



ACTING/THEATRE•ARCHITECTURE  
 PSYCHOLOGY•COMPUTING AND  
 ENGLISH•FASHION/TEXTILES/IN  
 HEALTH AND SOCIAL CARE•JEWELLERY  
 NURSING/MIDWIFERY•BUILT ENVIRONMENT  
 COMMUNICATION•ACTING/THEATRE  
 CRIMINOLOGY AND PSYCHOLOGY•COMPUTING  
 ENGINEERING•ENGLISH•FASHION/TEXTILES/IN  
 TECHNOLOGY•HEALTH AND SOCIAL CARE  
 MUSIC•NURSING/MIDWIFERY  
 VISUAL COMMUNICATION•ACTING/THEATRE  
 CRIMINOLOGY AND PSYCHOLOGY•COMPUTING  
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 ENGINEERING•ENGLISH•FASHION/TEXTILES/IN  
 TECHNOLOGY•HEALTH AND SOCIAL CARE

ARCHITECTURE  
 EDUCATION AND TRAINING  
 /3D DESIGN•FILM/TV/SOUND  
 DESIGN/SILVERSMITHING•LAW•MEDICAL  
 ENVIRONMENT/ARCHITECTURE  
 ARCHITECTURE AND LANDSCAPE ARCHITECTURE  
 COMPUTING AND TECHNOLOGY  
 TEXTILES/INTECHNOLOGY  
 CARE•JEWELLERY/SILVERSMITHING  
 ENVIRONMENT/ARCHITECTURE  
 THEATRE•ARCHITECTURE/LANDSCAPE  
 COMPUTING AND TECHNOLOGY  
 DESIGN/INTERIOR/3D DESIGN  
 JEWELLERY/SILVERSMITHING

CRIMINOLOGY AND PSYCHOLOGY  
 TRAINING•TECHNOLOGY  
 MULTIMEDIA TECHNOLOGY  
 AND COMMUNICATION  
 SOCIAL SCIENCE  
 ARCHITECTURE AND TRAINING  
 /TV/SOUND DESIGN  
 LAW•MEDIA TECHNOLOGY  
 ARCHITECTURE AND TRAINING  
 /TV/SOUND DESIGN  
 LAW•MEDIA TECHNOLOGY  
 SCIENCES•VISUAL COMMUNICATION  
 BUSINESS•TECHNOLOGY  
 COMMUNICATION  
 SCIENCES•VISUAL COMMUNICATION  
 BUSINESS•TECHNOLOGY  
 COMMUNICATION  
 ARCHITECTURE•ART•BUSINESS  
 AND TEACHER TRAINING•COMMUNICATION  
 MULTIMEDIA TECHNOLOGY  
 AND COMMUNICATION

# AROUND 25,000 STUDENTS AND MORE THAN 150 YEARS OF EXPERIENCE

Our contribution to the education of the citizens of Birmingham and beyond stretches back through a succession of predecessor institutions for over 160 years. We achieved university status in 1992 as the University of Central England, changing our name to Birmingham City University in 2007, reflecting our commitment to, and pride in, our home city.

**1st for 'Outstanding Support for Students'** at the 2010 Times Higher Education Awards

**93 per cent** of our accountancy and media studies students say they are **satisfied with their student experience** (NSS 2011)

**Grade 1 Ofsted 'Outstanding'** awarded for our primary and secondary teacher training – one of very few universities in the UK

**1 in 3** of our students **study part-time**

**29th of 123** universities for the **most students in graduate level jobs** in the Sunday Times University Guide 2012

**100 per cent of Planning students** said our staff were enthusiastic about what they were teaching

**25,000 students** from over 80 countries

Our students have won the **CIPR Midlands Student of the Year** award every year since 2006

**1st for 'Outstanding International Strategy'** at the 2011 Times Higher Education Leadership and Management Awards

One of the **top 10 universities in the UK** for our spending on facilities in the Complete University Guide 2012

Research Councils UK listed three Birmingham City University research projects in its **top 100** most innovative 'Big Ideas for the Future', 2011

Students have ranked Birmingham Conservatoire as the **joint top music college** in the country, in the National Student Survey 2011

**100 per cent** of students graduating in Mechanical Engineering were **in employment or further study** after graduation, DHLE 2009/10

Faculty of Health's Skills and Simulation Department won the 2011 **Higher Education Academy Learning and Teaching Team Award** due to their "excellence in enhancing students learning experience"

# WELCOME TO BIRMINGHAM CITY UNIVERSITY

We're proud of the accolades we receive from independent observers. We've taken home a prestigious Times Higher Education Award three years running, our latest inspection by the independent Quality Assurance Agency for Higher Education (QAA) praised the "close and sustained partnership" between staff and students, and the 2011 National Student Survey (NSS) saw an increase in our overall satisfaction rating to 80 per cent.

The word is spreading fast – from our satisfied students, successful graduates and the businesses that benefit from them, through to the industry partners that welcome our expertise on a wide range of projects.

## So what is it that makes us so overwhelmingly popular?

- Our students move into great jobs – the Sunday Times University Guide 2012 ranked us 29th out of 123 universities in the UK for the most students in graduate level roles.
- Our teaching excellence – especially in creative and professional practice – and our ground-breaking industry collaborations are renowned, with over 50 professional accreditations for our courses at the last count.
- Our strong industry and professional partnerships with firms including Apple, Cartier, Cisco, Sony Computer Entertainment Europe and Rolls-Royce ensure that you will leave with the skills and knowledge employers value most.

- Our world-leading research – judged as 'world class' and in some areas 'world leading' in the most recent Research Assessment Exercise audit – ensures the latest insights are incorporated into our teaching.
- Students are at the heart of everything we do – our award-winning Student Academic Partners scheme teams up staff and students to find ways to make our teaching even better.
- We're constantly investing – new student accommodation, an £8.5 million sports centre at our City North Campus and construction currently under way on our new £61 million extension to our City Centre Campus, all of which places us in the top 10 universities for spending on facilities [Complete University Guide 2012].

Come and see us for yourself – our vibrant city, our successful students, our enthusiastic staff and our clear, firm focus on making your time here exactly what you want it to be – just some of the reasons we should be your first choice.

Until then, let me offer a very warm welcome to a lifelong relationship with one of the UK's most innovative, creative and exciting universities.



**Professor David Tidmarsh**  
Vice-Chancellor  
Birmingham City University

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# INSPIRATIONAL TEACHING

83 per cent of students agreed that the library resources and services met their needs (NSS 2011). This is above the sector average

87 per cent of our students agreed that staff were good at explaining things to them – National Student Survey 2011

Our pioneering virtual learning environments which recreate schools, solicitor's offices and hospitals are award-winning

Many of our staff are at the forefront of the latest developments in their respective industries, helping to enhance the University's reputation through pioneering teaching and research. Many of them are practising professionals – including exhibiting artists, celebrated legal experts and professional musicians – ensuring the University stays up-to-date with the latest thinking in their sectors. Our academics' expertise also benefits business and industry through knowledge and skills transfer, working with outside partners to solve real-life problems.

## HERE ARE JUST A FEW OF OUR INSPIRATIONAL ACADEMICS...



**Professor Chris Edger**, a former director at Mitchells & Butlers, is a leading expert in the retail, leisure and hospitality industry. He is the UK's only professor specialising in improving the performance of hospitality managers, and enjoys close links with many leading figures in the sector.



**Professor Julian Killingley** is widely respected as an expert on social justice and international human rights, providing legal support to prisoners in the USA who would otherwise be denied it. He also developed the School of Law's unique internship programme which allows our students to spend time working in an American attorney's office.



**Professor David Wilson** is a former prison governor and head of training for the Prison Service. Hailed as the most popular media expert in his field, he has written many books and articles on the criminal justice system, as well as being a regular contributor to TV and radio. He featured in the Channel 5 series *Banged Up*, where he worked to turn 12 prolific young offenders away from a life of crime.



**Professor David Roberts** specialises in seventeenth and eighteenth century literature and drama, and has published a number of books on the subject. As a recognised expert in his subject, he featured in a BBC Radio 4 documentary and lectured at the Chichester Festival Theatre.



**Dr Lynsey Melville** is leading in the development of bioenergy as an alternative fuel source. She is involved with the All Parties Renewable Transport Fuels Group which liaises with MPs on the opportunities and challenges presented by renewable fuels.



Senior lecturer in Radiography **Julie Hall** is passionate about raising the profile of radiography, both as an effective cancer treatment and as a profession. She arranges regular Open Days around the West Midlands and writes blogs on the subject. Her research interests lie in patient information and the training opportunities provided by hi-tech simulation.



**Dr Lubo Jankovic** is a leading expert on making buildings more energy-efficient and led a team of researchers on monitoring and evaluating the groundbreaking Birmingham Zero Carbon House – a carbon neutral building based on a 170-year-old Victorian home, which won a Royal Institute of British Architects (RIBA) Architecture Award and attracted media attention worldwide.



Head of Music Technology at Birmingham Conservatoire, **Lamberto Coccioli**, has spent 15 years at the cutting edge of integrating new technologies into music performance and has helped develop Integra Live - new open source software that helps musicians to compose and perform live electronic music.



**Hannah Phillips** takes the arts to a wider audience as course director for Community and Applied Theatre. Recent events have included a Theatre in Education tour to raise awareness of HIV and AIDS; 'Flipside', a project on homelessness in Birmingham; and 'Hatin' On', a play which explored issues surrounding hate crime with local schoolchildren.

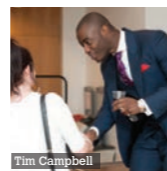
## LEARNING FROM THE EXPERTS

We regularly welcome a range of visiting speakers and professors from the academic and professional worlds. Our eminent guests have included acclaimed author Nick Hornby, ground-breaking investigative journalist and TV presenter Donal MacIntyre and advertising legend Trevor Beattie.

High-profile industry leaders share their expertise with us – recent visitors include BSkyB chief executive Jeremy Darroch, former Tesco chief executive officer Sir Terry Leahy, Chairman of Unilever, Amanda Sourry, illustrious Harry Potter illustrator Dave McKean, The Apprentice winner Tim Campbell MBE and Michael Edwards, a US attorney well-known for his crusading work in legal reform. We're not afraid to think outside the box either – infamous rogue trader Nick Leeson and ex-offender Noel 'Razor' Smith have offered some surprising insights to our students.



Sir Terry Leahy



Tim Campbell



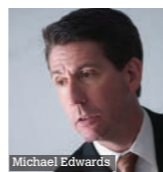
Jeremy Darroch



Nick Leeson



Amanda Sourry



Michael Edwards



**In 2010 Cisco employed more graduates from Birmingham City University than any other institution in the UK. The US multinational offered just 23 places on its highly competitive graduate training programme, six of which were given to our graduates.**

## ACCREDITATIONS AND INDUSTRY PARTNERSHIPS

We pride ourselves on the range of professional accreditations – over 50 at the last count – and the number of successful industry partnerships we have.

Take a look overleaf at the kind of prestigious companies and organisations that choose to work with us to draw on our expertise, upskill their teams or lend their support in developing our cutting-edge programmes. Working with such high-profile partners ensures that you benefit from the latest insights in your chosen area of study.

"By partnering with the faculty at Birmingham City University we have been given the valuable opportunity of being able to impact on the learning students are given. Our approach is to supplement the learning in the classroom by providing opportunities to learn about real customer issues and cases in the UK market. With this approach the students get more insight into career paths in IT, the faculty can supplement their teaching with real business cases and Cisco gets to let the students know more about our culture and career paths – everyone wins!"

