture & Society:** Explore the complex relationships among food, culture and society from disciplines in humanities, social sciences and sciences.

**Mobility & Cultural Change:** Learn about the underlying causes of increasing international mobility, and the implications of the movements of people for the individual and society.

**Mobile Communication & Mobile Marketing:** You'll learn to understand, design and evaluate mobile communication and marketing initiatives in experience-based industries.

**Spatial Design for Retailers & Restaurateurs:** A creative exploration of the current trends for retailer and restaurant design, primarily from a consumer perspective.





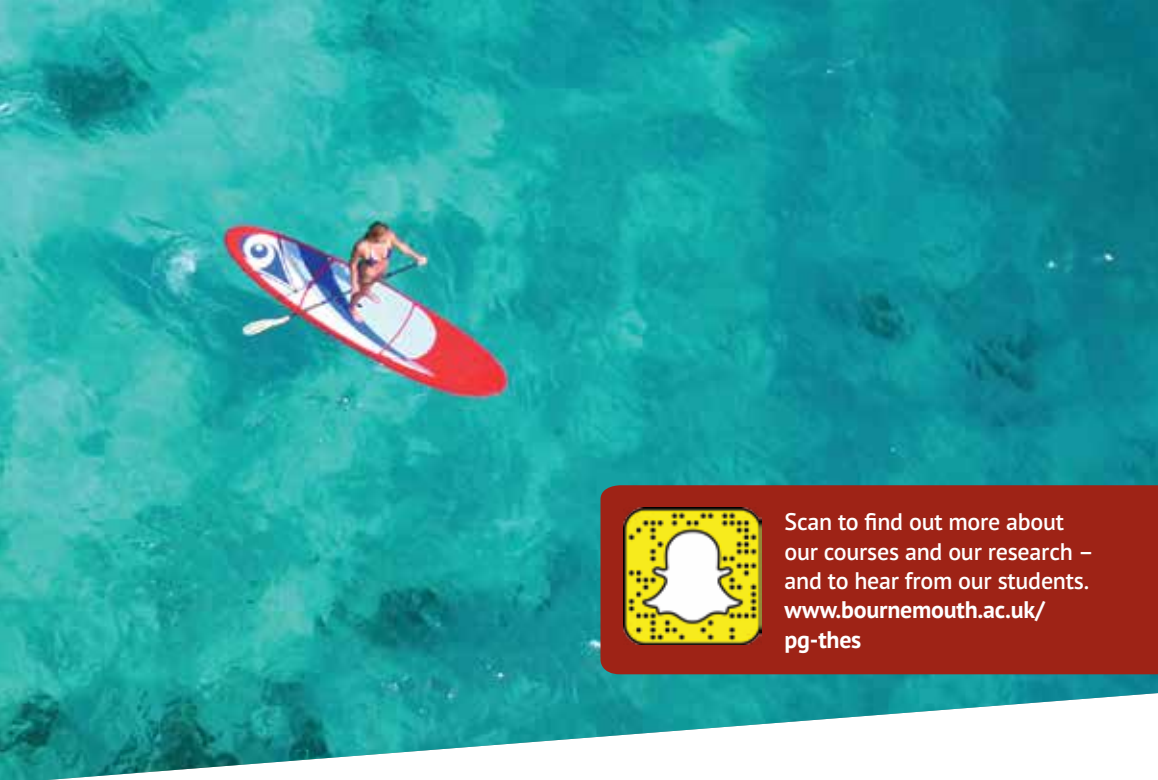
Degrees of  
*difference*

# Tourism, Hospitality, Events & Sport courses

Our graduates are ready for a world where tourism, hospitality, events and sport services, are a catalyst for economic growth and prosperity and support the wellbeing of all stakeholders.

“Overall, my time at Bournemouth University was something I will look back on for the rest of my life. The experience of completing an international Master’s degree (I’m originally from the US) has not only prepared me professionally but personally as well. It enabled me to come into my own, and grow as a person. I will forever be grateful for my time there and appreciate all of the people that helped me through the entire process.”

**Kevin Baker, Ticket Operations Manager for the LA Dodgers**  
MSc Sports Management graduate



Scan to find out more about our courses and our research – and to hear from our students.  
[www.bournemouth.ac.uk/pg-thes](http://www.bournemouth.ac.uk/pg-thes)

**We offer a well-established portfolio of courses designed to meet the present and future needs of professional managers and executives globally. We focus on the ‘consumer experience’, developing your management, research and analytical skills to be able to address the challenges and enhance innovation globally.**

### World-class research

We are proud of our world-class research and our close interaction with professional practice. The strong link between our research and taught postgraduate degrees means that you will be studying alongside leading academics whose research has a global impact and you will cocreate an innovative future.

### Accreditations

We are accredited by the United Nations World Tourism Organisation (UNWTO), recognised by the Tourism Management Institute and an Institute of Travel and Tourism centre of excellence. We are also 8th in the world for Hospitality and Leisure Management in the latest QS World University Rankings.

### Courses

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# MSc

## Events Management

### Key Information

#### Duration & delivery:

September: 1 year full-time (16 months with optional study exchange)  
January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject or substantial industrial experience at senior management level

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University

##### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This is one of the largest events management Master's degrees in the UK and, as a conversion course, is ideal for anyone looking for a new career direction. You'll receive practical training from research-active and industry-experienced staff in a truly multicultural environment, enhancing your knowledge of diversity and awareness of the cultural differences associated with managerial work in an international environment. Those are vital skills for working as part of a mixed-nationality workforce and for a mixed-nationality clientele.

### Course overview

This course will help you to develop skills essential for working in the events sector, using theories and processes of project and operational management. You'll learn about the event management cycle, including the planning, design, implementation and evaluation of a variety of events. You'll learn to critically evaluate a range of theories and models relevant to events management. The practical element of this course focuses on the application of theories and models to event examples, including the organisation of your own live event as part of a group.

An optional 30-week work placement provides you with transferable skills working in a role such as event manager, exhibition development manager, event coordinator, account manager or project manager. Graduates are now working in organisations all over the world, such as Meht Entertainment in Germany, Capital Club East Africa in Kenya and Moody's Analytics and Concerto Live in the UK, in roles such as account executive, conference and event organiser, events manager, events coordinator and assistant manager.

You are able to undertake a semester abroad as part of the course. You can study in a range of countries worldwide at the end of the taught component of your Master's degree. Please note that you cannot take both study abroad and a placement.

Degrees of  
*difference*

"The course helped me learn about management and has given me more confidence dealing with different people and different kinds of events."

Cynthia Hong, graduate and Guest Liaison at Disney Shanghai Resort



## Core units

### Contemporary issues in Events Management:

You'll learn to develop an understanding of the contemporary issues affecting the events management industry. You will be equipped with the skills and knowledge to critically evaluate a range of current management issues and how they affect the events industry.

**Organisation Strategy & Finance:** You will learn about the foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Events Management:** Covering the key areas of event planning, this unit looks at elements of planning, designing, implementing and evaluating a variety of events as part of a single festival programme.

**Project Management for Events:** Since events are increasing in scale and complexity, the areas of programme and project management are important to future event managers. You'll

develop these skills by designing a themed event programme comprised of a number of event projects.

### Bidding for & Managing International Events:

You will learn to critically evaluate and apply management theories and techniques to the effective organisation of and bidding for international events. In this way the unit facilitates preparation for and supports careers operating in international events and markets.

### Study skills will be taught as a non-assessed unit:

You will learn how to collect, analyse, interpret and present both qualitative and quantitative data. You will be able to understand the nature of research and its associated ethics, which will provide essential underpinning for your research project.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings.

## Option units (choose one)

**Conference Tourism:** You will reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations. You'll also suggest how destinations and venues can develop a better conference product.

**Crisis & Disaster Management:** You'll complete a number of strategic and tactical planning exercises aimed at addressing the need to integrate tourism and events within risk reduction, response and recovery strategies.

**Carnival & Festivals:** This unit seeks to provide you with an understanding of the rites and rituals of traditional carnivals as well as facilitate reflection on contemporary festival practices.

**Community, Events, Sports & the Third Sector:** You will analyse contemporary societal challenges from the local to the global and from Corporate Social Responsibility to bringing awareness to 'taboo' societal issues by allowing critical inquiry and independent research. It is

aimed at equipping you with the knowledge to understand the process of managing events from a perspective of a growing third sector.

**Entrepreneurship:** This unit has a focus on identifying and evaluating entrepreneurial opportunities. Entrepreneurial development may cover a single entity, a further investment by a portfolio entrepreneur, a management buy-out, a spin out or a venture in an existing organisation.

**Fashion Retailing:** You will explore how fashion can be used to appeal to fashion-conscious consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Sport Tourism:** You will learn about the features of sport tourism and the changing demands for it, along with its supply structures and impacts on and responses from sport and tourism providers.



# MSc

## Events Marketing

### Key Information

#### Duration & delivery:

September: 1 year full-time (16 months with optional study exchange)  
January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This was one of the first degrees in the world dedicated to events marketing. We are one of the leading providers of events management education, and this course is ideal whether you want to further your career or are looking for a change of direction by completing a conversion course.

You'll learn in a multicultural environment from our research-active and industry-experienced staff. Our graduates go on to work all over the world in companies such as Diageo in Norway, Piaggio in Vietnam and Scholz & Friends in Switzerland, in roles such as marketing executive and event organiser.

### Course overview

This course seeks to develop the skills and competencies required to maximise the potential of events as a marketing communication tool, including designing integrated marketing communications strategies, managing sponsorship, event activation and managing audiences through events, notably through social media. As an academically driven course, you'll learn to critically evaluate a range of theories and models relevant to events marketing.

The practical element of this course focuses on the application of theories and models to event examples. If you undertake the optional 30-week placement, you could enhance this further by working in a role such as brand manager, campaign manager, event manager, events executive, account manager, marketing executive, internal communications executive or marketing events executive, among others.

You are able to undertake a semester abroad as part of the course. You can study in a range of countries worldwide at the end of the taught component of your Master's degree. Please note that you cannot take both study abroad and a placement.