**Sedef M Buyukataman**  
University Relations Manager, EMEA,  
Cisco International Limited



- **Professional bodies** accrediting our courses include the Association of Chartered Certified Accountants, British Psychological Society, Chartered Institute of Architectural Technologists, Chartered Institute of Personnel and Development, Gemmological Association of Great Britain, Health Care Professions Council, Landscape Institute, Royal Institute of British Architects and Royal Institution of Chartered Surveyors.
- We are one of very few universities to boast Ofsted's 'Grade One: Outstanding' ratings for both primary and secondary **teacher training**. Our School of Education enjoys partnerships with well over a thousand local primary and secondary schools, and has even been contracted to provide training for the Egyptian Ministry of Education.
- Our **LLB (Hons) Law** and **Graduate Diploma in Law (GDL)** programmes are accredited by the Joint Academic Stage Board, which represents the Solicitors Regulation Authority and Bar Standards Board of England and Wales.
- **Birmingham Conservatoire** is the only UK conservatoire to have received institutional accreditation from the European Association of Conservatoires (AEC). It enjoys a vibrant association with the world-renowned City of Birmingham Symphony Orchestra (CBSO), becoming Partners in Orchestral Development in 2011, as well as being involved in professional schemes with many of the city's leading arts organisations.



Our criminal investigation students are the first in the country to use state-of-the-art video interviewing equipment only recently released to police forces

- As the Royal Shakespeare Company's training partner for the RSC's national Open Stages project, **Birmingham School of Acting** has helped to upskill and inspire hundreds of amateur theatre practitioners. Additionally, BSA students have produced projects with organisations ranging from The Big Issue to West Midlands Fire Service and Birmingham City Council's Adoption and Fostering Service.
- Our **Faculty of Health** is the only centre in the Midlands for Speech and Language Therapy, Diagnostic Radiography and Radiotherapy and one of only three centres in the country for Rehabilitation Work (Visual Impairment). We're also the only UK university to train nurses, radiographers and operating department practitioners for the armed forces.
- Household names Severn Trent, Rank Group, Mitchells & Butlers and Jewson have turned to **Birmingham City Business School** to develop innovative staff development solutions. The school enjoys a unique accreditation from the Chartered Institute of Management Accountants (CIMA), giving MSc Accountancy and Finance students full exemption from the Management and Strategic Levels papers of the Institute. We are also a Platinum Approved Learning Provider of the Association of Chartered Certified Accountants (ACCA).
- The **Faculty of Technology, Engineering and the Environment (TEE)** is home to some incredible partnerships. Among others, it is one of Microsoft's top UK academies and the leading Cisco Network Academy Training Centre for Europe, the Middle East and Africa. In a pioneering partnership with global software organisation SAP, our

MSc Enterprise Systems Management course offers not just an MSc qualification, but also an invaluable SAP certification too. Furthermore, we have just become the only 'Train the Trainer Academy' outside the USA for global giant SAS.

- The **School of Engineering, Design and Manufacturing Systems** has received a Best Education Centre award from the Chartered Quality Institute, and it has undertaken a series of award-winning technology transfer schemes with Morgan Motor Company.
- Our **Birmingham School of the Built Environment** has an innovative partnership with Birmingham City Council – sharing knowledge, experience and best practice. Students love their motivating awards and valuable placement opportunities.
- The **School of Art** at Birmingham Institute of Art and Design is the national portfolio organisation in collaboration with Eastside Projects for the Arts Council England, and the School chairs and co-ordinates Turning Point West Midlands, the visual arts strategic body for the region.
- We have been awarded **Skillset Media Academy** accreditation on the strength of our professional capability and work with industry in the media sector.



# ENHANCING YOUR EMPLOYABILITY

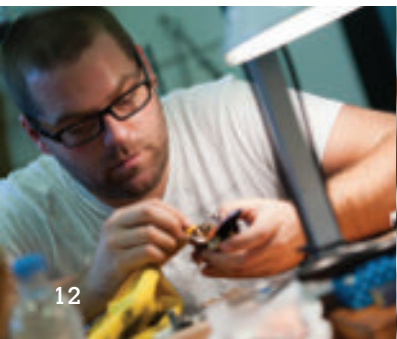
As a student at Birmingham City University, you start on your career path the minute you join us. A combination of industry-standard facilities and lecturers with real-life experience means that our graduates are among the most employable around.

You will quickly find yourself building up your experience in professional-standard surroundings appropriate to your course, from mock operating theatres, courtrooms and classrooms to state-of-the-art TV and photography studios.

Our close links with business and the professions mean that our courses are always relevant, up-to-date and meet the exact needs of the current marketplace. Wherever possible, we involve employers in planning the curriculum, while many of our lecturers come from and maintain their links with industry, ensuring they are up to speed with the latest developments.

Whatever subject you are studying, employability will be an integral outcome of your studies. Major features of our approach include:

- An emphasis on employability skills as a key element of your curriculum, in addition to the support provided via the Careers and Job Prospects team
- Employability and employer engagement as essential factors in the validation or revalidation of every course
- Specific training for all staff in the importance of making employability a top priority
- The introduction of an employability award which recognises the efforts of students who have worked to improve their career prospects, and the staff who have supported them.



**92 per cent of Nursing students said they had been allocated placements suitable for their course.**



**8th place in England for our primary teacher training in the Newly Qualified Teacher survey, 2011**



## LEARNING IN THE WORKPLACE

According to the prestigious Sunday Times University Guide 2012, we're one of the top 30 universities in the country for placing students in graduate-level employment, and a lot of that is down to the excellent relationships we have with leading companies. Apple, Cartier, Cisco, Sony Computer Entertainment Europe and Rolls-Royce are just some of the companies where our students have undertaken placements, gaining valuable experience of the workplace and building relationships with potential employers.

There are many different opportunities to gain the experience and contacts that will open doors. Get to grips with the realities of work – and exactly what potential employers are looking for – by spending time on placement with an employer or working on a real-life project. With a third of entry-level jobs now filled by graduates who have already worked for their employers (source: High Fliers, The Graduate Market 2011), such opportunities have never been more important. Work-based learning, mentoring, job shadowing and internships also play a key role. The support of our former students is invaluable here, as so many of our successful graduates are eager to give something back and help the next generation of students.

- If you are a Law student, you can spend a six - to eight - week internship in an American attorney's office – potentially working on Death Row cases.
- As a Media student, you might set up your own internal radio station as part of your final-year assessment – what better way to learn than to create and present your own show?
- If you're studying a Health course, you will spend up to 50 per cent of your time on placement from the first year, gaining experience in a workplace setting.
- Many household names welcome our students on placement – Bosch, BMW, John Lewis, Canon, Harvey Nichols, Hyundai, McDonalds, Debenhams, British Sky Broadcasting, Max Mara, the City of Birmingham Symphony Orchestra (CBSO), the NHS, Hewlett-Packard, National Grid, Reuters, Vauxhall... to name just a few.

We can also help you to gain experience through volunteering, acting as an ambassador for the University or finding a part-time job – it's all part of that clear focus on making you your chosen employer's first choice.

## ENCOURAGING ENTREPRENEURSHIP

We encourage entrepreneurship among students and graduates through our involvement in two regional schemes. **SPEEDWM** (Student Placements for Entrepreneurs in Education West Midlands) can provide grant funding, training, networking, mentoring and coaching to help you to develop your business ideas. In 2010/11, 26 student businesses were created in areas including corporate clothing, graphic design, an online music shop, freelance photography, accountancy, events management, product design and the promotion of a band in Romania.

**BSEEN** (Birmingham Skills for Enterprise and Employability Network) was created as a partnership between Aston, Birmingham and Birmingham City universities, providing incubator space, wage subsidy and expert advice for graduate entrepreneurs. Birmingham City University supported 30 graduates, of which 21 went on to set up their own business and five continued with businesses already in operation.

Recently, we launched a new awards scheme as part of our commitment to recognise and encourage excellence in employability and entrepreneurship. The **Birmingham City University Employable Student (BEST) Awards** were devised to recognise the innovative work of our staff to enhance the employability of our students, as well as rewarding students who have taken positive steps to improve their own career prospects, marking out the winners as highly employable.

We have also been trialling a new **Employability Award**, which recognises our students' extracurricular work. Jointly organised by our Student Services team, Students' Union, Centre for Enhancement of Learning and Teaching and Centre for Academic Success, the award sees participants gather information about their activities and submit evidence using the online portfolio system Mahara. All those who pass the required standard receive a certificate which can be shown to prospective employers, with an 'outstanding' award given to those who demonstrate particular commitment.

## INTERNATIONAL STUDY

If you are interested in undertaking part of your studies abroad, the Erasmus programme may be of interest to you. Erasmus is a scheme that enables higher education students in 31 European countries to study for part of their degree in another EU country. The experience offers a unique opportunity to strengthen your foreign language skills, enhance your CV, experience new cultures and make new contacts and friends. Each faculty has its own Erasmus co-ordinator, who can provide information about which institutions we have links with for each subject.

To find out more go to [www.bcu.ac.uk/student-info/erasmus](http://www.bcu.ac.uk/student-info/erasmus).

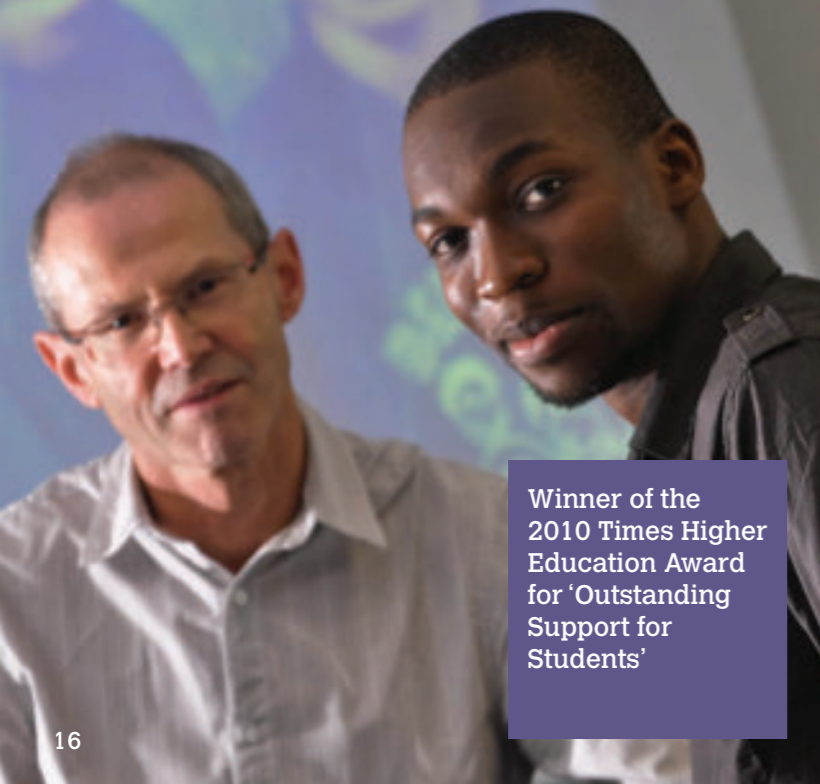


"We're continually innovating to help our students develop the skills and knowledge that will help them throughout their working lives, providing them with the best chance to develop satisfying careers."

**Beverley Nielsen**  
Director of Employer Engagement at the University



# OUTSTANDING STUDENT SUPPORT



Winner of the  
2010 Times Higher  
Education Award  
for 'Outstanding  
Support for  
Students'

## OUTSTANDING STUDENT SUPPORT

Our award-winning support ensures that the help you need to succeed every step of the way is available throughout your student career. Our high-quality services are designed to enhance your learning experience and respond to your changing needs, providing you with the tools you need to upgrade your future and make the most of your time with us.

And we always involve students when considering how we can make our provision even better. Our pioneering Student Academic Partners (SAP) scheme – typical of our unique collaborative approach – won us a prestigious Times Higher Education (THE) Award for 'Outstanding Support for Students' in 2010.

These ground-breaking partnerships team up staff and students on projects to improve the way we teach and learn. It's part of our wider initiative to create a real sense of learning community, where you influence your own education as a matter of course. After all, how better to give you a real sense of pride in your University than to involve you in shaping it? Even the scheme itself was the result of one of our inspirational partnerships – a joint venture and a joint win with our proactive and influential Students' Union.

## STUDENT SERVICES

To ensure that your time with us is as happy and successful as possible, our friendly Student Services team offers expert advice on a wide range of practical and personal issues including finance, childcare, health and immigration.

Support is available face-to-face, by phone, through online chat or e-query. For more information contact us at [www.bcu.ac.uk/askus](http://www.bcu.ac.uk/askus) or phone +44 (0) 121 331 5588.

## CAREERS AND JOB PROSPECTS

Employability means everything to us here, as proved by our team of award-winning experts. As well as employability skills being embedded into every one of our courses, our experienced careers consultants can offer advice on developing your skills and identifying career opportunities. You can access job opportunities through our online jobs board, work experience opportunities and internships.

We deliver on-and off-campus employment and recruitment events so you get a real insight into working for organisations like Next, PricewaterhouseCoopers, Jaguar Land Rover and Capgemini. Last year over 60 employers paid a visit to the University.

We also offer face-to-face and e-mentoring support by students and professionals through our Ask@BCU and Inspiring Futures projects, and plan to increase opportunities for you to gain experience within the University through paid part-time work via our 'Investing in Students' scheme.

## ASK@BCU ONLINE PEER MENTORING

Ask@BCU offers you the opportunity to gain support from experienced students as you settle into university life. Mentoring can help with:

- Finding on-and off-campus support services
- Advice on your work, study and social life balance
- Explaining unfamiliar University processes and procedures.

## ASK@BCU ONLINE EMPLOYER MENTORING

Learn more about the world of work through direct access to alumni professionals and globally-based employers. Mentors are able to provide:

- Industry insight to develop your commercial awareness
- Support in developing your employability skills and exploring possible career options
- Preparation for the world of work and developing your employer network.

Both of these schemes are run in partnership with education charity Brightside UNIAID, and were shortlisted for a Times Higher Education (THE) Award in the 'Outstanding Support for Students' category in 2011. Find out more about these schemes by visiting [www.askbcu.org](http://www.askbcu.org).



## INVESTING IN YOU

Over the coming years we plan to do even more to help you to become involved in the life of the University, through a new drive to provide increased opportunities to gain experience through paid work at the University in a wide variety of roles. The 'Investing in Students' scheme will be modelled on a similar project which has already been running for a number of years at Northwest Missouri State University, in the USA, which now employs a quarter of its 7,500 students at any one time.

This will build on the success of the Student Academic Partners (SAP) scheme but will take it a step further in terms of employability, giving all students the opportunity to apply for roles through a proper application process with CVs and interviews – invaluable experiences before entering the workplace.

As well as providing important work experience, we believe that if you become part of the fabric of the University you will feel a greater sense of pride and ownership, and that there will be improved interaction between our students and staff.

## INSPIRING FUTURES PROFESSIONAL MENTORING

The Inspiring Futures scheme is a partnership between Birmingham City University and Birmingham Future. It brings together penultimate and final year students with working professionals based in the West Midlands and is fully accredited by the Mentoring and Befriending Foundation.

### It offers a chance to:

- Improve your CV, application form and interview techniques
- Develop essential skills that employers want, such as communication skills, problem-solving and the ability to meet deadlines
- Gain a greater understanding of the industry and the jobs available
- Expand your professional network.

## CHILDCARE

Check out our Ofsted-approved, affordable nursery at City North Campus for children aged six months to school age. Our specialist childcare adviser can provide confidential advice on a range of childcare-related issues such as finding suitable childcare provision, before and after care clubs, holiday clubs and childcare funding. See [www.bcu.ac.uk/student-info/child-care](http://www.bcu.ac.uk/student-info/child-care).

## FINANCE AND MONEY MATTERS

Fees, funding, budgeting, money management – we can help you get to grips with it all. Find comprehensive details and a useful, budget-balancing student calculator at [www.bcu.ac.uk/student-info/finance-and-money-matters](http://www.bcu.ac.uk/student-info/finance-and-money-matters).

## HEALTH AND WELLBEING

Our experienced and helpful staff offer a range of free and confidential advice and support. This includes disability support and advice, one-to-one counselling, mental health and wellbeing support, healthcare advice, and a team of chaplains and faith advisers. For more information, visit [www.bcu.ac.uk/student-info/health-and-wellbeing](http://www.bcu.ac.uk/student-info/health-and-wellbeing).

## VISAS AND IMMIGRATION

Visa extensions, immigration or passport issues, homesickness or working in the UK – Student Services are here to help. For further information, visit [www.bcu.ac.uk/international](http://www.bcu.ac.uk/international).

“The level of support from the staff is something I will always take with me. I feel it was second to none and without it my experience of university would not have been as good as it was. Even though there must have been hundreds of students in the faculty, I still felt like it was a family.”

Katy Helen

BA (Hons) Primary Education, Graduated 2010

## AN INTERNATIONAL UNIVERSITY

We are a University with a global outlook. As a student here, you will be part of a vibrant, multicultural community with 25,000 students from over 80 countries.

A combination of globally-respected qualifications from a sought-after institution and first-rate student support means we are a popular choice with international students – as proved by our International Office winning the prize for Outstanding International Strategy at the 2011 Times Higher Education Leadership and Management Awards.

Birmingham City University is here to help, from advising on courses to guiding you through your application process. We also offer a friendly 'meet and greet' service at Birmingham Airport, run an orientation week full of fun and informative events and can help you to improve your language proficiency both with pre-entry courses and ongoing language support. We are then on hand throughout your time with us to advise on visas, immigration, finding work or any other questions you may have.

And if you're coming from the UK, that means you will benefit from the fresh perspectives and insights of our international students, while experiencing a host of different cultures, right here on your doorstep.

[www.bcu.ac.uk/international](http://www.bcu.ac.uk/international)



## LIBRARY AND LEARNING RESOURCES

With almost 715,000 books and nearly 28,000 print and electronic journals, we have invested heavily in our libraries and learning centres to provide the resources you need to succeed. We are constantly listening to our students' feedback and striving to improve our services. That's why we have above sector average student satisfaction for our facilities.

The resources at each library have been designed to reflect the subjects taught at that campus; for example, our City South Campus is home to the Mary Seacole Library, one of the biggest specialist health libraries in the UK. Each faculty has an expert librarian to provide support and recommend material that relates to our courses.

Take an online tour to see the sheer size and scope for yourself. Full details are at [www.library.bcu.ac.uk](http://www.library.bcu.ac.uk).

## IT RESOURCES

As a student of the University you will have access to a wide range of IT facilities, and will be provided with an introduction to our systems when you first arrive. You'll receive your own email account, free secure file storage, and free wireless access in most communal and recreational areas. The follow-me style printing system allows you to collect your printing from any printer on campus. Open access computers are available within every library and faculty and the CICT Service Desk provides support during working hours via email or telephone, or you can visit in person.

Our online student portal, iCity, provides access to information about IT facilities, your course and the University more generally. It also provides links to your email account, enrolment details and access to web-based resources and systems. Our virtual learning environment is available both on and off campus, allowing you to combine lectures with web-based resources, self-study and structured revision. iTunesU provides free video resources for students to complement other course material.

If you live in University accommodation, you will have access to the internet, gaming and other services as part of your accommodation package. There are also discounts and other benefits available to our students on some hardware and software products, details of which can be found on iCity.

## STUDENT PARTNERSHIP AGREEMENT

The University's Student Partnership Agreement sets out our obligations in creating and delivering academic studies centred upon teaching excellence and support, as well as re-enforcing your responsibilities as a student, to ensure you get the most out of your time with us. We are committed to continuing to build on this document to incorporate the latest recommendations from the Department for Business, Innovation and Skills. Learn more – and see students talking about what it means to them at [www.bcu.ac.uk/partnership](http://www.bcu.ac.uk/partnership).

"With the help of the Students' Union, I got voluntary work; it was meaningful, which made my university life more colourful."

**Lili Huang**

**BA (Hons) Business with Human Resource Management**

## CENTRAL TO YOUR SUCCESS

The University's Centre for Academic Success exists to provide all students with access to a range of academic support services, helping you develop your study skills and optimise your educational aspirations.

It provides support in the following areas:

- Report writing
- Revision and exam techniques
- Referencing
- Stress management
- Presentation skills
- Personal and career development
- Mathematics
- Time management

You can tap into a wealth of resources including one-to-one tutorial sessions, academic and personal development workshops, online study resources and feedback on assignments, prior to handing them in.

The Centre for Academic Success also offers a Summer Head Start programme, which provides assistance in essential areas such as English language, academic writing and mathematics, ahead of the start of the academic term.

Find out more about the Centre for Academic Success by visiting [www.library.bcu.ac.uk/learner](http://www.library.bcu.ac.uk/learner).

# STUDENT SUCCESSSES

As a University which places a great emphasis on graduate employability, we are delighted to regularly hear from our former students who have gone on to achieve success in their chosen careers. Whether they are working for a big-name multinational or building their own successful business or freelance career, here are some of our graduate successes we are proud to share with you...



## Dramatic success for acting graduates

Birmingham School of Acting graduate **Catherine Tyldesley** is making a name for herself with a role in the world's longest-running TV soap opera, Coronation Street. She joined the show's cast in June 2011 as Eva Price – Leanne Barlow's long-lost half-sister. This followed previous roles in series including Lilies, Holby City and Red Riding. Her success in securing the role means that the School has been represented in each of the UK's 'big three' soaps – fellow graduate **Rachel Bright** joined the cast of EastEnders from January to November 2011 as Poppy Meadow and **Tom Lister** has played Carl King in Emmerdale since February 2004.



## Pop icon goes Gaga for student design

Fashion design graduate **Rebecca Short** had the surprise of a lifetime when one of her experimental outfits (pictured left) was worn by pop icon Lady Gaga in front of a worldwide audience. The exotic singer wowed fans and journalists when she wore the distinctive dress at a showcase event in Singapore – only days after one of her stylists spotted Rebecca's dress at Graduate Fashion Week in London.



## Nursing graduate named 'Woman of the Year'

Graduate and trauma sister **Victoria Muleady** has been honoured for her heroic work saving the lives of British troops injured in Afghanistan. She was named 'Woman of the Year' as part of a team of medics at a recent award ceremony in London. She graduated from the University with a degree in Clinical Nursing Studies in 2006. Now working as part of the trauma team at Queen Elizabeth Hospital in Birmingham, she provides exceptional care to both civilian and military patients alike, including treating injured soldiers returning from the conflict in Afghanistan.



## Graduate gains top software role

For **Naj Alavi**, a degree in Applied Software Engineering has been a passport to a successful and varied career, culminating in his current role as managing director for North and South America at global financial software firm Xenomorph in New York City. Having initially joined them in the UK, after three years he persuaded his bosses to let him head up the new office in the USA, where he is responsible for winning new business, negotiating contracts, recruiting staff and devising long-term strategy.

## Teaming up to stop coursework disasters

Lost coursework could be a thing of the past thanks to a new service set up by two recent graduates. **Dominic Nielen-Groen** and **Chris Elmore**, who both studied BSc (Hons) Forensic Computing, started their own business Zibit Datalab in February 2011, specialising in data recovery from a wide variety of storage devices. This was followed by a new service called Student Data Recovery, aimed specifically at students who have saved coursework on a computer, but then found the work has been accidentally deleted.



## Launching campaigns for big names in music

Music Technology graduate **Richard Siddall-Jones** works for record label EMI as Digital Development Manager where his responsibilities include co-ordinating artist campaigns, managing digital content with partners such as iTunes and YouTube, and giving commercial advice to overseas territories. He also runs his own hobby-orientated record label called DryCry Records which has released three EPs and two LPs to date.

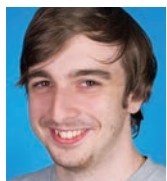


### Students' documentary reaches national audience

Two BA (Hons) Media and Communication students went head-to-head with established stars from the worlds of comedy, rock and broadcasting when they were nominated for a Sony Radio award, the radio equivalent of the Oscars.