Degrees of  
*difference*

"BU has a rich and wide range of opportunities that are helping me to fit better for jobs. The course gives us the chance to work for real clients during assignments."

Marta, graduate

## Core units

### Contemporary issues in Events Management:

You'll learn to develop an understanding of the contemporary issues affecting the events management industry. You will be equipped with the skills and knowledge to critically evaluate a range of current management issues and how they affect the events industry.

**Organisation Strategy & Finance:** You will learn about the foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

### Event Marketing & Digital Communication:

You will explore the strategic application of traditional marketing activity through the context of event marketing. The combination of acquiring knowledge of traditional marketing methods and developing a deeper understanding of digital marketing will enable you to develop a fully integrated marketing plan.

### Bidding for & Managing International Events:

You will learn to critically evaluate and apply management theories and techniques to the effective organisation of and bidding for international events. In this way the unit facilitates preparation for and supports careers operating in international events and markets.

**Contemporary Events Marketing:** You'll be introduced to all forms of contemporary marketing focusing on the consumer experience, including experiential marketing, guerrilla and ambush marketing, sponsorship, co-creation and altered reality marketing, which all allow the brand to come alive for consumers through an experiential events context.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings.

## Option units (choose one)

**Conference Tourism:** You will reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations. You'll also suggest how destinations and venues can develop a better conference product.

**Crisis & Disaster Management:** You'll complete a number of strategic and tactical planning exercises aimed at addressing the need to integrate tourism and events within risk reduction, response and recovery strategies.

**Carnival & Festivals:** This unit seeks to provide you with an understanding of the rites and rituals of traditional carnivals as well as facilitate reflection on contemporary festival practices.

### Community, Events, Sports & the Third Sector:

You will analyse contemporary societal challenges from the local to the global and from Corporate Social Responsibility to bringing awareness to 'taboo' societal issues by allowing critical inquiry and independent

research. It is aimed at equipping you with the knowledge to understand the process of managing events from a perspective of a growing third sector.

**Entrepreneurship:** This unit has a focus on identifying and evaluating entrepreneurial opportunities. Entrepreneurial development may cover a single entity, a further investment by a portfolio entrepreneur, a management buy-out, a spin out or a venture in an existing organisation.

**Fashion Retailing:** You will explore how fashion can be used to appeal to fashion-conscious consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Sport Tourism:** You will learn about the features of sport tourism and the changing demands for it, along with its supply structures and impacts on and responses from sport and tourism providers.



# Hotel & Food Services Management

## Key Information

### Accreditation:

United Nations World Tourism Organisation (UNWTO);  
Institute of Hospitality

### Duration & delivery:

September: 1 year full-time (16 months with optional study exchange)  
January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

### Start date:

September, January

### Tuition fees:

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

### Required subjects:

None

### If English is not your

#### first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

This course is the ideal choice if you want to enter the hotel and food service sectors. It's delivered by expert staff who've written many of the core textbooks in these fields. We also work closely with a number of major organisations within these areas to ensure the relevancy of our teaching.

Our graduates have taken on positions in international hotel groups and food service organisations in places such as the UK, the USA and in their home countries (such as Thailand, China and India).

## Course overview

This degree will give you an advanced understanding of the hotel and food services industries, providing a managerial perspective on running such organisations. After completing this course, you'll have a better understanding of the analytical, developmental and strategic sides of these industries and have developed insights into the issues affecting them. With the opportunity to undertake an optional work placement, you can develop transferable skills to improve your performance in your future career, both as an employee and manager.

The emphasis is on accommodation management, food and drink, and the food service sector, with an operational management focus. You can also identify and engage with selected areas of specialism within these industries, such as revenue management, IT applications, and human resource management.

You'll also be invited to attend our annual hospitality student conference in London, which presents a fantastic networking opportunity. You can further enhance your CV by undertaking added-value courses such as the Wine and Spirits Trust Award; participating in the HOTS Hotel Simulation Package; visiting the World Travel Market in London; and attending lectures by our visiting speakers from organisations such as Hilton International, Le Manoir aux Quat Saisons and Fairmont Hotels.

Degrees of  
*difference*

"My time at BU has been fun and exciting. The staff and students have been welcoming and friendly and willing to assist at any time."

Ajala Ayotomiwa, Nigerian student

## Core units

### The Tourism & Hospitality Industries:

Delivered by a series of guest speakers from industry, this unit will provide you with a comprehensive appreciation of the tourism and hospitality business ecosystem.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

### Food Production & Innovation Management:

This unit aims to develop your innovation skills and broaden your appreciation of the food service sector, which is becoming sustainable, resilient, competitive, diverse and responsible.

**Food Operations Management:** This unit seeks to address the issues which distinguish food operations from those in other fields.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment. An understanding of the nature of our relationship with food socially, economically, politically, environmentally and in terms of technology is a valuable addition to other strategic and operational areas of expertise.

**Destinations: Contexts for Tourism & Hospitality:** Placing the tourism destination at the heart of discussion, this unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Dissertation:** An opportunity to study a subject in-depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Sport Tourism:** Learn about the features of sport tourism and the changing demands for it.

**Tourism & the Media:** This unit will develop your ability to critique and apply media theories, practices and discourses in relation to tourism.

**Tourism Culture & Society:** The unit explores the principles, concepts and practices of tourism from the perspective of social science and cultural studies theories.

**Tourism Management & the Natural Environment:** You'll critically reflect upon the significance and impact of tourism on a variety of ecosystems.



# MSc

## International Hospitality & Tourism Management

### Key Information

**Accreditation:**

United Nations World Tourism Organisation (UNWTO);  
Institute for Travel & Tourism

**Duration & delivery:**

September: 1 year full-time (16 months with optional study exchange)  
January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is ideal whether you want to enhance your skills in international hospitality and tourism management or change your career direction with a conversion course.

As it's delivered by expert academic staff who write many of the core textbooks in the field, you'll gain an in-depth understanding of the industry. Our close ties with major organisations in the hospitality and tourism sectors ensure you'll graduate with the skills and knowledge you need to excel.

### Course overview

After completing this course, you'll have a better understanding of the analytical, developmental and strategic sides of the hospitality and tourism industries and will have developed insights into the issues affecting them.

You will be able to identify and engage with specialisms such as consumer behaviour, marketing, digital technologies, international human resource management, revenue management and international market trends.

Attending our annual hospitality student conference in London, and undertaking the optional 30-week work placement are other ways in which you can enhance your employability while studying. The work placement can be undertaken after you complete the taught units of your course, but before you write your dissertation. You can work for a hotel, tour operator, event company, finance or marketing department, among others.

Other extra-curricular activities include undertaking additional courses such as the Wine and Spirits Trust Award; visiting the World Travel Market in London; participating in the HOTS Hotel Simulation Package; and attending lectures by visiting speakers from international organisations such as Hilton International, Shangri-la Hotels, Fairmont Hotels and Le Manoir aux Quat Saisons.

## Core units

**Hospitality Operations Management:** This unit addresses the issues that distinguish hospitality and tourism operations from those in other fields. By focusing on the inter-relationships between systems, services and technical factors, product quality, capacity and productivity, the unit offers a multidisciplinary framework to explore the wider inter-relationships between operations, marketing and accounting.

**Innovations in Hospitality:** The unit will address the current issues and innovations, which transform and shape the international hospitality and tourism context and its organisations, with focus on how these may be effectively managed.

**The Tourism & Hospitality Industries:** Delivered by a series of guest speakers from industry, this unit will provide you with a comprehensive appreciation of the tourism and hospitality business ecosystem.

**Destinations: Contexts for Tourism & Hospitality:** Placing the tourism destination at the heart of discussion, this unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes

and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Sport Tourism:** Learn about the features of sport tourism and the changing demands for it.

**Tourism & the Media:** This unit will develop your ability to critique and apply media theories, practices and discourses in relation to tourism.

**Tourism Culture & Society:** The unit explores the principles, concepts and practices of tourism from the perspective of social science and cultural studies theories.

**Tourism Management & the Natural Environment:** You'll critically reflect upon the significance and impact of tourism on a variety of ecosystems.

# MSc

## Tourism Management

### Key Information

**Accreditation:**

United Nations World Tourism Organisation (UNWTO);  
Institute for Travel & Tourism

**Duration & delivery:**

September: 1 year full-time  
(16 months with optional study exchange)  
January: 16 months full-time  
(18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,500  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is accredited by the United Nations World Tourism Organisation (UNWTO). We are internationally known for the quality of our tourism courses and research activities – in the Research Excellence Framework 2014, tourism at BU was rated as joint first in the UK, based on its internationally recognised research – and are home to three of the world's top ten tourism journals.

Among our alumni is a hospitality manager for a 4-star hotel in Qatar, a government official in the Peruvian Tourism Ministry, and the Head of Tourism for the Azores Islands.

### Course overview

This course reviews a range of key issues, challenges and developments in tourism management, with a particular focus on the relationships between tourism and the wider economic, environmental and socio-cultural context. You'll study as part of a diverse cultural group, giving you the chance to improve your inter-cultural competence – a vital skill in the increasingly globalised field of tourism management. You'll be prepared to undertake management roles in tourism management, policy planning and development, research within government and non-governmental organisations.

You'll develop your management, research and analytical skills to allow you to operate at a high level within this dynamic industry. During your studies, you'll meet industry experts, network and share knowledge and experience while learning in a structured environment.

You are able to undertake a semester abroad as part of your course. You can study in a range of countries worldwide at the end of the taught component of your Master's degree. Please note that you cannot take both study abroad and a placement.

Some of our graduates now hold senior management positions in private and public sectors, such as tour operators, the aviation and cruise industries, hotel chains and government tourism ministries and development agencies.

Degrees of  
*difference*

"I'm now working for the largest travel agent in Japan and am also engaged in the academic community. I presented my dissertation to the Association of Japanese Geographers and I'm co-authoring a new project."