**Steve Thornton** and **Chris Williams** were nominated in the 'Best Music Special' category for a documentary they produced marking 30 years of UB40's landmark album Signing Off. Their work so

impressed managers at Absolute Radio that they broadcast the documentary on their digital station Absolute 80s. It has also been broadcast on BBC WM, Birmingham community station Switch FM and Radio New Zealand.



### Architecture student gains recognition

Final year Architecture student, **Lise-Ann Brennan**, won the prestigious Women in Property West Midlands Student Award for 2011 – the second time

in as many years that the accolade has gone to a student from Birmingham City University. The annual awards are given out by the Association of Women in Property, a networking group for women working in the sector.



### Going global with Human Resources career

Sociology graduate and former Students' Union president **Stephen Harrison-Mirfield**, has gone on to pursue a successful international career in human

resources. Having initially worked in the UK for Reed Personnel and Codemasters, he then had the opportunity to work in India and, after enjoying the experience, decided to look for further opportunities for overseas work. Having held various roles in the Middle East, he is now Director of Operations for accountancy giant KPMG in Saudi Arabia.



### From shop worker to radiographer

Former supermarket worker **Charlene Davison** has now embarked on a successful career as a Radiographer after studying Diagnostic Radiotherapy at Birmingham City University. She was

attracted by the amount of practical experience the degree course contained, both through the University's clinical skills suite and the work placements offered. She now works full-time as a radiographer at Royal Derby Hospital and says her studies gave her the knowledge she needed to practice, as well as social and communication skills.



### Lifestyle blog on awards shortlist

Marketing, Advertising and Public Relations graduate **Lily Pebbles Martin** has been nominated for the 2012 Marie Claire Blog Awards for her fashion, beauty and lifestyle blog 'What I Heart Today'. Lily launched

her blog as part of the Digital Marketing module in her third year, during which students are encouraged to develop their own blogs to gain experience, and she now manages social media for beauty products supplier Glossybox.



### Postgraduate prize for outstanding work

**Amrik Singh**, who studied MSc Data Networks and Security, has been awarded the postgraduate prize for outstanding work within the programme. Hoping to

build on his first degree success, Amrik decided to remain with Birmingham City University to complete an MSc and, by fully utilising the Faculty's Cisco resources, his excellent dissertation on 'IP Telephony and Unified Messaging' earned him a distinction. He has landed a job at Cisco Enterprise as part of a team managing Cisco's top 30 customers.

### Brightening up the city

MA Events and Exhibition Management student **Katie Moran** has seen her course assignment snowball into one of the biggest public arts projects in Birmingham. She established an open air gallery in Hill Street, near to New Street station, which became the city's largest outdoor art installation on a previously bare, uninspiring wall covered in green mould. Katie formed an organisation called Regenerated and secured support from Network Rail to transform the space into a showcase for local artistic talent.



### Graduate builds successful business career

With the flexibility and variety of a sandwich course as well as a big city location, Birmingham City University gave Business graduate **Hannah Sookias** the opportunity

to flourish academically and individually. After gaining valuable experience through practical assignments and a year-long placement, she then went on to set up her own PR agency, as well as being a founding partner in a management consultancy business.

# OUR AWARD WINNERS

## ALUMNI OF THE YEAR

Birmingham City University Alumni of the Year recognises and celebrates the outstanding achievements of Birmingham City University graduates. Our alumni make a real difference across the globe in a variety of ways, and the University seeks to acknowledge their contribution to the local, national and international communities through Alumni of the Year.

## HERE ARE OUR 2011 WINNERS:



**Keira O'Mara, BSc (Hons) Environmental Planning, 1998**

Keira O'Mara has made a name for herself as an inventor and businesswoman, designing a discreet and supportive breastfeeding scarf which has proved a big hit with mothers around the country. After experiencing difficulties feeding her baby in public, Keira came up with the Mamascarf – a discreet supportive breastfeeding scarf for breastfeeding in public. Initially selling it through her own website, the scarf has since attracted enough attention to go on sale in outlets such as Tesco, Boots and Kiddicare.



**Simon Vinton and Matthew Armstrong, BA (Hons) Furniture Design, 1999**

Matthew and Simon established Armstrong Vinton Furniture together 10 years ago, shortly after graduating. The company makes bespoke high-end furniture, turning over just under £1 million last year. Over its first decade, the business has grown to employ 18 people, and the duo have proposals to launch their own range of furniture to go alongside the bespoke projects.



**Bethann Siviter, Diploma in Higher Education: Adult Nursing, 2002**

Bethann is a well-known nursing writer, speaker and advocate for students, health care assistants and the art of nursing practice, as well as the author of two bestselling textbooks for trainee nurses. She overcame sudden illness and disability in 2006, not only returning to her demanding role as a Nurse Consultant but also using her experiences to help support other people with disabilities who work in nursing. Her Student Nurse Handbook, first published in 2004, was followed in 2008 by The Newly Qualified Nurse's Handbook and a second edition of the student handbook.



**Makhdum (Mak) Ali Chishty QPM, LLB (Hons) Law, 2004**

Born and raised in inner-city Birmingham, Mak joined Warwickshire Police as an 18-year-old and was quickly promoted to CID, where he held a variety of senior positions, before moving back into uniform as Borough Commander for the town of Rugby, where he took a pioneering approach to community relations, involving the public in the drawing up of policing priorities. Mak, who was awarded the Queen's Police Medal in Her Majesty's New Year's Honours in 2009, shortly afterwards took on the high-profile role as Commander for North London in the Metropolitan Police.



**Luke Perry, BA (Hons) Fine Art, 2005**

With a passion for art and engineering, Luke uses his expertise in both fields to design and build large-scale sculptures that celebrate the Midlands' industrial heritage. He is founder and director of Industrial Heritage Stronghold, a not-for-profit organisation which aims to 'build Public Artworks which celebrate our industrial heritage in a very real way'. In 2010, he co-presented the Channel 4 television series 'Titanic: The Mission', in which he and three other modern-day engineers attempted to rebuild sections of the ill-fated liner, using the tools and techniques of the early twentieth century.

## HERE ARE OUR 2010 WINNERS:



**Justo Casal, LLM International Human Rights 2006**

Justo works as a photojournalist and volunteer in some of the most remote parts of the world, dedicating his time to bringing the world's attention to little-known human rights atrocities and has, to date, had his work published by outlets including CNN, the BBC and the New York Times. Justo's passion for human rights stems from time spent during his childhood travelling with his parents to some of the poorest parts of the world.



**Mark Persard, BSc (Hons) Management 2005**

Mark has helped hundreds of the long-term unemployed to find jobs since leaving the University in his role as Deputy Operations Manager for Ingeus, an organisation that helps disabled people into work. He has also helped colleagues at the organisation into management roles and even helped devise a training programme based on what he learned studying BSc (Hons) Management at the University.



**Fei Liu, BA (Hons) Jewellery and Silversmithing 2001**

Since achieving his degree in Jewellery and Silversmithing in 2001, Fei Liu has won countless awards for his innovative, contemporary designs that have captured the imagination of the design world. He once designed a plaque for David Beckham and his jewellery has been spotted on the red carpet, in glossy magazines and adorning some very high-profile necks. He opened his first jewellery store in Birmingham five years after graduating, and has gone on to break the market in the USA as well as opening outlets in Tokyo and Beijing.



**Kerry O'Coy, BA (Hons) Media and Communication 1997, MA Media and Creative Enterprise 2009**

Kerry is on a mission to promote creative talent in the Midlands through her award-winning magazine Fused. She set up the publication in 2000 to showcase the best of the region's music, art and culture, and has since become an influential figure in the city, named in the Birmingham Post's Power 50 list in 2009. Her company has also expanded to publish the monthly Area Culture Guide.



**Rhydian Roberts, BMus (Hons) 2007**

Rhydian was propelled into the limelight when he competed on hit TV talent show The X Factor, narrowly missing out on first place. Since then, he has gone on to enjoy phenomenal success with a list of achievements that include singing for the Queen, being the biggest selling debut male artist of 2008 and performing with the likes of Michael Bublé. Three further albums have followed, together with his own chat show on Welsh TV channel S4C.

# STORY

## TELL US YOUR

We launched the Tell Us Your Story competition to uncover and highlight the stars of the University who are making a difference to our community: staff who go the extra mile to support students, students who are working hard to upgrade their futures and alumni who have gone on to achieve success in their chosen fields.

### HERE ARE OUR FIRST WINNERS:



**Staff: Graham Wright**

Lecturer and Mooting Society Director Graham was announced as the winner of the staff category, for his commitment to students and the society, to which he regularly devotes his spare time. Thanks to Graham, the University now boasts one of the most successful mooting societies in England and has enjoyed considerable success at a national level. University students have reached five finals over the last few years and have regularly beaten teams from some of the country's most prestigious universities including Oxford and Cambridge.



**Student: Siobhan Freeman, LLB (Hons) Law**

Law student Siobhan was named as the winner of the student award. Siobhan's personal story is one that demonstrates how much can be achieved with hard work, commitment and the right mindset. Siobhan returned to university as a

mature student and a single parent to a young daughter and has strived to do her best, representing the University in mooting competitions and taking part in the mentoring scheme. Her hard work has paid off, as she was recently awarded a highly prestigious £6,000 law scholarship from Lincoln's Inn, one of the UK's four Inns of Court which prepares students for the Bar.



**Alumni: Ben Croft, BA (Hons) Marketing, 2006**

Ben was named as winner of the alumni category. Ben's CV is an impressive one, with a track record of success from a young age. Since leaving the University in 2006 Ben has started three businesses and is currently President of the World Business and Executive Coach Summit. He also runs a successful international marketing consultancy that has had offices based in Brisbane, New York, the UK and Buenos Aires. Ben has also found time to complete the New York Marathon for Breast Cancer Research and spent a month at an orphanage in Zambia helping to care for AIDS orphans before leading a fundraising campaign that raised £3,800 to help give the orphanage electricity.





# WHY BIRMINGHAM?

## THE IDEAL CAREER CITY

Birmingham is the perfect setting for an institution that works extremely closely with business to equip its students with real-world skills. There's a real demand for graduate skills in this thriving city, where so many of our students have launched impressive careers – often as a result of the experience they gained through placements or part-time jobs during their time here.

For example, our School of Jewellery, one of the most significant schools of its kind in the world, benefits from being at the heart of the city's Jewellery Quarter where 40 per cent of all UK jewellery is manufactured, while our Birmingham Conservatoire has strong links with the City of Birmingham Symphony Orchestra and Birmingham's two great concert halls: Symphony Hall and Town Hall, among others.

Birmingham is home to around 42,000 companies, including 900 international firms. There are over 900 legal firms, 3,500 solicitors and 500 barristers, as well as the largest concentration of professional and financial services outside London (source: Business Birmingham).

And as you might expect from the birthplace of the Industrial Revolution, the West Midlands still has the highest proportion of manufacturing companies in the UK, employing 15 per cent of all workers in the region. The motor industry maintains a strong presence in the area with firms such as Jaguar Land Rover and MG investing in production facilities and providing job opportunities for those with an interest in engineering or technology.



Our staff – many of them professionals in their own right – boast valuable connections, helping us to arrange talks from visiting professionals, sandwich placements and live projects, giving you the opportunity to build your own relationships in the industry and gain the real-life experience you need to build a successful career.

With the largest creative district outside London and a groundbreaking 'Creative City' initiative to encourage new businesses, Birmingham is rich in cultural diversity and has a vibrant arts sector. With a multitude of theatres, galleries, live music venues, design studios, public art spaces and cinemas, the city is an exciting base for emergent artists, performers and media practitioners.

Visit [www.visitbirmingham.com](http://www.visitbirmingham.com) for more information.



## A GREAT PLACE TO LIVE

Birmingham is one of Europe's largest and most vibrant cities, home to a world-class cultural scene, fascinating history and heritage – and incredible nightlife and shopping. We rival the capital in excitement, but not in cost!

Explore something new every weekend – the latest show, one of our famous festivals, an international exhibition, a beautiful city park, a legendary club night... and you'll only skim the surface.

And for those who already know and love Birmingham, you'll find there's still so much more to discover. Through student eyes, you'll see a whole new side to this exciting city.

- With £2.43 billion expenditure in 2011, Birmingham remains in the top three most popular places to shop in the UK for the eighth year running.<sup>1</sup>
- The second most visited English city for European visitors.<sup>2</sup>
- The top UK events destination outside London.<sup>3</sup>
- Birmingham is the youngest city in Europe, with under-25s accounting for nearly 40 per cent of its population.<sup>4</sup>

For more information on life in the city, visit [www.bcu.ac.uk/birmingham](http://www.bcu.ac.uk/birmingham) or [www.studentbirmingham.com](http://www.studentbirmingham.com).

<sup>1</sup>source: CACI

<sup>2</sup>source: Marketing Birmingham

<sup>3</sup>source: Marketing Birmingham

<sup>4</sup>source: Marketing Birmingham

## INVESTING IN THE FUTURE

Birmingham is not standing still. The city is investing in its infrastructure – with a new £188 million library under construction, a £600 million transformation of Birmingham New Street Station, and millions of pounds of investment in city centre transport.

Birmingham's air, road and rail connections provide access to 400 million people across Europe. It has 126 direct connections from Birmingham Airport, is located at the centre of the national motorway network (M5, M6, M40 and M42), is at the heart of the UK rail network and is home to Digbeth Coach Station, one of the UK's major coach interchanges.

£9 billion invested over the last 20 years to transform the city into a confident, modern commercial and retail centre

Major employers investing in their future in the city include Jaguar Land Rover, MG Motor, Kraft, Amey and Deutsche Bank



"Birmingham has over 100,000 students from the five different universities it plays host to. I knew that it would've been impossible for me not to have had an enjoyable experience!"

**Katie Jones**  
BA (Hons) Marketing, Advertising and Public Relations

"Although born and raised in Birmingham, Birmingham City University opened up places for me I had never seen before: there is a lot going on here that I didn't know about, such as studios, other animators and events."

**Ben Whitehouse**  
BA (Hons) Animation, 2010

# INVESTING IN OUR CAMPUSES

Pay a visit to any of our sites and you can see how much we've already invested in our fantastic facilities, helping us to become one of the UK's top 10 universities for spending on facilities in the 2012 Complete University Guide.

A flagship extension of our City Centre Campus is our latest ambitious venture, housing cutting-edge art and design facilities and a state-of-the-art Media Centre. The building



is currently taking shape alongside our existing facilities at Millennium Point in Birmingham's Eastside – one of the largest regeneration zones in the UK – ready to welcome its first students in September 2013.

We are committed to a second phase of the development, consolidating more of the University's teaching onto a single flagship site right in the heart of Birmingham. As well as additional teaching space, the second phase will incorporate a new library, IT, social and support facilities, as well as specialist studios and workshops, which will provide an improved student experience and a greater sense of community for everyone. Depending on the outcome of planning and contract negotiations, the second phase could open as early as September 2014.

Also in the pipeline are plans for a new home for Birmingham Conservatoire, as part of the wider redevelopment of Birmingham city centre, and we are also developing a new international college at our Bournville campus, to the south of the city.

Coupled with investment already carried out elsewhere – including the £30 million redevelopment of our City South Campus, £10 million refurbishment of the New Technology Institute and the £8.5 million Doug Ellis Sports Centre – these developments will bring the total spending on our buildings and facilities in the next few years to around £180 million.

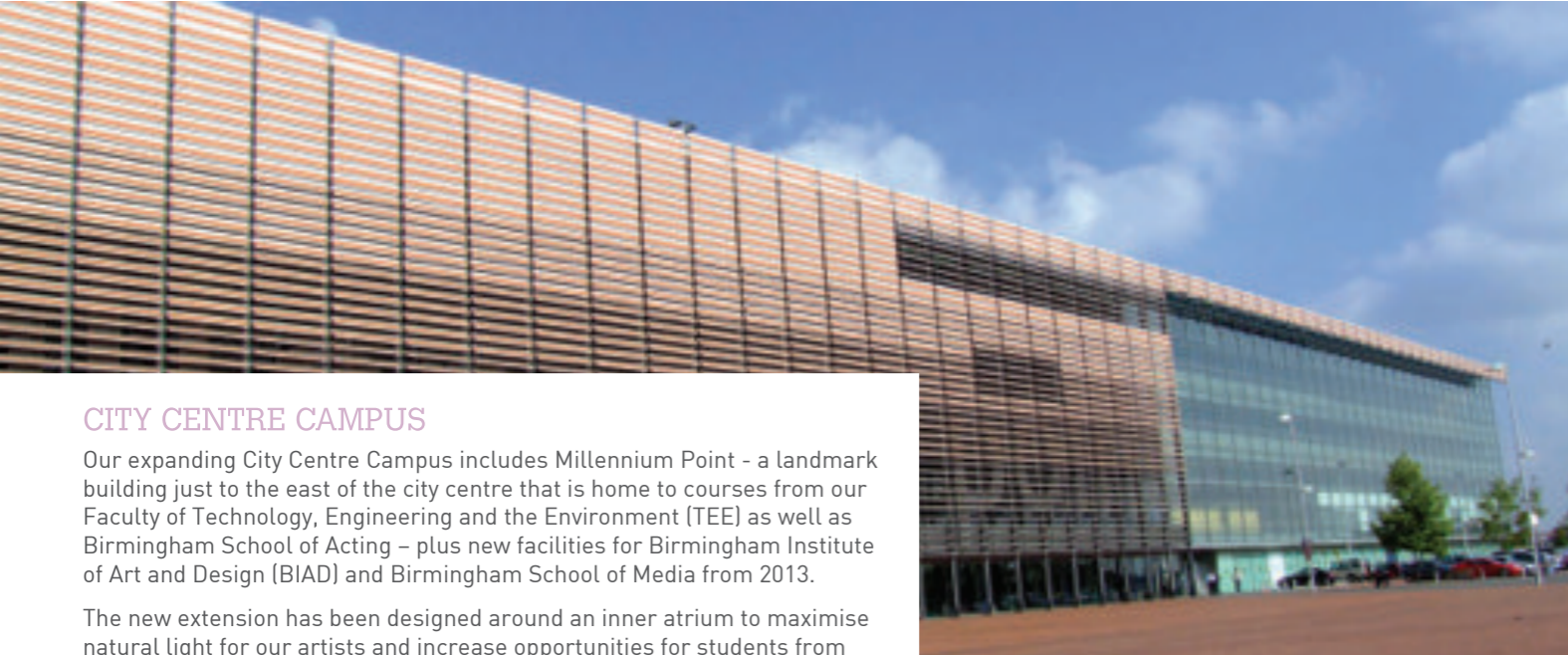


## CITY NORTH CAMPUS

This is a big, bustling campus, three miles north of the city centre. It's simple to get to – there's on-site parking (charges apply), and you're minutes from a train station and major bus routes. It's home to courses taught by Birmingham City Business School, the Faculty of Education, Law and Social Sciences and the School of English.

Teaching students get the feel of a real school in our replica classrooms, complete with school gym and changing rooms. During mooting competitions, Law students hone their advocacy skills in one of our mock courtrooms in front of a judge, usually a qualified solicitor or barrister.

It's also where you'll find lots of facilities – you can study at the vast Kenrick Library, pick up careers advice from our Student Services team, work out at the Doug Ellis Sports Centre, head to the Students' Union or just grab a bite to eat from one of our cafés.



## CITY CENTRE CAMPUS

Our expanding City Centre Campus includes Millennium Point - a landmark building just to the east of the city centre that is home to courses from our Faculty of Technology, Engineering and the Environment (TEE) as well as Birmingham School of Acting - plus new facilities for Birmingham Institute of Art and Design (BIAD) and Birmingham School of Media from 2013.

The new extension has been designed around an inner atrium to maximise natural light for our artists and increase opportunities for students from different courses to meet and share ideas. It will also feature the largest concentration of TV studios between London and Salford and marks the first step to creating a multi-million pound centre of excellence to support the creative industries.

The arrival of our design and media students is great news for TEE as well - as all three become neighbours, we're looking creatively at ways to remodel much of TEE and better integrate specialist facilities, including our industry-standard TV studios.

State-of-the-art resources for TEE students also include noise and vibration cells and a robotic laboratory, together with a huge isolation booth big enough to house drum kits; fantastic recording facilities; a vintage mixing desk and a blue screen studio for chromakey work for film and music.

In the same building, you'll also find our £4 million purpose-built Birmingham School of Acting complete with 11 studios, including a large performance studio which has set a new benchmark for drama training facilities in the UK and its own blackbox theatre. Each studio contains specialist acoustic panelling, sprung floors and climate control. We also have a fully operational lighting rig and quadraphonic sound system.

## MARGARET STREET – SCHOOL OF ART (BIAD)

Floating mezzanine levels, glass lifts and cutting-edge specialist workspaces sit comfortably beside the original stained glass windows and mosaic floors of this glorious purpose-built art school. We're right in the city centre, perfectly placed next to the city's main museum and art gallery. You'll find light and airy studios, gallery and installation spaces, a fine art library and workshops for wood, metal, plaster, fibreglass, ceramics, digital media, print and photography.

Our multi-award-winning building houses a wonderful complex of traditional-style workshops, teaching and exhibition accommodation. This extraordinary Grade I listed Venetian Gothic building is a fitting home for a stunning modern art school.



## VITTORIA STREET - SCHOOL OF JEWELLERY (BIAD)

One of the most significant jewellery schools in the world stands in a light and spacious building right at the heart of Birmingham's famous Jewellery Quarter, where much of the jewellery made in Britain today is manufactured.

Industry-standard resources and equipment include soldering hearths, polishing machines, other bench-mounted powered equipment, lathes and milling machines, together with exhibition space and a specialist library. Our Jewellery Industry Innovation Centre (JIIC) supports the industry through a range of research, training and consultancy projects.

## BIRMINGHAM CONSERVATOIRE

Just a few minutes' walk from Symphony Hall and adjacent to the Town Hall in the city centre, this purpose-built music school has some of the finest performing, teaching and music technology facilities in the country. These include six state-of-the-art recording and editing studios, over 50 dedicated practice rooms and a specialised library. Birmingham Conservatoire is one of only nine conservatoires in the UK and is rated the best in the UK outside London for its research.

Our premier music venue, the Adrian Boult Hall is a 520-seat concert hall which can accommodate a full symphony orchestra with chorus, while our 150-seat Recital Hall houses a highly sophisticated multi-channel sound system allowing performers complete control over amplified sound in the entire performance space.



We are committed to developing a new city centre home for the Conservatoire, as part of the wider redevelopment of the Paradise Circus area. As now, the new premises will be fully fitted with purpose-built facilities. Also planned is a new 475-seat concert hall on Centenary Way, which will run from Centenary Square to Chamberlain Square in Birmingham.

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

## CITY SOUTH CAMPUS

Following a £30 million refurbishment and the completion of a new teaching facility, all health and social care students are now based on one campus in Edgbaston, to the south of the city centre. Our students learn in the most realistic settings – from a mock operating theatre and hospital wards to a fully-equipped midwifery skills / birthing room.

The new teaching facilities include a virtual radiotherapy suite, a radiography imaging suite, a simulated home environment and a specialist resource room, fitted with a two-way mirror to allow Speech and Language Therapy students to review and develop effective communication skills.



## BOURNVILLE CAMPUS

Our Bournville campus, located in the idyllic setting of the Bournville Village Trust conservation area, has a 100-year pedigree as a centre of learning, and a recent £6 million refurbishment scheme has enabled the installation of a vast range of high quality facilities.



The campus is entering a new era in the academic year 2012/13 as home to Birmingham City University International College, which provides bespoke pathways for overseas students, leading to undergraduate and postgraduate courses at the University.

Birmingham City University | Undergraduate Prospectus

# ACCOMMODATION

If you're leaving home for the first time, what could be more exciting than the independence and freedom of your own place? Living in halls is a great way to meet new friends, and rooms are available at a range of prices to suit everyone. Accommodation is available at our three University-owned halls of residence as well as at a number of private halls within the city.