Maiko Iizuka, graduate



## Core units

**Managing Visitor Attractions:** You'll review the management of cultural and heritage resources by offering a principal or secondary attraction for tourist destinations. This part of the sector represents a significant component for domestic and international visitors and it includes historic, man-made and contemporary attractions.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Tourism Planning & Development:** This unit demonstrates how planning theories are converted into policies and, in turn, help shape destination development in the tourism industry.

**The Tourism & Hospitality Industries:** Delivered by a series of guest speakers from industry, this unit will provide you with a comprehensive appreciation of the tourism and hospitality business ecosystem.

**Destinations: Contexts for Tourism & Hospitality:** Placing the tourism destination at the heart of discussion, this unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The dissertation is the conclusion of your learning experience, where you'll carry out a research project.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes

and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Sport Tourism:** Learn about the features of sport tourism and the changing demands for it.

**Tourism & the Media:** This unit will develop your ability to critique and apply media theories, practices and discourses in relation to tourism.

**Tourism Culture & Society:** The unit explores the principles, concepts and practices of tourism from the perspective of social science and cultural studies theories.

**Tourism Management & the Natural Environment:** You'll critically reflect upon the significance and impact of tourism on a variety of ecosystems.



## Tourism Marketing Management

### Key Information

**Accreditation:**

United Nations World Tourism Organisation (UNWTO)

**Duration & delivery:**

September: 1 year full-time (16 months with optional study exchange)

January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500

Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is accredited by the United Nations World Tourism Organisation (UNWTO), demonstrating the quality of this degree. The international nature of this course will ensure you're well prepared for work in multinational tourism, marketing or hospitality organisations around the world, where you can take on roles within areas such as senior management, marketing, destination management, international airlines or tour operators.

### Course overview

We are internationally known for the quality of our tourism courses and research activities – in the Research Excellence Framework 2014, tourism at BU was rated as joint first in the UK, based on its internationally recognised research – and we are also home to three of the world's top ten tourism journals, as well as some of the leading international textbooks.

The course aims to establish your understanding of the principles of tourism marketing management, providing you with a framework to understand business development and marketing planning. Specifically, it examines the relationships between the customer experience and marketing organisations, research planning, budgeting, marketing strategies and communication. With the opportunity to undertake an optional work placement, you can develop transferable skills to improve your performance in your future career, both as an employee and manager.

The course is delivered by a team of internationally recognised experts with a wide range of industry and academic experience. You will also meet, network and share knowledge with leading industry figures and experts.

Degrees of  
*difference*

"Being able to discuss topics with lecturers who are leading experts in the field, really helps you understand what is important in the industry and how to apply this knowledge and expertise."

Romona Wagner, graduate

## Core units

### The Tourism & Hospitality Industries:

Delivered by a series of guest speakers from industry, this unit will provide you with a comprehensive appreciation of the tourism and hospitality business ecosystem.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Destinations: Contexts for Tourism & Hospitality:** Placing the tourism destination at the heart of discussion, this unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Tourism Marketing Innovation:** This unit will provide you with the academic knowledge and professional skills to not only study marketing innovations but also apply them in an industry context through the professional practice network that the lecturers have.

**eTourism & Digital Marketing:** Explore how information technology is used in the tourism, travel and hospitality sectors for destinations and organisations. You'll look at technology's contributions to strategic competitive advantage from a marketing perspective.

**Dissertation:** The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food

is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Sport Tourism:** Learn about sport tourism and the changing demands for it, along with its supply structures and impacts on and responses from sport and tourism providers.

**Tourism & the Media:** This unit will develop your ability to critique and apply media theories, practices and discourses in relation to tourism.

**Tourism Culture & Society:** The unit explores the principles, concepts and practices of tourism from the perspective of social science and cultural studies theories.

**Tourism Management & the Natural Environment:** You'll critically reflect upon the significance and impact of tourism on a variety of ecosystems.

## Disaster Management

### Key Information

**Duration & delivery:**

1 year full-time;  
2 years part-time

**Start date:**

September

**Tuition fees:**

UK/EU: £6,750  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

We're one of the world's leading providers of disaster management training, education and research. This unique degree draws upon a wide spectrum of current practitioner disciplines, ground-breaking research agendas and current case studies in disaster management.

Our aim is to develop the knowledge and skills required for existing and future crisis and disaster management leaders from a broad range of organisations. This can include government agencies, national and international industries, emergency, military and medical services, academia, small and medium-sized enterprises, faith-based and local community organisations and media. Our aim is to develop future leaders who see disaster management as a multi-disciplinary activity drawing upon hard and soft science in support of practitioner-based integrated systems that lead to cohesive strategies underpinned by academic rigour.

### Course overview

Your studies will include risk-reduction and resilience strategies including mitigating hazards and reducing vulnerability. You'll examine integrated planning between relevant civilian and military organisations as well as community groups. You'll also learn how to develop major incident management systems that respond to, and help recover from, a range of disasters when they occur.

You'll examine the roles and responsibilities of external agencies involved in disaster management and develop your personal communication and simulation skills to exploit and implement lessons identified from previous disaster events.

In a world in which both public and private sectors are increasingly aware of the risks to their reputation and business survival when disaster strikes, your studies will prepare you to be able to promote disaster management planning within wider security and sustainable development strategies in such a way that they are fully integrated, practised and exercised.

## Core units

**Developing Policies & Plans:** You will be introduced to the importance of sound disaster management plans and frameworks. Internationally, many nations still do not have developed disaster management plans, and this unit has been developed over several years and in multiple countries to assist national governments and their agencies to address this vital issue. The principles of this unit underpin each of the subsequent units.

**Management of Communications & Learning:** This unit teaches you how to communicate learning in effective and attractive ways: gaining the interest of audiences, drawing upon audience experience and knowledge,

winning audience cooperation for greater integrated activities, and creating relevant participatory exercises from academic and practical-based literature to help turn lessons identified into lessons learned.

**Dissertation:** An opportunity to research and study a subject in depth, showing your understanding of it. The dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings. Your dissertation will be 15,000 words, and you'll be taught about research methods.

## Option units (choose four)

**Management of Technological, Social & Intentional Disasters:** This unit focuses on the nature and types of man-made (human instigated) hazards, including those on land, air and sea alongside such issues as crowd safety and industrial accidents. Taking a case study approach, you will evaluate the lessons learned from recent reports and complete a strategic level multi-hazard planning and response exercise as part of a group.

**Management of Natural Disasters:** You will examine the complexities of natural hazards which could affect your country. You will learn to evaluate the management issues associated with such hazards, and how these can be applied to major incident management, risk reduction and recovery and national planning.

**Management of Wider Stakeholders – Travel & Tourism:** You will develop an understanding of the unique needs and critical resources of the travel and tourism sectors and consider the management issues associated with integrating travel and tourism into a national disaster management framework including risk reduction, response and recovery.

**Management of External Assistance:** This unit introduces you to the challenges that arise when external assistance is offered to, or received by, another country. Using a developing set of scenarios, you'll explore the issues as a deployed team offering external assistance to a country faced with a number

of natural hazards. The unit concludes by applying those lessons identified to the home national plan.

**Public Health Resilience & Response:** Throughout this unit you will examine public health resilience and response strategies within the context of disaster management. Looking at current national and international best practice drawn from a combination of academic and professional practitioner approaches to healthcare resilience, you will learn methods for establishing effective healthcare emergency preparedness, resilience and response systems.

**Foreign Policy Analysis & Crisis Management:** You will focus on understanding the concepts and practice of foreign policy analysis relevant to disaster management. You'll consider the diplomatic dimensions of international disaster and crisis management and evaluate key challenges shaping foreign policy in relation to crises and disasters.

**Disaster Management for Business Professionals:** You will gain a detailed appreciation of the concepts, theories, challenges and practices of the private sector when preparing for, responding to, and recovering from crises and disasters. The unit has a particular focus on how international disaster management contributes to business resilience in both theory and practice.



# MSc

## Sport Management

### Key Information

**Accreditation:**

Club Managers Association of Europe

**Duration & delivery:**

September: 1 year full-time (16 months with optional study exchange)  
January: 16 months full-time (18 months with optional study exchange); 2 years full-time with optional 30-week work placement; 2 years part-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,500  
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is taught by our team of research-active expert academics, who regularly offer advice to organisations in the sport management sector. Through their ties to the industry, you will have the chance to listen to and network with guest speakers, who offer their specific sport management knowledge and experience.

As a graduate, you will be prepared to undertake roles within sport development, sport facility management, sports marketing or sport policy.

### Course overview

This course is ideal for those wanting to pursue a career working for national sporting governing bodies, sports consultancy enterprises, schools and specialist sports colleges, community groups and charitable sporting organisations. It's suitable for those already working in sport management, or those who want to change career direction.

You'll develop a higher level understanding of management principles and their application to the sport industry. This will allow you to advance your knowledge of the processes by which sport has become a global phenomenon within the wider service and entertainment industry, the subsequent tensions that have emerged, and the implications for the future development and management of sport.

You can also choose to go on a 30-week work placement as part of your course to gain valuable experience and improve your performance as a manager. You'll undertake your placement after you've completed the taught units of your course, but before you write your dissertation. Alternatively, you can boost your international and intercultural competence by studying at one of our international partner universities.

### Degrees of difference

"After graduating from BU I returned to Canada and was chosen to be a Capacity Support Officer with Commonwealth Games Canada, first in the Falkland Islands then in Botswana assisting in the preparation for the London Olympics."

Natalie Brett, graduate

## Core units

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data. This will help you understand the dynamics of the sport sector.

**Research Methods:** You'll learn how to collect, analyse, interpret and present both qualitative and quantitative data. You will be able to understand the nature of research and its associated ethics, which will provide essential underpinning for your research project.

**Sport Principles & Practice:** The structure of sport at all levels, from global organisations such as FIFA and the International Olympic Committee (IOC), to local voluntary and amateur sport organisations. The unit is international in nature, drawing on examples and practices from developed and developing countries.