For full-time undergraduate students from outside Birmingham, if you make Birmingham City University your first choice and apply by the deadline, you will be guaranteed a place in University accommodation for your first year of study. For international students, there's a guaranteed place for the duration of your studies.

There's something safe, secure and affordable for everyone, including adapted accommodation if you have any special requirements. All of our halls of residence have CCTV coverage and security staff patrol the campuses 24 hours a day. Public transport between our sites is excellent, with cost-effective student travel cards available.

"Accommodation Services are brilliant – they are always there for you."

"Security is very proactive. I feel really safe here."

"Good size rooms and friendly staff."

**Student comments**



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

# HALLS OF RESIDENCE

## OSCOTT GARDENS (CITY NORTH)

Rent: £112-£128 per week (2012/13)



Oscott Gardens offers 419 en suite rooms in the form of self-catering flats with five to eight bedrooms and a shared kitchen and lounge. There are six wheelchair-accessible rooms and 10 rooms for people with sensory impairments.

All rooms have a private internal telephone and internet connection.

Other facilities:

- Laundrette
- Bicycle racks
- Limited on-site car parking
- Secure entry system to each block.

## THE COPPICE (CITY NORTH)

Rent: £96.50 per week (2012/13)



The Coppice is home to 432 students, with its rooms organised into six-bedroom flats with a shared kitchen, dining room and two bathrooms. It is located off Wellhead Lane, directly opposite the City North Campus and within easy travelling distance of the city centre.

All rooms have a private internal telephone and internet connection.

Other facilities:

- Laundrette
- Bicycle racks
- Limited on-site car parking
- Secure entry system to each block.

## CITY SOUTH

Rent: £80.50-£94.50 per week (2012/13)



Our City South Campus has 208 rooms across three halls of residence – Calthorpe, Oakmount and Westmount. The site is two miles from the city centre and is shared with the Faculty of Health.

Residents share kitchen facilities, dining room and one or two bathrooms. All rooms have a private internal telephone and internet connection.

In addition to standard rooms, Calthorpe Hall features a number of larger rooms.

Other facilities:

- Laundrette
- Security office
- Accommodation office
- Pay as you go car parking
- Union bar
- Café and shop.

## HAMSTEAD (CITY NORTH)

Rent: £95 per week (2012/13)



Hamstead is a privately-owned facility offering accommodation for 54 students within 16 acres of stunning, gated grounds in a pleasant residential area two miles from City North Campus. Frequent public transport services operate between Hamstead and City North, as well as Birmingham city centre.

All rooms have a private telephone and internet connection. Each room has a hand-basin and there is a shared kitchen, bathroom and dining area.

Other facilities:

- Laundrette
- Badminton and table tennis rooms
- TV room
- Chapel
- Privately-run bar.

## OPAL 1 (CITY CENTRE)

Rent: £113 per week (2012/13)



Opal 1 is a privately-owned facility, offering 180 en suite rooms organised into four and six-bedroom flats, with shared kitchen and lounge facilities.

Opal 1 is located at the corner of Belgrave Middleway and Bristol Road with easy access to the city centre, and is only a short bus journey away from Birmingham Conservatoire and

Birmingham Institute of Art and Design's Margaret Street site. Priority is given to Conservatoire and Fine Art students.

Other facilities:

- Common room with satellite TV
- Free broadband connection
- Laundrette
- Gym
- Car parking
- On-site security.

## JENNENS COURT (CITY CENTRE)

Rent: £110 per week (2012/13)



Jennens Court is a privately-owned facility offering approximately 280 en suite rooms in three to six-bedroom flats, each with a shared kitchen and lounge.

The hall is located in the city centre, next to our expanding City Centre Campus. There are a limited number of rooms for disabled students.

Other facilities:

- Common room with satellite TV and drinks and games machines
- Laundrette
- Secure door entry system and CCTV
- On-site staff available 24 hours a day
- Car parking and bike store.

## CURZON GATEWAY (CITY CENTRE)

Rent: £108 per week (2012/13)



Curzon Gateway is a privately-owned facility, offering 150 en suite rooms split into a mix of four, five and six-bedroom flats, with shared kitchen and lounge facilities.

It is located three minutes' walk from City Centre Campus and is just a short walk from the Bullring shopping and leisure complex. Buses to City North Campus in Perry Barr are only a 10 minute walk away.

Other facilities:

- Free broadband connection
- Laundrette
- Gym
- Car parking
- On-site security.

For more information on any of our halls, see [www.bcu.ac.uk/accommodation](http://www.bcu.ac.uk/accommodation).



## BIRMINGHAM CITY STUDENT HOMES

A number of rooms are available for returning students, but many students choose to live with friends in shared houses from their second year onwards.

If you're looking for shared accommodation, we can support you through Birmingham City Student Homes, a student-focused letting agency owned and operated by our Students' Union.

The not-for-profit agency only deals with reputable and accredited landlords and offers decent, reliable and safe accommodation. See [www.bcsu.com/homes](http://www.bcsu.com/homes).

# TUITION FEES

As you may know, all universities have had to increase the tuition fees they charge from the 2012/13 academic year onwards, due to a reduction in government funding for higher education. Here at Birmingham City University, we have worked hard to devise a new fee structure which reflects the actual cost of delivery for each course and helps keep graduate debts to a minimum.

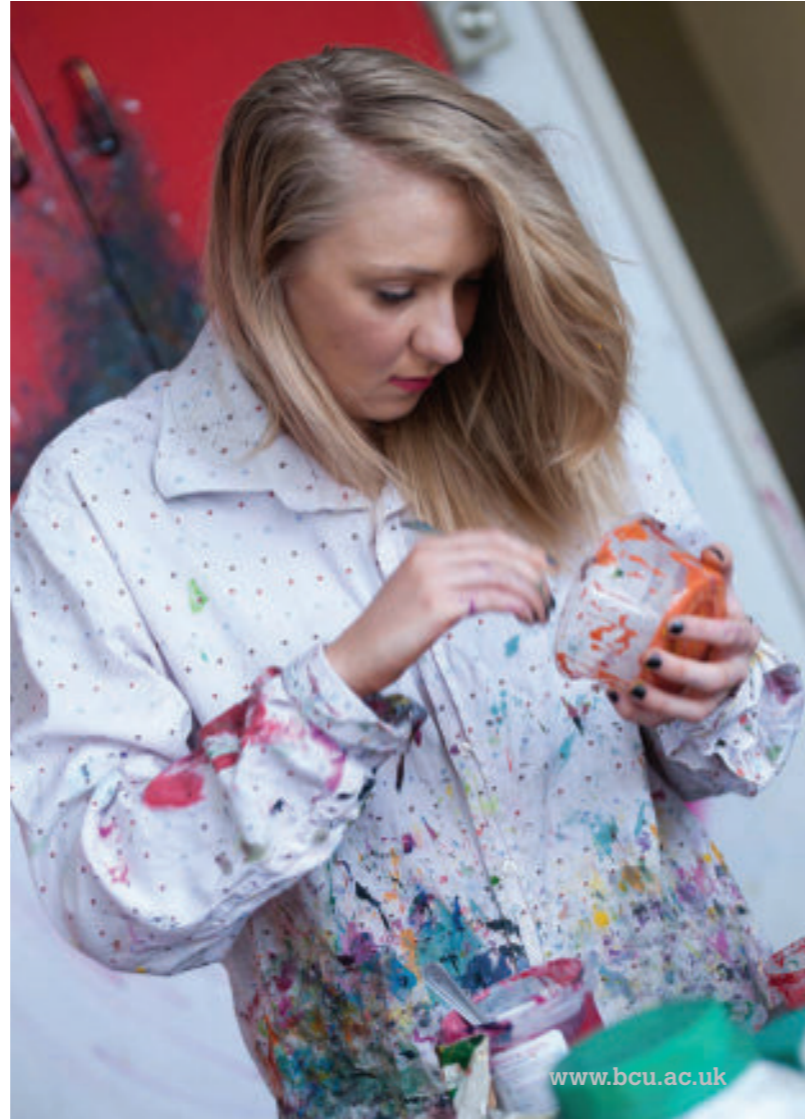
Rather than charging the maximum fee allowed across the board, we opted for three price bands in 2012/13 of £7,500, £8,200 and £9,000, with the highest fees reserved for the courses that are most expensive for us to run – such as our internationally-renowned courses in Jewellery and Acting which require extensive performance opportunities and one-to-one tuition time. We plan to keep the same fees for the 2013/14 academic year.

## INTERNATIONAL STUDENTS

International students may apply via UCAS or, more commonly, apply directly to the University.

International tuition fees noted on course pages are for 2013/14 and could be subject to change. For further information, please visit [www.bcu.ac.uk/international](http://www.bcu.ac.uk/international).

The information on the following pages relates to UK / EU applicants. Further information for international students can be found at [www.bcu.ac.uk/international](http://www.bcu.ac.uk/international).



## OUR PLANNED UNDERGRADUATE FULL-TIME FEES FOR 2013/14

£6,000	All HND and Foundation degrees taught at the University (different arrangements may apply to courses offered with partner organisations).
£7,500	Full-time first degrees in Business and Management; Sociology; Early Childhood Education Studies; Children and Integrated Professional Care; Computing, Information and Communication Technology; Architectural Technology; Built Environment; English; Health and Social Care (other than those courses delivered under the NHS contract).
£8,200	Full-time first degrees in Art and Design; Architecture; Law; Engineering; Digital Media Technology; Engineering, Design and Manufacturing Systems; Psychology; Criminology; Criminal Investigation; Media and Communication; Community Theatre.
£9,000	Jewellery; Music; Acting; Stage Management; Primary Education.

We understand that many students and their parents will be concerned at the level of fees now being discussed; however, it is important to note that no-one has to pay anything up front – instead, you will take out a tuition fee loan which will only be paid back once you are in work and earning above a certain threshold – and then only as a percentage of any earnings above that threshold.

We believe the lifelong value of higher education far outweighs any short-term costs – you will develop personally, intellectually and professionally, gaining a distinct advantage in the job market. Figures from the Office for National Statistics show that over the past decade graduates earned an average of £12,000 a year more than non-graduates. And three in ten jobs in UK businesses require degree-level skills, according to the Confederation of British Industry (CBI).

For more information on our tuition fees, and the latest updates, pick up a copy of our Tuition Fees brochure or visit [www.bcu.ac.uk/tuitionfees](http://www.bcu.ac.uk/tuitionfees).

Where a full-time undergraduate student opts to extend the normal length of a Bachelor's degree by an additional year in order to take a full-year work placement there will be no fee for the additional placement year.

The tuition costs for degrees in Nursing, Midwifery, Diagnostic Radiography, Radiotherapy, Operating Department Practice and Speech and Language Therapy were paid directly by the NHS in 2012/13; details for future years will be made available on our website as soon as they are available.

Students who normally live in Scotland, Wales and Northern Ireland will receive financial support from their own Government or assembly and should contact them for further information. EU students from outside the UK will be able to access a loan to cover the cost of their tuition, provided they meet certain eligibility criteria. They will not normally be entitled to support for their living costs.

## PAYING BACK YOUR LOAN

Payments will normally be taken automatically, via the tax system, once your earnings exceed the required threshold (currently £21,000 and set to begin rising in line with average earnings from 2017). Payments are made at a rate of nine per cent on any income above £21,000 – so if you were earning £25,000, you would pay back nine per cent of £4,000 per year, or £30 per month.

Salary	Amount of salary from which 9 per cent will be deducted	Monthly repayment
£25,000	£4,000	£30.00
£30,000	£9,000	£67.50
£35,000	£14,000	£105.00
£40,000	£19,000	£142.50
£45,000	£24,000	£180.00
£50,000	£29,000	£217.50
£55,000	£34,000	£255.00
£60,000	£39,000	£292.50

If you have been paying back the loan and then your income drops back below the minimum threshold, for example because you take a career break or become unemployed, payments will be automatically halted. If you later start to earn over the threshold again, payments will restart. If your loan has not been repaid after 30 years, any outstanding payments will be written off.

The Government's plans are that interest will be applied at a rate of inflation plus three per cent while you are at university. From the April after you leave university, if you are earning below £21,000, interest will be applied at the rate of inflation. For graduates earning between £21,000 and £41,000, interest will be applied at between inflation and inflation plus three per cent, depending on income. For graduates earning above £41,000, interest will be applied at inflation plus three per cent. Inflation will be calculated using the Retail Price Index (RPI).

Regarding your loan's impact on other borrowings, the Council of Mortgage Lenders has advised that a student loan is 'very unlikely' to have a material impact on an individual's ability to get a mortgage, although the amount of mortgage available may depend on net income. As for other forms of finance, the final decision would rest with the loan provider, but Student Finance England will not be sharing student loan information with credit reference agencies.

## LIVING COSTS

You will be entitled to a loan to help with living costs such as food, accommodation and travel with the amount you can borrow dependant on your parents' income and whether or not you are living at home. If you are living away from home, you will be able to borrow up to £5,500 per year while if you stay at home, you can borrow up to £4,375. These loans will then be paid back on the same basis as tuition fee loans, depending on your income in later life.

You may also be entitled to a Maintenance grant towards living costs (see an example of the support packages for 2013 in the table below), which does not have to be repaid. For 2013/14, students whose household income is below £25,000

are entitled to a full grant of £3,354, and those with a household income of between £25,000 and £42,600 will be entitled to a grant of between £3,354 and £50, on a sliding scale.

## EXAMPLE PACKAGE OF SUPPORT FOR 2013 FOR STUDENTS LIVING AWAY FROM HOME:

Household Income	Non-repayable grant	Living cost loan	Total
£25,000 or less	£3,354	£3,823	£7,177
£30,000	£2,416	£4,292	£6,708
£35,000	£1,478	£4,761	£6,239
£40,000	£540	£5,475	£5,770
£45,000	£0	£5,288	£5,288
£50,000	£0	£4,788	£4,788
£55,000	£0	£4,288	£4,288
£60,000	£0	£3,788	£3,788
Over £62,500	£0	£3,575	£3,575

The **Special Support Grant** is an alternative to the Maintenance grant if you are eligible for, but not necessarily receiving, means-tested state benefits, for example if you have a disability or you are a single parent. If you receive a Special Support Grant you will also be entitled to the full student loan for maintenance.

If you have an adult who is financially dependent on you, you may be eligible for an **Adult Dependants' Grant** of up to £2,642.

If you require childcare during your studies, you may qualify for a Childcare Grant which can pay for up to 85 per cent of childcare costs, up to a maximum of £148.75 per week for one child or £255 per week for two or more children. If you still need further assistance with childcare, you can apply to the Access to Learning fund. You may also be eligible to receive a **Parents' Learning Allowance** of up to £1,508 per year.

The **Disabled Students' Allowance** can help pay for extra costs you may incur whilst studying due to having a disability or specific learning difficulty. This can include up to £5,161 for specialist equipment during the whole course, up to £20,520 per year for a non-medical helper and up to £1,724 per year for other disability-related expenditure.

## BURSARIES

The University will also be offering National Scholarships to a set number of students (376 in 2012/13) from the lowest income backgrounds (typically, £16,190 or lower) who demonstrate excellence in academic achievement, performance or potential. These were worth £3,000 each in 2012/13 and will be awarded as a fee waiver (so that your overall debt will be reduced). For further details, visit [www.bcu.ac.uk/nationalscholarships](http://www.bcu.ac.uk/nationalscholarships).

## FURTHER INFORMATION

For more information and the latest updates on our tuition fee proposals, please see our website at [www.bcu.ac.uk/tuitionfees](http://www.bcu.ac.uk/tuitionfees). If you have any questions which have not been covered by this booklet, please contact our Course Enquiries team on +44 (0) 121 331 5595 or email them via the website.



## FURTHER STUDY

A degree from Birmingham City University is just one part of your lifelong learning journey, and if you would like to continue studying at a higher level – either straight after your degree or at a later date – our postgraduate courses allow you to build on your existing knowledge.

A postgraduate qualification can help you to progress faster and higher within your chosen field, or change direction using your existing skills, using the contacts, resources and knowledge gained during your studies to become a leader and drive forward change in your sector.



### TAUGHT COURSES

We offer a broad range of specialist postgraduate courses and professional development programmes – from industry-accredited training to academic qualifications up to Master's level. Taught courses normally involve formal lectures and / or seminar programmes and written examinations, but with the subject in question covered in greater depth than at undergraduate level.

Thanks to our research-active staff and regular visits from industry experts, you will gain increased awareness of the latest trends in a particular discipline and enhance your career prospects considerably.

The subject area of your postgraduate course does not necessarily have to follow directly from your studies at undergraduate level, although your first degree, and often related work experience, should provide a sound foundation of understanding of the new specialism.

### RESEARCH DEGREES

You can also obtain a postgraduate qualification through in-depth research into a subject of your choice. You will study and prepare your thesis independently, under the supervision of a lecturer who specialises in your chosen subject, gaining skills which will be valuable whatever your career intentions.

Find out more at [www.bcu.ac.uk/postgraduate](http://www.bcu.ac.uk/postgraduate).



# COURSES BY SUBJECT AREA

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\* Subject to validation or revalidation in 2012.



# BA (Hons) Acting

Accredited by Drama UK (formerly the National Council for Drama Training), and thoroughly preparing you for a career in front of a live, screen or radio audience, this course stretches you physically, personally and professionally. You are taught a range of acting skills, you learn to interpret text to an advanced level and receive specialist training in voice, movement and singing.

## Why choose this course?

- Delivered by a team of qualified professionals who have worked at the highest levels in their field, and complemented by the insight and advice of visiting tutors and guest lecturers.
- Teaching takes place in 10 modern studios, each containing acoustic panelling and specialist sprung floors.
- During the course of your three-year training you will be involved in 10 professional productions in external theatres, as well as workshops and, occasionally, Theatre in Education tours.
- In your final year, your talents are showcased to invited agents, casting directors and other professionals both in Birmingham and London.
- The School is a founder member of the Conference of Drama Schools, and the only Midlands member.

## What's covered in the course?

Initially, the course focuses more on the technical skills of acting, voice and movement, as well as rehearsal techniques. As your confidence and competence develops, there is more emphasis on performance.

You'll take part in a variety of small and large classes (maximum 16 students). Throughout your second and third years, your performances will vary from large ensemble pieces to much more intimate, small-cast plays.

Eventually, you will be almost wholly occupied by rehearsals and performance, both public and recorded. Alongside this, you receive career guidance, including marketing and PR, CV and photo presentation, plus advice on industry, casting and interview / audition techniques.

In your final year, you appear in live stage performances, industry showcases, a filmed performance and a radio play. There are also opportunities to compete in various industry competitions, including the Carleton Hobbs Competition for Radio, organised by the BBC, the Sam Wanamaker Festival at the Globe Theatre, London, and the Sondheim Performer of the Year Competition, organised by the Society for West End Theatres.

## What are the opportunities after studying?

Opportunities to collaborate with students from other arts and creatively led courses open up a wide range of career routes.

Your Showcase experience will have given you experience in recording and filming, and you may already have signed with an agent by the time you leave us. Recent graduates are currently employed with the Royal Shakespeare Company, the National Theatre, the BBC and independent television, and in film.

## “ What our students say

“The third year is really a simulation of the industry and so you've already worked within the professional environment you are about to enter when you graduate.”

David Langley

## Want to find out more?

Visit [www.bcu.ac.uk/bsa](http://www.bcu.ac.uk/bsa) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- Foundation Course in Acting (p60)
- BA (Hons) Community and Applied Theatre (with Dance Theatre option) (p56)

## Course information

You cannot apply for this course via UCAS. Please apply directly to the School using our online application form.

<b>UCAS points:</b>	160
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

Admission is by two-stage audition. In addition we require 160 UCAS points or equivalent. Detailed information on auditioning can be found on the course web page.

## Additional costs

You will be required to equip yourself with clothing and footwear appropriate to the often physical nature of classes.

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£14,600** per year



# BA (Hons) Community and Applied Theatre (with Dance Theatre option)

This dynamic course offers stimulating, practical training which connects you with some of the country's most exciting community-based theatre in an area of rich cultural and ethnic diversity. The only programme of its kind in the West Midlands, it gives you the professional skills to make you an invaluable addition to any company.

## Why choose this course?

- Benefit from close collaboration with a number of theatre companies and venues, such as Birmingham REP Theatre, Playhouse Theatre Company, Big Brum, HEARTH, Women and Theatre, and mac Birmingham.
- Placements play a colourful role in your studies, allowing you to observe, talk to, work with and learn from established artists and practitioners.
- The School is a founder member institution of the Conference of Drama Schools – the only Midlands member.
- An accessible alternative to London drama schools – while still being less than two hours from London.
- Outstanding studio space is available to you for performance, including specialist sprung floors and an air replacement system to maintain a constant room temperature.

## What's covered in the course?

In your first year, practical workshops, projects and skills classes introduce key ideas and elements, which you can take forward to your performance, or to your role as a producer of work or workshop facilitator.

You explore the notion of community and identity, and consider performance in terms of history and culture. You get real insight and practical advice from visiting companies, and the chance to participate in guest workshops or workshop observations.

Whether your primary interest is in theatre or dance theatre, you can tailor the course through options such as writing or choreographing for performance.

As you gather a range of skills and knowledge from arts administration to devising / making work, you will discover how best you can practically apply your skills to different kinds of work and communities.

Your second year involves a placement within a community arts organisation or company. You also put your skills to the test via various projects in different communities in and around Birmingham.

## What are the opportunities after studying?

The opportunities you enjoy for practical, professional exposure and experience throughout your course places you in an excellent position to secure work after graduation. Recent placements and workshops have even led to some students gaining employment while still on the course.

The practice-based training you receive prepares you to confidently approach a role as a community artist, workshop facilitator, writer, deviser, community arts administrator or performer.

## “ “ What our students say

“Being accepted into BSA has been a great achievement. My course director's links within the industry have really made my first year a whirlwind of experience. The course has provided me with endless opportunities to further my education.”

**Ashley Gallagher**

## Want to find out more?

Visit [www.bcu.ac.uk/bsa](http://www.bcu.ac.uk/bsa) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Acting (p54)

## Course information

**UCAS course code:** W490

**UCAS points:** 240

**Duration:** Full-time: three years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 240 points obtained from a minimum of one 12-unit or two six-unit A Levels (or equivalent), which should normally include an A Level or equivalent in drama, dance, performance or a related arts subject; plus a range of GCSEs. We also welcome applicants with practical experience in the performing arts.

Admission is usually based on an interview day where you will take part in a workshop and interview. For further details, please visit the course web page.

## Additional costs

You will be required to equip yourself with clothing and footwear appropriate to the often physical nature of classes.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£13,000** per year



# BA (Hons) Stage Management

This course - the only one of its kind in the West Midlands - helps develop your ability to run a rehearsal room, to work with the cast and director, and to prepare all the professional paperwork necessary for a production to get from rehearsal to the theatre. It introduces you to the practical realities of the working world and, on completion, helps show employers a potentially invaluable member of their company.

## Why choose this course?

- Covers the whole range of competencies needed to play a crucial role in theatre stage management, including practical and theoretical instruction in lighting, sound, costume, prop and stage design.
- Learn from staff who continue to work in the industry as practitioners, and who bring colour and contemporary relevance to your studies.
- Productions are supported by teaching and assessments which reflect the day-to-day demands of the industry, from design installations to risk assessments and business plans.
- Working on around 14 shows per year, you progress - as you would in industry - from assistant to deputy to full stage management roles across your three years.
- Your final year includes a six-week placement, where you experience the rigours and responsibilities of a busy stage management job.

## What's covered in the course?

The first year introduces you to the essential issues surrounding practical stage management, a topic you will expand on through your course. You investigate technical theatre skills (sound and lighting), as well as prop, costume and scenic design.