**Consuming Sport:** The number of people who watch sport, directly or indirectly, outweighs the numbers who take part in it. However, nearly all academic study of sport is focused on participation. This unit will develop your understanding of sport consumption by looking at different theories, which you'll use to describe the behaviour of sport consumers.

**Facility Planning & Design:** The key components of design for sport and recreation facilities. You'll learn to understand building services, engineering economics and the relationship between the client, contractor and operator.

**Dissertation:** An opportunity to study a subject in-depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings.

## Option units (choose one)

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Mobile Communication & Mobile Marketing:** Design and evaluate innovative mobile applications for an effective marketing communication campaign. You'll learn to understand, design and evaluate mobile communications and marketing initiatives in experience-based industries.

**Politics, Philosophy & Economics for Sport:** An examination of politics, philosophy and economics to make sense of sport in,

and as part of, institutions that comprise society and contribute to stability and social naturalness. You'll investigate relationships that are ontologically and epistemologically conditioned and not neutral, hence the place of sport in this context is problematical and contested.

**Sport Tourism:** Learn about the features of sport tourism and the changing demands for it, along with its supply structures and impacts on and responses from sport and tourism providers. You'll explore how sport, tourism and events interact.





## Degrees of *difference*

# Finance courses

As more and more businesses trade internationally, there is growing demand for individuals with the core competencies and technical skills in finance to enable them to succeed. We make sure our graduates fit the bill thanks to our long-standing relationships with professional bodies including The Chartered Institute of Securities & Investment and the Chartered Institute of Taxation among others.

“BU is a great university and studying here was one of the best times of my life. It helped me to progress and strengthen my technical skillset within my field of study, but it also helped me to develop and mature personally. The great study environment, together with the wide range of facilities, is the perfect starting point for every young and passionate student. I was also impressed at how seamlessly the experienced teaching staff navigated the wide range of international students to create a group identity which I have not seen during my previous studies.”

**Florian Pyttel, Leveraged Finance - IKB  
Deutsche Industriebank AG**  
MSc Finance and Risk Management graduate





Scan to find out more about our courses and our research – and to hear from our students.  
[www.bournemouth.ac.uk/pg-fin](http://www.bournemouth.ac.uk/pg-fin)

**Our finance courses are industry focused and the end result is the success of our graduates, who hold key positions in major professional services such as KPMG and PriceWaterhouseCoopers, and financial institutions such as JP Morgan and Santander. Our Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB) – something fewer than 5% of business schools worldwide have achieved.**

### Overlapping interests

We bring together researchers and practitioners with overlapping interests in financial reporting, auditing, financial regulation, corporate governance, international and environmental taxation, enterprise risk management, performance measurement, and factors affecting the small and medium-sized enterprise sector. Our overriding aim is to enhance the employability of our graduates utilising our links with the industry at local, national and international levels.

### Expert analysis

Our expert analysis and opinion regularly appears in the mainstream media, with our academics contributing to *The Guardian*, *The*

*Independent*, *Financial Times*, BBC Radio and Sky News. Our academics also regularly speak at government conferences and contribute to European Parliament panels.

### Courses

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MSc	<b>International Economics &amp; Finance</b>	84
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# MSc

## Finance

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in a required subject

**Required subjects:**

Finance, Accounting or Economics – or courses with elements of these subjects

**If English is not your first language:**

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in all other components, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

We are a training provider for the Chartered Institute of Securities and Investment's (CISI) Chartered Wealth Management Qualification. This means that, based upon the option units you take, you will be able to sit the CISI's examinations (additional fees will apply) and, if successful, you'll receive a wealth management professional qualification alongside your Master's degree.

Some of our graduates are now undertaking roles such as advisor, analyst, consultant, finance manager and financial consultant, working for global companies such as IBM, KPMG, JP Morgan and Barclays.

### Course overview

Our finance courses are industry focused and give you the opportunity to gain a wealth management professional qualification. We will help you develop a global perspective of finance and business that will serve you well in the increasingly internationalised business world.

This challenging and rewarding course provides a unique blend of theory and practice, with the aim of developing the skills necessary to pursue a career in finance. The course is designed to be highly flexible, enabling you to tailor its content to suit your needs and career ambitions.

The course is designed for those who have a background in finance or a related discipline, such as economics or accounting, and are looking to further develop their skills and access a career in the areas of financial analysis, financial management, and investment.

There's also the option of undertaking work experience as part of the research project unit, subject to you finding suitable experience.

Degrees of  
*difference*

"The course has taught me to be better in group work and communicate with other nationalities, which is very important for companies and should enhance my employability."

Diana Giuliana, student

## Core units

**Financial Markets:** Gain an understanding of the types of financial markets, their links and roles in modern economies, and the quantitative and qualitative research techniques that apply to this field.

**Money & Banking:** Covering functions of money and banking and their importance in the economy, you'll learn about interest rates and yield curves, monetary policy issues and banking regulation with an international context, along with contemporary issues in money and banking.

**Advanced Accounting & Financial Analysis:** You'll learn about the principles involved in producing financial statements, outline the theoretical and regulatory framework

within which financial accounting operates, and offer techniques for analysing corporate financial reporting.

**Financial Econometrics:** Mathematical, programming and statistical tools used in the real world for analysing and modelling financial data. You'll use these tools to model asset returns, the stock, bond and exchange rate, and measure risk using different software.

**Research Project with optional work experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

## Option units (choose two)

**International Direct Taxation:** The globalisation of business means firms must understand the domestic tax systems where they operate and the ways these systems interact. You'll learn to understand the international tax system and principal tax planning techniques open to multinational firms.

**Public Finance & Tax Policy:** This unit focuses on the revenue side of public finance to help you evaluate the quality of the decisions taken by governments on maintaining and reforming tax systems.

**Global Economic Challenges:** An introduction to economic theory as it applies to specific areas of applied economics. This will show how economic theories and techniques can be used to address many important issues facing humanity.

**Emerging Market Economies:** The issues involved in emerging market economies. There's a focus on economic issues and the economic consequences of political and social aspects of integration and development.

**Enterprise Risk Management:** Gain an understanding of the theoretical and practical aspects of risk.

**Corporate Governance & Ethics:** You'll learn about the objectives, principles and methods of corporate governance practice in different economic environments, and understand how governance and ethics can aid managerial decision making in respect of risk management.

**Environmental Reporting:** Account and report on environmental matters and evaluate the usefulness of this information.

**Applied Wealth Management\*:** Identify appropriate investment strategies for a wealthy, private client.

**Portfolio Construction & Theory\*:** Gain knowledge of finance theory and how to structure portfolios of financial assets in this context.

\*If you select these option units you will have the opportunity to sit the Chartered Wealth Management examinations (additional fees apply).

## International Accounting & Finance

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course will give you an understanding of how firms report their financial data. We have a global focus when it comes to accounting and finance, allowing you to develop a truly international perspective while studying with our expert teaching team.

Our finance courses are industry focused, with our graduates going to work at leading international companies. Some of our graduates are now undertaking roles such as advisor, analyst, consultant, finance manager and finance consultant at a range of companies, including IBM, KPMG, JP Morgan, Gates Group, Caspian One, LBC Consult and Barclays, among others.

### Course overview

This conversion course will develop your ability to effectively analyse data and draw conclusions from it. A contemporary issue of increasing concern to modern international corporations is their ability to accurately reflect environmental issues in their financial reports. By providing instruction in this emerging and important area of financial reporting, you'll get a unique insight not possessed by graduates from other courses, but much sought after by potential employers.

Ultimately you'll gain the transferable skills needed for a future career in accounting and finance. These include team working, objective analysis, and communication.

You'll also have the option of undertaking work experience as part of the research project unit, subject to you finding suitable experience.

Degrees of  
*difference*

"There's nothing more rewarding than when a student approaches you after a lecture to tell you that they have learned something new."

Dr Dermot McCarthy, Framework Leader

## Core units

### **International Accounting & Analysis:**

This unit will explore the principles for producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates and offer techniques for analysing corporate financial reporting.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision makers in a complex, dynamic and inherently uncertain external environment.

**Economics of Money & Financial Markets:** You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

**International Direct Taxation:** The globalisation of business means firms must not only understand the domestic tax systems where they operate, but also the ways these systems interact. Direct taxes at federal level usually account for between

10% and 30% of pre-tax profits. You'll learn to understand the international tax system and principal tax planning techniques open to multinational firms.

**Environmental Reporting:** Learn how to account and report on environmental matters and critically appraise the usefulness of such information.

**Corporate Governance & Ethics:** You will explore the objectives, principles and methods of corporate governance practice in different economic environments. You'll learn how an understanding of governance and ethics can aid managerial decision making, particularly for risk management.

**Research Project with optional work experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.



## International Economics & Finance

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This conversion course is industry focused and international in nature, allowing you to develop a global perspective of economics and finance.

Some of our graduates are now undertaking roles such as advisor, analyst, consultant, finance manager and financial consultant, working at firms including KPMG, JP Morgan, Barclays, IBM, Gates Group, Caspian One and LBC Consult, among others.

### Course overview

This course has been developed with two key features in mind – the development of a strong capacity in economics and finance and the ability to apply these skills in practice. Furthermore, the modern world increasingly requires an ability to understand these issues in a global context. As a result, this course also addresses key developments in global markets.

This course will enable you to develop key technical, analytical and decision-making skills. It will also help develop the personal skills you need to succeed in any career: effective teamwork, objective analysis and communication.

There's an option to undertake work experience as part of the research project, subject to availability, which may particularly appeal if you are changing disciplines or career focus.

Degrees of  
*difference*

"I'm really looking forward to expanding my knowledge. Post-BU, I want to go into financial planning or consulting, because it ties in with my love of economics."

Rebecca Jarmolkiewicz, graduate

## Core units

### **International Accounting & Analysis:**

Explore the principles for producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates and offer techniques for analysing corporate financial reporting.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision makers in a complex, dynamic and inherently uncertain external environment.

### **Economics of Money & Financial Markets:**

You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

**Global Economic Challenges:** The unit aims to introduce you to economic theory and methodology as it applies to specific areas of applied economics. It does so in a way that demonstrates how economic theories and techniques can be used to address many of the most important issues facing humanity.

**Emerging Market Economies:** This unit intends to develop an understanding of the issues involved in emerging market economies. Its focus is upon economic issues and the economic consequences of political and social aspects of integration and development.

**Public Finance & Tax Policy:** Following the global financial crisis in the late 2000s, public finances have become central in academic, political and populist debate. This unit focuses on the revenue side of public finance with the aim of equipping you to evaluate the quality of the decisions taken by governments on maintaining and reforming their tax systems.

### **Research Project with optional work**

**experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course will provide you with the practical skills you need to analyse financial data and make effective decisions as a result. It will also help you develop transferable skills that will be vital to success in your future career.

Some of our finance graduates are now undertaking roles such as advisor, analyst, consultant, finance manager and financial consultant, working in firms such as Caspian One, JP Morgan, KPMG, Barclays, IBM, LBC Consult and Mainstreet Bank Limited, among others.

### Course overview

This conversion course has been developed for students who may not have a strong background in finance, but are looking to access the growing number of job opportunities in international financial analysis and management. It covers corporate and international finance, and ensures you have a firm understanding of the broader economic and governance issues involved.

You will have the option of completing work experience as part of the research project, subject to you finding suitable experience, which is a fantastic way to enhance your experience and CV.

### Degrees of difference

"The theoretical knowledge, practical experience and exposure to diversity prepared me really well for the daily challenges in a global investment bank."

Aleksander Olstad, graduate, Investment Banking Analyst for JP Morgan





## Core units

### **International Accounting & Analysis:**

This unit will explore the principles of producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates and offer techniques for analysing corporate financial reporting.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision makers in a complex, dynamic and inherently uncertain external environment.

**Economics of Money & Financial Markets:** You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

### **International Direct Taxation:**

The globalisation of business means that firms must not only understand the domestic tax systems in the states in which they operate, but also the ways in which those systems interact. Direct taxes at the federal

level usually account for between 10 and 30 percent of pre-tax profits. You'll learn to understand the international tax system and the principal tax planning techniques open to multinational firms.

### **Portfolio Construction & Theory:**

The aim of this unit is to equip you with knowledge of finance theory and the ability to structure portfolios of financial assets within that context.

### **International Investment Management:**

On this unit you'll understand the workings, structure and importance of the global investment marketplace and its role in risk analysis and management at practical and theoretical levels.

### **Research Project with optional work**

**experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

## International Investment & Finance

### Key Information

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)

#### Duration & delivery:

September: 1 year full-time  
January: 16 months full-time

#### Start date:

September, January

#### Tuition fees:

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course combines elements of our MSc Finance course with a focus on international banking and investment. It will provide you with the necessary theoretical background for understanding the world of finance and investment, along with the practical skills for reading and analysing financial data and making informed decisions about the risk involved in international investments.

Some of our graduates work in roles such as analyst, consultant, finance manager, industrial development expert or management associate, at firms such as JP Morgan, KPMG, IBM, Gates Group and Caspian One.

### Course overview

This conversion course is ideal for graduates looking to change career direction and work in the financial sector. We have a strong international and industry focus, ensuring our courses equip you with the skills and knowledge you'll need to work successfully in this sector, as well as a global perspective on business and finance.

This course will also provide you with the transferable skills needed for a future career in accounting and finance: team working, objective analysis and communication.

As part of your research project, you will have the option to undertake work experience, subject to you finding suitable experience, allowing you to further enhance your CV before graduating.

Degrees of  
*difference*

"I came to BU to enrich my learning experience and network with people from different countries."

Hieu Nguyen, student



## Core units

### **International Accounting & Analysis:**

This unit will explore the principles of producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates and offer techniques for analysing corporate financial reporting.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision makers in a complex, dynamic and inherently uncertain external environment.

### **Economics of Money & Financial Markets:**

You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

### **International Investment Management:**

This unit will help you understand the workings, structure and importance of the

global investment marketplace and its role in risk analysis and management at practical and theoretical levels.

### **Portfolio Construction & Theory:**

The aim of this unit is to equip you with knowledge of finance theory and the ability to structure portfolios of financial assets within that context.

**Emerging Market Economies:** This unit intends to develop an understanding of the issues involved in emerging market economies. Its focus is on economic issues and the economic consequences of political and social aspects of integration and development.

### **Research Project with optional work**

**experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

## International Risk Management & Finance

### Key Information

**Accreditation:**

The Association to Advance Collegiate Schools of Business (AACSB)

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course offers a multi-dimensional study of risk with aspects of finance, governance and ethics and addresses more traditional practices of risk management. This is a conversion course, which is ideal for graduates who would like to change subjects or put their career on a different path.

Our finance courses are industry focused and will help you develop a truly global perspective of the finance and business sectors. Some of our graduates are now undertaking roles such as consultant, finance manager, financial consultant, HR manager or management associate (risk).

### Course overview

Risk management is now a key driver in business and there is a rapidly increasing requirement for postgraduates to provide core risk management assistance. Few organisations today would make any major decisions concerning new projects without first assessing the risks involved.

This course will give you the opportunity to develop the competencies and technical skills for contributing and flourishing in this industry. In particular, you'll develop and apply your decision-making skills to complex practical situations. The comparison of theory and practice provides a rich source of material in this area and serves to prepare you for a variety of possible roles within an international business organisation.

There is an option to undertake work experience as part of your research project – the final unit of your Master's degree – subject to you finding suitable experience. This will allow you to further enhance your CV before graduating.

Degrees of  
*difference*

"I still encounter BU graduates within the industry, and am still in touch with many of my classmates who returned to their home countries."

Florian Pyttel, graduate, IKB Deutsche Industriebank

## Core units

### **International Accounting & Analysis:**

This unit will explore the principles of producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates, and offer techniques for analysing corporate financial reporting.

**Economics of Money & Financial Markets:** You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision-makers in a complex, dynamic and inherently uncertain external environment.

### **International Investment Management:**

Understand the workings, structure and importance of the global investment marketplace and its role in risk analysis and management at practical and theoretical levels.

**Enterprise Risk Management:** Gain an understanding of the theoretical and practical aspects of risk.

**Corporate Governance & Ethics:** Cover the objectives, principles and methods of corporate governance practice in different economic environments. You'll learn how an understanding of governance and ethics can aid managerial decision making, particularly for risk management.

**Research Project with optional work experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.



## International Taxation & Finance

### Key Information

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)

#### Duration & delivery:

September: 1 year full-time  
January: 16 months full-time

#### Start date:

September, January

#### Tuition fees:

UK/EU: £9,500  
Non-EU: £14,750

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course takes our expertise in taxation and mixes it with some of the best aspects of our finance courses. You can expect your studies to be both intellectually stimulating and practical.

Some of our graduates are now undertaking roles such as advisor, analyst, consultant, industrial development expert and management associate (risk). We have graduates working in JP Morgan, KPMG, RBS, Caspian One, LBC Consult and IBM, among many others.

### Course overview

This wide-ranging course is a conversion course, allowing you to change your career direction and move into the fields of international taxation and finance.

Modern businesses, especially those who operate in the international market, need a firm understanding of their financial position and their tax affairs. You will develop your understanding of how corporations report their financial data, and then examine the implications international taxation and taxation policy can have for the modern global corporation.

Our finance courses are industry focused and aim to help you develop a truly global perspective on the finance and business sectors. You can strengthen your skills and CV by undertaking an optional work placement, subject to availability, as part of your research project.

Degrees of  
*difference*

"We have one of the UK's strongest teaching teams in taxation, and are therefore best positioned to provide you with a set of skills that are in high demand."

Dr Dermot McCarthy, Framework Leader

## Core units

### **International Accounting & Analysis:**

This unit will explore the principles of producing financial statements, outline the theoretical and regulatory framework within which financial accounting operates, and offer techniques for analysing corporate financial reporting.

**Economics of Money & Financial Markets:** You will gain a solid grounding in the economic concepts surrounding the monetary system and financial markets.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision-makers in a complex, dynamic and inherently uncertain external environment.

**International Direct Taxation:** The globalisation of business means that firms must understand the domestic tax systems where they operate and the ways these systems interact. Direct taxes at the federal level usually account for between 10 and 30 percent of pre-tax profits. This unit aims to foster your understanding of the international tax system and the principal tax planning techniques open to multinational firms.

**International Indirect Taxation:** Indirect taxation is now one of the most important forms of taxation for most countries, with the exception of the United States, as it regards revenue earned for most governments and has a major impact on domestic and international businesses. Value Added Tax (VAT) in some form has been adopted by nearly every country. This unit will develop your understanding of the nature and importance of indirect taxation in domestic and international trade.

**Public Finance & Tax Policy:** Following the global financial crisis in the late 2000s, public finances have become central in academic, political and populist debate. This unit focuses on the revenue side of public finance. You'll evaluate the quality of the decisions taken by governments on maintaining and reforming their tax systems.

**Research Project with optional work experience:** The research project provides you with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will have the option to undertake work experience as part of the research project unit, subject to you finding appropriate experience.

# Law courses

We offer non-law graduates the opportunity to convert their degree into a Qualifying Law Degree (QLD) through our Graduate Diploma in Law/ Common Professional Examination (CPE). We also offer the Legal Practice Course (LPC) – the second stage of professional legal training.

## Degrees of *difference*

“Before coming to BU, I was a senior consultant in the business tax advisory practice at Ernst & Young. I had started as an intern and I was building a solid career there. I decided to take the LLM because I wanted to grow as a tax professional, develop myself, acquire knowledge and enhance the experience I already had. Bournemouth University was ranked as one of the best universities in tax law in the UK and I am very proud to be a BU graduate.

The discussions during classes were very interesting and helped to share knowledge. The professors had a lot to contribute to our academic experience.”

**Ana Diniz, Manager at Ernst & Young**  
LLM International Tax Law graduate





Scan to find out more about our courses and our research – and to hear from our students. [www.bournemouth.ac.uk/pg-lawcourses](http://www.bournemouth.ac.uk/pg-lawcourses)

**Our courses in intellectual property have been developed in collaboration with the Chartered Institute of Trade Mark Attorneys (CITMA) and the Joint Examination Board of the Chartered Institute of Patent Agents (CIPA). They provide exemptions from the foundation level examinations for qualification as a patent attorney in the UK and the Postgraduate Certificate is accredited by the Intellectual Property Regulation Board (IPReg).**

### Extensive expertise

As well as being one of the UK's leading institutions for postgraduate study in intellectual property, we have extensive expertise in commercial law, international tax law and international public law, and offer LLM courses in all of these areas.

### Research opportunities

The renowned Centre for Intellectual Property Policy and Management (CIPPM) currently pursues research in business law, intellectual property law, property law and taxation and is supported by the research cluster Centre for Conflict, Rule of Law & Society. Our staff produce high profile research

including work with the German, British and Swedish Ministries of Defence as well as NATO. All our postgraduate students are offered the opportunity to get involved in our research at BU.

### Courses

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# Graduate Diploma in Law/CPE

## Key Information

### Duration & delivery:

1 year full-time,  
2 years part-time

### Start date:

September

### Tuition fees:

UK/EU: £7,500  
Non-EU: £11,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 (with a minimum of 6.0 in writing and 5.5 in all other components), or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

The course offers a learning environment with focused support and attention. The course is based around a small group, which means you will benefit from individual time with our academic staff. The teaching team is made up of experienced academics whose education is informed by their professional qualifications, experience and their research and publication interests.

## Course overview

This course is aimed primarily at non-law graduates from UK universities who are planning to enter the legal profession. If you do not have a UK or Irish undergraduate degree but do have relevant academic qualifications or significant vocational experience, you may also be eligible to join the course – contact us for more details.

Although the CPE is fundamentally aimed at entry to the legal profession, it is a highly valued qualification in its own right and supports a wide range of career opportunities. The course is approved by both the Bar Council and the Solicitors Regulation Authority.

Degrees of  
*difference*

“BU offers a friendly and personalised legal learning environment and provides a unique blend of academic and practitioner perspectives that should benefit students in their future careers.”

Jeffrey Wale, Lecturer in Law

## Core units

**Legal System, Process & Skills:** Learn about the main characteristics of the English legal system and legal methodologies. Through building on previously gained transferable academic skills, the unit initiates work with legal sources, processes and reasoning and, in particular, legal research. You'll be placed in a position to become more effective in subsequent units where research and other skills will be developed further.

**Law of Contract:** Learn what makes a contract legally enforceable, how to interpret it, who is protected from unfair contract terms, what constitutes a breach of contract and what remedies are available for such a breach.

**Law of Torts:** Gain a sound understanding and appreciation of theories and principles of the Law of Torts.

**Land Law:** Develop your understanding of the foundations of Land Law.

**Law of Trusts:** This unit links with Land Law, especially on the division between legal and equitable ownership and in relation to trusts of land.

**Constitutional & Administrative Law:** Learn about the nature of constitutions; the general characteristics of the British Constitution; Parliamentary supremacy; the rule of law and the constitutional position of the judiciary. You will also learn about administrative remedies and Human Rights Law.

**Criminal Law:** Learn about the foundations of criminal liability with particular reference to major offences.

**Law of the European Union:** Appreciate the European legal method, the relationship of European Community Law to the English legal system and particular areas of substantive law.

**Another Area of Law:** You'll undertake research covering another area of law (there will be some choice on the area).

## Skipping individual units

If you've studied any of these areas of law before and want to apply to skip a unit, your application must be made with evidence before you start the course. We usually ask for transcripts, syllabus and unit specifications. We may also ask you to have a short telephone interview with the course leader.

**To skip a unit, you'll need to apply to:**

- BU if you're considering the Legal Practice course or Solicitor route to legal qualification
- The Bar Standards Board if you're considering the BPTC or Barrister route to qualification.

The Bar Standards Board will not recognise any decisions we make about skipping units. If you are in any doubt about your future career path, you should make separate applications to the Bar Standards Board and BU.

## Further study

After completing this course, you can proceed to the Legal Practice Course (LPC). The LPC is the current vocational stage of training for solicitors. If you're interested in qualifying

as a barrister, you can seek advice on the Bar Professional Training Course from barristers in the law team.

# LPC/LLM

## Legal Practice Course/Legal Practice

### Key Information

**Accreditation:**

Solicitors Regulation Authority

**Duration & delivery:**

LPC: 1 year full-time,

2 years part-time

LLM: 6 months full-time,

1 year part-time

**Start date:**

LPC: September

LLM: September, January

**Tuition fees:**

LPC: UK/EU: £11,500

Non-EU: £12,000

LLM: UK/EU: £3,750

Non-EU: £4,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

LPC: A Bachelors Honours degree with 2:2 in a required subject, a Graduate Diploma in Law or a Common Professional Examination

LLM: A Bachelors Honours degree with 2:2 in any subject and successful completion of BU's LPC programme

**Required subjects:**

LPC: Qualifying Law Degree, CPE or a law qualification approved by the SRA

LLM: Successful completion of BU's LPC is compulsory

**If English is not your first language:**

IELTS (Academic) 6.5 (with a minimum of 6.0 in writing and 5.5 in other components), or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

We offer the latest version of the LPC, which will equip you with the skills and knowledge necessary to enable you to enter your training contract with confidence. Once you have successfully completed the LPC, you can complete a dissertation focusing on an area of law or legal practice associated with the knowledge and skills you acquired on the LPC.

### Course overview

We begin with an induction course to introduce you to the ethos of the LPC and concepts you'll encounter throughout the programme. You'll learn about professional conduct, IT and practical legal research.

To gain the LPC you must complete Stage 1 and Stage 2. The SRA requires all Semester 1 subjects to be taken at the same provider.

## Stage one units

**Property Law & Practice:** A general foundation for knowledge and skills required in a conveyancing transaction, which you can build on in subsequent practice.

**Litigation:** Gain an understanding of the civil and criminal litigation processes, and the ability to manage these processes in a professional practice context.

**Business Law & Practice (including Business Accounts):** A good understanding of substantive business law and the institutional and transactional features of business law pervade all areas of practice, and are essential for practitioners. Knowledge of business accounts is seen as underpinning a solicitor's ability to advise business clients in practice.

**Accounts & Regulation - Professional Conduct & Regulation and Solicitors Accounts:** Get grounding in matters of professional conduct, ethics and financial services. You'll gain an

understanding of the Solicitors Accounts Rules 2011 in the context of systems and procedures which you will be exposed to in practice.

**Legal Skills - Writing, Advocacy, Practical Legal Research, Interviewing & Advising, Drafting:**

You'll learn to produce a coherent piece of writing based on facts, general principles and legal authority in a structured, concise and, where appropriate, persuasive manner; gain skills in court advocacy; understand the need for thorough investigation of a client's factual and legal issues; appreciate interview techniques; and learn to accurately draft a range of documents assessing legal and factual issues.

**Estate Management & Taxation - Wills & Administration of Estates, Taxation:** Knowing about revenue law is seen as underpinning much of a solicitor's working practice. Knowledge of probate, estate management and related work is essential to your legal profession.

## Stage two units (choose up to three)

**Commercial Property:** Gain an insight into the type of work conducted by commercial property departments.

**Commercial Law:** Appraise the various legal and regulatory regimes applicable to commercial and corporate transactions, including the possible impact of European Community law and taxation.

**Advanced Litigation:** Develop your tactical and analytical skills and knowledge in a professional litigation context.

**Family Law:** Gain an understanding of the main areas of concern to a family solicitor and of the tactics and procedures involved in dealing with family matters.

**Employment Law:** This unit will introduce you to employment law. You'll appreciate the rights of and remedies available to employees and other workers, and different methods of dispute resolution in professional and commercial contexts.

**Private Client:** An introduction to matters you'll encounter within a private client department. You'll gain knowledge and skills to build on in subsequent practice.

**Client in the Community:** Develop a working knowledge of law and practice in a field you'll find yourself involved in on a daily basis when in practice. Practice areas covered include welfare benefits, homelessness and housing law, children's proceedings and juvenile crime.

## LLM Legal Practice

**Dissertation:** You will complete a dissertation in a relevant area of particular practice interest. It is expected that the topic of the dissertation will be in an area of law or legal

practice associated with the knowledge and skills acquired and developed in the Legal Practice Course.

## International Commercial Law

### Key Information

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,000  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Our LLM in International Commercial Law focuses on legal regulation from the perspective of a common law jurisdiction, and the challenges presented through membership of the international and European communities.

### Course overview

Founded in the ancient silk and spice routes, international trade and commerce has spread to become the most significant activity of any modern economy.

The provision of goods and services in other countries increased dramatically in the second half of the 20th century, and today continues to reveal new markets, products and commercial practices.

During the course, LLM Law students have the opportunity to present as part of our Continuing Academic Presentation competition, which takes place twice a year. In a competitive legal landscape, it's critical that you can present and communicate issues and ideas coherently and professionally.

Degrees of  
*difference*

"This really is a career-enhancing course, not just within the legal profession but in a variety of industries. Our graduates have gone on to work as patent associates, senior lawyers and associate directors."

Dr Melanie Klinkner, Senior Lecturer in Law

## Core units

### Principles of International Law, International Organisations, and The World Trade Organisation

**Organisation:** This unit has two aims: to give you a sound grounding in the principles underpinning international law and, building on this knowledge, to examine the World Trade Organisation (WTO) as a prime example of an international organisation.

**Law of International Trade:** This unit deals with the core of international commercial law: the legal regulation of international commerce from the perspective of transactions relating to the exportation of goods. This allows for

an in-depth exposure to international supply, sale and carriage contracts, to considerations associated with multiple transactions and to techniques for the international harmonisation of substantive law.

**Dissertation:** This unit will provide you with the opportunity to conduct research on an area of law associated with the knowledge and skills acquired and developed on your chosen pathway. You will develop critical thinking, evaluate new and existing relevant research and develop your conceptual understanding of law.

## Option units A (choose two)

**Corporate Law – Theory & Practice:** You will examine key issues in contemporary corporate law. This will enable you to evaluate corporate law issues from key theoretical and practical perspectives.

**International Dispute Resolution:** Cross-border and inter-state relations raise complex issues involving the law of more than one country. Alternative Dispute Resolution (ADR) offers an alternative way of resolving disputes other than litigation. This unit will introduce the key concepts, forms and procedures of ADR and discuss its development and

merits compared with litigation relating to both international commercial and public international law disputes.

**International Cyber Law & Governance:** An understanding of the principles of internet law and online policies has become indispensable for professionals aiming for a career in the digital economy. This unit will provide you with a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

## Option units B (choose one)

**International Intellectual Property Rights:** Intellectual property rights are implicated in most aspects of international commerce. Through the integration of intellectual property standards into the WTO framework with the 1994 TRIPS Agreement, intellectual property laws have been substantially and controversially harmonised. This unit evaluates the consequences of the globalisation of intellectual property laws.

**International Law of the Environment:** This unit will examine the particular sectors of environmental policy that are the subject of international legal regulation and obligations. This will involve an appraisal of how international legal regulation has

developed in these areas, taking into account various challenges, legal and political, that have been influential in shaping their respective evolution.

**International Direct Taxation:** The globalisation of business means that firms must not only understand the domestic tax systems in the states in which they operate, but also the ways in which those systems interact. Direct taxes at the federal level usually account for between 10% and 30% of pre-tax profits and this unit aims to foster an understanding of the international tax system and the principal tax planning techniques open to multinational firms.

## International Tax Law

### Key Information

#### Duration & delivery:

September: 1 year full-time  
January: 16 months full-time

#### Start date:

September, January

#### Tuition fees:

UK/EU: £7,000  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

The course draws on our academic excellence in international taxation and public law. It includes a wide range of tax and law units that are focused on comparative, rather than on UK law, so applications from international students are encouraged. Tax issues are relevant in tax and non-tax areas alike, such as competition law and family law, within its remit of marriage, divorce and estates. International business transactions and the management of state entities are both subject to the ramifications of UK and international tax.

### Course overview

This course is aimed at those considering a career in international tax consultancy or within in-house tax departments of multinational companies. It is also highly suitable for staff of foreign government finance ministries and tax authorities who wish to learn more about tax policy.

The units can be used as preparation for an important qualification offered by the Chartered Institute of Tax, the Advanced Diploma in International Tax (Paper I, Principles), while the dissertation can be structured so as to be suitable for submission as a thesis in Paper II or Paper III of the same internationally recognised qualification.

### Degrees of difference

"As part of the course, we had to solve many business cases, which prepares you for work in the tax market. The discussions in class are not only theoretical – you also get deeply involved with situations that you could face on a daily basis with future clients."

Ana Carolina Diniz, graduate



## Core units

### Principles of International Law, International Organisations & The World Trade

**Organisation:** This unit has two aims: to give you a sound grounding in the principles underpinning international law and, building on this knowledge, to examine the World Trade Organisation (WTO) as a prime example of an international organisation.

**Dissertation:** An opportunity to conduct research in an area of law associated with the knowledge and skills you've gained. You'll develop critical thinking skills, evaluate new and existing research and strengthen your conceptual understanding of law. This unit promotes self-managed learning by asking you to complete a significant piece of work.

## Option units A (choose two)

**Corporate Law - Theory & Practice:** Examining key issues in contemporary corporate law, this unit will allow you to evaluate corporate law issues from key theoretical and practical perspectives.

**International Dispute Resolution:** Cross-border and inter-state relations raise complex issues involving the law of more than one country. Alternative dispute resolution (ADR) offers an alternative way of resolving disputes other than litigation. You'll be introduced to key concepts, forms and procedures of ADR and discuss its development and

merits compared to litigation. This relates to international commercial and public international law disputes.

**International Cyber Law & Governance:** Understanding the principles of internet law (including human rights, criminal, international and copyright laws) has become indispensable for professionals aiming for a career in the digital economy. Here you'll gain a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

## Option units B (choose three)

**International Indirect Taxation:** Indirect taxation is now one of the most important forms of taxation for most countries, as it has a major impact on domestic and international businesses. Value-added tax (VAT) in some form has been adopted by nearly every country. This unit will foster your understanding of indirect taxation in domestic and international trade.

**International Direct Taxation:** Globalisation of business means firms must understand the domestic tax systems where they operate and the ways those systems interact. This unit aims to foster your understanding of the international tax system and the principal tax planning techniques open to multinational firms.

**Law of International Trade:** This unit deals with the core of international commercial law - the legal regulation of international commerce from the perspective of transactions relating to the exportation of goods. This allows for an in-depth exposure to international supply, sale and carriage contracts, to considerations associated with multiple transactions and to techniques for the international harmonisation of substantive law.

**Public Finance & Tax Policy:** This unit focuses on the revenue side of public finance with the aim of preparing you to evaluate the quality of decisions taken by governments on maintaining and reforming their tax systems.

## Public International Law

### Key Information

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,000  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor's Honours degree with 2:2 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

On this course you will usually be taught by a range of staff with relevant expertise and specialist knowledge. This will include senior academic staff and qualified professional practitioners. The course offers a unique blend of delivery including guest lectures, electronic learning, lectures and seminars.

### Course overview

Public international law has traditionally been concerned with the structure and behaviour of sovereign states and intergovernmental organisations.

In recent decades, however, international law has also progressively affected multinational corporations and individuals. Public international law has increased in use and relevance vastly over the 20th century, due to a globalised world with an upsurge in global trade, environmental concerns, human rights violations, armed conflicts and a boom in global communications.

You will therefore benefit from the study of law in these areas and under the direction of experts in this field.

### Degrees of difference

"Studying at BU has challenged me to explore and learn new things, improve my abilities to understand and solve problems, increase my confidence and make myself a better communicator."

Luke Nwibo Eda, graduate

## Stage 1

### Principles of International Law, International Organisations & The World Trade Organisation:

This unit has two aims: to give you a sound grounding in the principles underpinning international law and, building on this knowledge, to examine the World Trade Organisation (WTO) as a prime example of an international organisation.

**International Dispute Resolution:** Cross-border and inter-state relations raise complex issues involving the law of more than one country. Alternative dispute resolution (ADR) offers an alternative way of resolving disputes other than litigation. You'll be introduced

to key concepts, forms and procedures of ADR and discuss its development and merits compared with litigation. This relates to international commercial and public international law disputes.

### International Cyber Law & Governance:

Understanding the principles of internet law (including human rights, criminal, international and copyright laws) has become indispensable for professionals aiming for a career in the digital economy. Here you'll gain a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

## Stage 2

### International Law of the Environment:

Examine sectors of environmental policy that are the subject of international legal regulation and obligations. This involves an appraisal of how international legal regulation has developed in these areas, considering legal and political challenges that have been influential in shaping their respective evolutions.

### International Criminal Law & International Criminal Justice:

Develop a critical understanding of international criminal law and justice, a subject that has evolved rapidly throughout the past 20 years. You'll be encouraged to review the law in light of these

developments at international criminal justice institutions, most notably the International Criminal Court, but also within the wider framework of international human rights and humanitarian laws.

**International Human Rights Law:** International human rights law has evolved rapidly since 1945. You'll gain an understanding of the content of international human rights law, and appreciate the relationship between international and regional human rights law with particular reference to the protection of human rights by the Council of Europe's mechanisms.

## Stage 3

**Dissertation:** An opportunity to conduct research on an area of law associated with the knowledge and skills you've gained. You'll develop critical thinking skills, evaluate new

and existing research and strengthen your conceptual understanding of law. This unit promotes self-managed learning by asking you to complete a significant piece of work.

## Intellectual Property

### Key Information

**Duration & delivery:**

September: 1 year full-time  
January: 16 months full-time

**Start date:**

September, January

**Tuition fees:**

UK/EU: £7,000  
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**

A Bachelor Honours Degree with 2:2 in a required subject or appropriate training and/or work experience

**Required subjects:**

Law, Accounting, Management, Business or Marketing (if you intend to select the Trade Mark Attorney Route); Law, Sciences or Engineering (if you intend to select the Patent Attorney Route)

**If English is not your first language:**

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

**Bournemouth University International College:**

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

The course is taught by academics from our renowned Centre for Intellectual Property Policy & Management, and the syllabus has been developed with input from intellectual property practitioners from some of the UK's leading companies and practices.

### Course overview

This course has been developed in collaboration with the Joint Examination Board of The Chartered Institute of Patent Attorneys (CIPA) and The Chartered Institute of Trade Mark Attorneys (CITMA). The LLM in Intellectual Property can be achieved through a year-long programme that has been developed for both UK and international students.

The Centre for Intellectual Property Policy & Management (CIPPM) is part of the Faculty of Media & Communication at Bournemouth University. It was established in 2000 and has rapidly achieved an international reputation for its innovative policy research and its consultancy projects, in particular in the fields of creative industries and emerging technologies. The Centre supports postgraduate degree courses in Intellectual Property and International Commercial Law. In 2005, CIPPM received the INFORMA World Leaders in Intellectual Property award for its work in IP education and training.

Degrees of  
*difference*

"Our graduates may be selected for a 12-month paid traineeship at the European Intellectual Property Office (EUIPO) or the European Patent Office (EPO). It is these types of opportunities that make this course a great choice."

Lingling Wei, Lecturer in Business Law

## Core units

### Principles of International Law, International Organisations, and The World Trade Organisation

**Organisation:** This unit has two aims: to give you a sound grounding in the principles underpinning international law and, building on this knowledge, to examine the World Trade Organisation (WTO) as a prime example of an international organisation.

**Dissertation:** An opportunity to conduct research on an area of law associated with the knowledge and skills you've gained. You'll develop critical thinking skills, evaluate new and existing research and strengthen your conceptual understanding of law. This unit promotes self-managed learning by asking you to complete a significant piece of work.

## Stage one units (choose two)

**Corporate Law – Theory & Practice:** You will examine key issues in contemporary corporate law. This will enable you to evaluate corporate law issues from key theoretical and practical perspectives.

**International Dispute Resolution:** Cross-border and inter-state relations raise complex issues involving the law of more than one country. Alternative dispute resolution (ADR) offers an alternative way of resolving disputes other than litigation. This unit will introduce the key concepts, forms and procedures of ADR and discuss its development and merits.

### International Cyber Law & Governance:

This unit will provide you with a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

### Contemporary Issues: Work-based learning:

This unit will enable you to focus on contemporary issues within an organisation. Following a briefing, you will be expected to undertake independent research and collaborate with other postgraduate students to critique and evaluate contemporary issues and solutions.

## Stage two units (choose three)

**Patents & Designs:** Understand the legal regimes governing patents and designs. This unit will apply legislation and judicial decisions to situations in the workplace. You will learn to use knowledge of prevailing patents and designs law to maximum advantage.

**Copyright & Trademarks:** Achieve a systematic understanding of the legal regimes governing copyright and trademarks. This unit will update your knowledge of UK, European and international law, and allow you to independently apply legislation and judicial decisions to novel situations that may arise in a commercial context.

**International Intellectual Property Practice (Patent Attorney route) and International Intellectual Property Practice (Trade Mark Attorney route):** These two units share a common syllabus, focusing on national and

international procedure in respect of securing and defending patent and trade mark rights. The patent route will have an additional taught component on patent drafting. The trade mark route includes an additional focus on competition-related provisions.

### International Intellectual Property

**Rights:** Intellectual Property Rights (IPR) are implicated in most aspects of international commerce. This unit evaluates the consequences of globalising intellectual property laws.

### Contemporary Issues: Work-based learning:

This unit will enable you to focus on contemporary issues within an organisation. Following a briefing, you will be expected to undertake independent research and collaborate with other postgraduate students, to critique and evaluate contemporary issues and solutions.

# PG Cert

## Intellectual Property

### Key Information

#### Duration & delivery:

Attendance required on three weekends, supported by distance learning between weekends and one exam attendance

#### Start date:

January

#### Tuition fees:

See website for details

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

#### Entry requirements:

A Bachelor Honours Degree with 2:2 in a required subject or appropriate training and/or work experience

#### Required subjects:

Law, Accounting, Management, Business or Marketing (if you intend to select the Trade Mark Attorney Route); Law, Sciences or Engineering (if you intend to select the Patent Attorney Route)

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This part-time course provides a development opportunity and will increase your prospects and employability by giving you practical skills and theoretical knowledge that firms and intellectual property departments are demanding. It is designed to give a detailed overview of substantive intellectual property law. On successful completion of this course, you will obtain full exemptions from the foundation level examinations for qualification as a patent attorney or trade mark attorney in the UK (IPReg/CIPA/CITMA).

### Course overview

You can complete this course whilst in full-time employment; more than 80% of our students are sponsored by their employers. If you do not have prior legal knowledge you will be supported by a range of online activities relating to foundational principles of law (such as English legal system, contract law and tort).

The course is delivered over five months, with an extensive programme of online work and three 'long weekends' taught in Bournemouth (from Thursday afternoon to Saturday). The course starts in January, with the first 'long weekend' of attendance at the beginning of February – you will have online work to complete from January. In addition, prior to the 'long weekends' (taught as lectures and workshops, interspersed with master classes of visiting speakers) you will be expected to undertake preliminary readings and participate in online e-activities.

You will need to attend on 7 to 9 February, 7 to 9 March, and 4 to 6 April 2019, and you will have to sit one exam in June. In between the long weekends of teaching, you will be supported by online work. Successful completion of this work forms part of the IPReg accreditation requirements.

Degrees of  
*difference*

This course benefits from the skills of some of the UK's leading intellectual property practitioners. Their insight and input is invaluable to our students."

Maurizio Borghi, Professor in Law and Director of CIPPM

## Core units

**Patents & Designs:** This unit will enable you to understand the legal regimes governing patents and designs. It will continue to update your knowledge of the law and apply legislation and judicial decisions to situations that may arise in the workplace. You will learn to use knowledge of prevailing patents and designs law to maximum advantage.

**Copyright & Trademarks:** During this unit you will develop a systematic understanding of the legal regimes governing copyright and trademarks. It will continue to update your knowledge of relevant UK, European and international law and it will also enable you to independently apply legislation and judicial decisions to novel situations that may arise in a commercial context.

**International Intellectual Property Practice (Patent Attorney Route) & International Intellectual Property Practice (Trademark Attorney Route):** There is a common syllabus over these two units, focusing on national and international procedure in respect of securing and defending patent and trademark rights. If you chose the patent route, you'll have an additional taught component on patent drafting. For the trademark route, you'll cover competition-related provisions. Both units are taught by leading practitioners.

# Important information

A Ferris wheel with illuminated cabins against a sunset sky. The Ferris wheel is the central focus, with its structure and cabins illuminated with blue and red lights. The sky is a mix of orange, pink, and blue, suggesting a sunset or sunrise. The Ferris wheel is positioned over a body of water, with some birds visible in the distance. The overall mood is serene and festive.

This prospectus describes the courses currently offered by Bournemouth University (“BU”/“the University”). We have made every effort to ensure that this information is accurate at the time of printing, but details may have changed since this prospectus went to press. Current information is available on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) and we will indicate if significant changes have been made.



## Changes to courses

The course information on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) includes a list of the units that may be available for your course, including core and optional units. We do not guarantee that an optional unit will run or be available to all students. Your choice of units may be restricted by limits on timetabling, staffing, facilities, or the number of places on the unit.

It is important that we can update or amend courses. We do this to ensure that the curriculum, teaching and learning methods and forms of assessment are up to date, to maintain academic standards and enhance the quality of learning opportunities for students. We will normally only make changes if the overall effect of the changes is not material and is either neutral or advantageous to potential students. Negative changes may sometimes be unavoidable because of unforeseen issues such as staff availability, student numbers or other resources. BU will seek to minimise the impact of the changes on offer holders and any negative impact on student experience. If you have applied for a particular course, we will contact you if we make material changes that affect the course information in this prospectus or on our website.

## Courses subject to validation

As part of the University's rigorous quality control procedures, every proposed new course, or change to any existing course, undergoes a process of scrutiny and validation to ensure that those changes meet the high standard required for approval by the Academic Standards Committee. We will flag on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) courses that are under review and will highlight if significant changes are made as part of this process.

## Important information and student agreement

When you accept an offer from BU, you are agreeing to our student agreement. When you register for your course online you will be asked to confirm that you have read, understood and agree to our student agreement. The student agreement forms the basis of the contractual relationship between you and us once you accept your offer of a place at BU. All of the information about our policies, procedures and other important information are in one agreement so they are easy for you to find.

Some of the information may not seem very important now but it is best that you know where it is so that you are able to find it easily should you need the information later. For example, we explain what happens if we change something about your

course and what will happen if something goes wrong. We explain how you can complain, how you pay your fees or apply for refunds and what your cancellation rights are. You can read through this agreement here:

[www.bournemouth.ac.uk/the-legal-bit](http://www.bournemouth.ac.uk/the-legal-bit)

## Tuition and other fees

Details of course and other fees are available on our website and will be confirmed at the time of offer. Information about how to pay tuition and other fees, what happens if you do not pay them, refunds and other important information about fees and charges, and how they may be changed is set out in our fees policy (see: [www.bournemouth.ac.uk/the-legal-bit](http://www.bournemouth.ac.uk/the-legal-bit), under Finance).

You will need to contact us if an employer or other person will be paying your fees. You will remain personally liable for the payment of course fees if the employer, sponsor or other person does not pay on time. Registration for BU courses is online. During your registration process, you will be able to pay online or will be given details of how to pay by cheque.

## Students' Union code of practice

Under the provisions of the Education Act 1994, the University Board has approved a Code of Practice for the Students' Union at Bournemouth University. This is published on the University's website at [www.bournemouth.ac.uk/the-legal-bit](http://www.bournemouth.ac.uk/the-legal-bit)

## Data protection

The University collects and retains personal information, in various formats, about our current, past and potential future students for a variety of purposes as set out in the University's privacy notices, which are accessible on the BU website: [www.bournemouth.ac.uk/data-protection](http://www.bournemouth.ac.uk/data-protection). The University holds this personal information securely, both in hard copy format and electronically, under the requirements of the data protection legislation. The website and privacy notices provide further information for individuals about how to exercise their rights in relation to their personal data, including how to request a copy of the information held about them by the University.

For up-to-date information on Bournemouth University, go to [www.bournemouth.ac.uk](http://www.bournemouth.ac.uk)

Bournemouth University Fern Barrow, Poole, Dorset, BH12 5BB, UK

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# Visit us at an Open Day

Come and join us for coffee, cake and an in-depth discussion about your options with our academic staff or support teams. Alternatively, we'd love to welcome you to one of our virtual events – visit the website to find out more.  
[www.bournemouth.ac.uk/pg-visit](http://www.bournemouth.ac.uk/pg-visit)

Wednesday 28 November 2018

Wednesday 13 March 2019

Wednesday 10 July 2019

## Contact us

+44 (0)1202 961916

[futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk)

[www.bournemouth.ac.uk/postgraduate](http://www.bournemouth.ac.uk/postgraduate)

Also available to order from [www.bournemouth.ac.uk/pg-guides](http://www.bournemouth.ac.uk/pg-guides)



Animation,  
Media &  
Communication



Health &  
Social Sciences



Science, Design  
& Technology

**Courses  
coming  
soon**

While the information in this prospectus is correct at the time of going to press, you should always check our website for the most up-to-date information, and to find out about exciting new courses we currently have in development.

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

Alternative formats are available on request **[formats@bournemouth.ac.uk](mailto:formats@bournemouth.ac.uk)**

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