The second year builds on your knowledge of practical stage management and your technical skills. You consider key aspects of arts administration and health and safety, and work as a deputy stage manager on School performances and recorded media.

In the third year, industry research and professional studies show you the everyday, real-world challenges of your subject, and help prepare you to approach employers with confidence. You also work as stage manager for one of the School's productions and test your skills working within a professional company. In your final year, an academic research project allows you to carry out an in-depth study of a relevant area that particularly interests you.

## What are the opportunities after studying?

The course prepares you for a variety of employment opportunities from small-scale theatres to large multimedia events. The practical and transferable skills provided also give you the range to possibly work in film and events. Recent graduates have worked at the Pendley Shakespeare Festival, on cruise ships and on a UK tour of a West End musical.

Opportunities to collaborate with other arts and creatively-led courses within the University - specifically Birmingham Conservatoire and Birmingham School of Media - open up a wider breadth of career routes. Students have recently worked on projects at the Edinburgh Fringe Festival, National Student Drama Festival and Pendley Shakespeare Festival.

## “ What our students say

“The best thing about the course is that it is so practical. You gain experience of light and sound operation and design, deal with props, learn how to run a production and ultimately work as the stage manager on productions in real theatres.”

Michael Groves

## Want to find out more?

Visit [www.bcu.ac.uk/bsa](http://www.bcu.ac.uk/bsa) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Theatre, Performance and Event Design (p286)

## Course information

<b>UCAS course code:</b>	W450
<b>UCAS points:</b>	240
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 240 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels (or equivalent), which should normally include an A Level or equivalent in drama, dance, performance or a related arts subject; plus a range of GCSEs. We also welcome applicants with practical experience in the performing arts. Admission is based on interview. For further details, please visit the course web page.

## Additional costs

You should allow about £150 for the purchase of specialist clothing, tools, equipment and required stationery items.

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£13,000** per year



# Foundation Course in Acting

At 20 weeks in length, this exciting new course offers you an intensive introduction to the techniques needed, and the hard work required, if you want to progress to drama school or a university-level performance course. Ideal if you are contemplating a gap year before higher education, it gives you invaluable experience and proof of your commitment when you come to apply.

## Why choose this course?

- This full-time course lasts at least 20 full weeks, with up to 30 hours of training each week, including a five-week Musical Theatre Styles workshop and professional workshops in Stratford-upon-Avon, home of the Royal Shakespeare Company.
- It allows you to touch and taste the excitement of studying at a first-class contemporary theatre school, and to appreciate the personal dedication required to succeed.
- The course asks for your total commitment, and you will be expected to undertake research, prepare for class work and learn lines outside of class time.
- In small, intimate classes, you benefit from the close attention of expert professional tutors.
- You receive audition preparation for acting and singing in small tutorial groups.
- You complete the Trinity Performance exam in Performance, which can contribute up to 65 UCAS points.

## What's covered in the course?

Guided by experienced and enthusiastic tutors, you acquire a range of practical performance skills.

In your acting classes, you are introduced to the principles of Stanislavski's System in creating a character and performance. You analyse a script to explore dramatic relationships and character clues.

In voice classes, spoken and sung, you look at the mechanics and safe use of the voice as well as beginning to explore the range and colour of the voice and the application of these qualities to creating character and performance.

In Movement and Dance, you learn how use your body to define a character. You investigate the creation of character and performance in song, and work on solo songs in small groups.

You will also explore unarmed combat for the stage, look at improvisation as a rehearsal and performance tool, and learn the secrets of successful audition for drama school.

Theatre visits and back stage tours let you appreciate the performance styles offered by different spaces, and you get the opportunity to visit Stratford-upon-Avon, and experience workshops with professionals.

[www.bcu.ac.uk/courses/foundation-acting](http://www.bcu.ac.uk/courses/foundation-acting)

## What are the opportunities after studying?

The course offers an exciting, intensive introduction to the higher-level study of performance. It emphasises your commitment to your career, and will help you secure your place on a more extended course.

Also bear in mind that the unique experiences you gain on the course will serve you well in many walks of life.

## “ What our students say

“It's such a modern school, full of life, varied and contemporary. The course has helped me choose my places, think about where I want to go and why I want to do it, prepare for auditions and get the recalls I need.”

**Rebecca Witherington**

## Want to find out more?

Visit [www.bcu.ac.uk/bsa](http://www.bcu.ac.uk/bsa) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Community and Applied Theatre (with Dance Theatre option) (p56)
- BA (Hons) Acting (p54)

## Course information

You cannot apply for this course via UCAS. Please apply directly to the School using our online application form.

**Duration:** Full-time: 20 weeks

**Campus:** City Centre, Millennium Point

## Essential entry requirements

Admission is based on your application form, although in some circumstances you may be required to audition. For further details, please visit the course web page.

## Additional costs

You will be required to equip yourself with clothing and footwear appropriate to the often physical nature of classes.

## Fees 2013/14

**UK/EU**  
**£5,750** per year



# BA (Hons) Architecture (RIBA Part I Exemption)

This fascinating course focuses on actual environmental conditions, dealing with neighbourhoods, cities, and regional and global networks. With the city of Birmingham as your initial architectural reference point, you'll be part of a close-knit group including tutors, practitioners, theorists and specialists looking at how disciplines, systems, concepts and people connect in the real world.

## Why choose this course?

- Accredited by the Royal Institute of British Architects, allowing you to achieve RIBA Part I exemption – on doing so, you're fully supported to apply for employment in practice.
- Prepare for the working world with 'Into Work' seminars, and get insight from lectures by leading professionals, with past speakers including CJ Lim and Martha Schwarz.
- Enjoy cultural context study trips, and produce work for real clients with Co.Lab and other live projects / competitions.
- You can get the latest events and news from [www.architecturewm.com](http://www.architecturewm.com), and take part in student-led activities with the Student Architecture Society.
- Birmingham School of Architecture celebrated its centenary in 2009; 100 years of responding creatively to the challenges and opportunities in professional architecture.

## What's covered in the course?

You study a common first year with BA (Hons) Landscape Architecture students, with increasing specialisation throughout the duration of the course. You initially study architecture and landscape architecture in the context of the 'urbanised field', as well as the physical and ideological relationship between them, informed by the theme of habitation.

Informed by the theme of production, the second year looks at the role of policy in forming urban and architectural constructs. You examine the role of the architect as co-ordinator or facilitator in the act of construction, and explore sustainable development and technology.

The final year considers the physical and cultural context of architecture focused on the theme of mobility. You will look at 'dynamic cities' and the implications of new digital technologies, and you develop and test strategies in sustainable development and technology against architectural projects. You develop employability and entrepreneurial skills in special 'working' seminars to prepare you for professional employment.

## What are the opportunities after studying?

You will be encouraged and supported to apply for employment as an assistant in architectural practice. After a year out, graduates are advised to apply for the M.Arch course (RIBA Part II) at Birmingham City University, then possibly progress to our PgDip Architectural Practice (RIBA Part III) – the full range of courses for professional qualification.

The course also provides excellent preparation for progression into related design fields, journalism or academia.



## What our students say

"Studying at Birmingham City University was a great experience, which I hold invaluable to my architectural career. It has equipped me with a design core that has given me numerous opportunities."

Charlie Kentish

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Landscape Architecture (p64)
- BA (Hons) Architectural Technology (p76)

## Course information

<b>UCAS course code:</b>	K100 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	340
<b>Duration:</b>	Full-time: three years Part-time: four years
<b>Campus:</b>	City Centre

## Essential entry requirements

At least 340 UCAS points from a mixture of science / mathematics and humanities / arts subjects, including one 12-unit award or two six-unit awards, plus at least five GCSEs including, without exception, English and mathematics. You will also need a good portfolio. For further details, please visit the course web page.

## Additional costs

You will need to pay for materials, printing (subsidised rates), UK and non-UK field trips, a good computer and a camera. Advice will be given at the start of the course. A pair of safety boots would also be beneficial.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
Part-time  
**£1,025** per 15-credit module

**International**  
**£10,100** per year





# BA (Hons) Landscape Architecture

Fully recognised and accredited by the Landscape Institute (LI), and supported by a leading design team in its field, this course offers you both an academic and design-based challenge. You explore how the urban interrelates with the rural, examine climate change and sustainability, and solve problems involving technology, nature and ecosystems.

## Why choose this course?

- Fully recognised and accredited by the LI; allowing you to apply for full LI membership.
- Work on a wide range of briefs, including the design of school grounds, country and city parks, and developing ideas to improve the quality of housing schemes.
- Birmingham School of Architecture celebrated its centenary in 2009; a longevity achieved through developing skills to answer current and possible future questions raised by professional landscape architecture.
- Well-established connections with the region's best landscape architecture practices help you find appropriate work experience while studying, and employment after you graduate.

## What's covered in the course?

You use advanced digital studios for rapid prototyping and digital production, as well as drawing workshops for observational and technical drawing, CAD and digital visual communication skills.

Throughout, you're encouraged to combine experience of the practical world of landscape architecture with creativity and innovation in the studio.

You look at landscape from a range of perspectives, including rediscovering Birmingham's hidden rivers, ideas surrounding productive landscape and creative ecology, manipulation of the ground plane by earth sculpting, and land modelling.

In your third year, you undertake two extensive design projects – one rural, one urban – in which you explore how cultural issues and technology can work in harmony to bring about new ideas in landscape design.

## What are the opportunities after studying?

The course allows you to apply for membership of the Landscape Institute, and offers good employment prospects through excellent links with local and national practices. It also equips you to confidently approach employers in landscape management or landscape planning.

You might also continue your studies via a full-time Master's in Landscape Architecture at the University.

## “ What our students say

“Throughout the course, there is encouragement to develop your own style and support to help you achieve this. I have now found a placement with a practice and intend to go on to take the PgDip and eventually Chartership.”

Michelle Anderson

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Architecture (p62)
- BA (Hons) Architectural Technology (p76)

## Course information

<b>UCAS course code:</b>	K310
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or a National Diploma in Horticulture, plus a good portfolio. For further details, please visit the course web page.

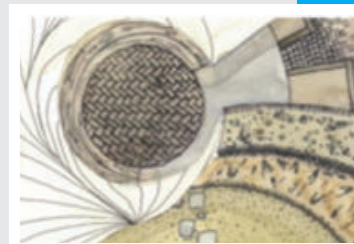
## Additional costs

You will need to pay for materials, printing (subsidised rates), UK and non-UK field trips, a good computer and a camera. Advice will be given at the start of the course. A pair of safety boots would also be beneficial.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



# BA (Hons) Art and Design

Highly flexible and practical, the course gives you the freedom to explore a range of art and design practices, and find your own creative strength and inspiration. Throughout, it allows you to develop networks, get practical experience and gain an awareness of the realities of professional life in the creative industries.

## Why choose this course?

- Birmingham Institute of Art and Design (BIAD) is one of the UK's largest and most prestigious institutes of art, architecture and design education.
- Our innovative structure and broad staff team means you can easily change direction to suit your future aims, or explore new ideas, media or ways of working.
- You are supported by highly experienced staff, nationally and internationally active as artists and designers, and you enjoy access to excellent studio, workshop, installation and research facilities.
- Study full-time or part-time, or even move between these two modes – perfect flexibility if you combine study with working commitments.
- The School runs two nationally-recognised contemporary galleries, as well as an internationally-renowned independent publishing house.
- Work experience placements and live industry briefs provide practical, professional exposure that has led to employment with companies such as Burberry, Cadbury, Channel 4, Fused, Games Faction, Saatchi & Saatchi, TBWA, The Mill and more.

## What's covered in the course?

Working closely with academic and technical staff, you initially develop new skills and ways of thinking through interdisciplinary projects where you gain confidence and identify your own strengths and areas of interest.

Supported by your personal tutors, you can explore the practice and theory of a range of contemporary design, craft and art media including photography, installation, print, digital and time-based media, sculpture, illustration, curatorial practice, textiles, drawing, sound, graphic design, public art and three-dimensional design.

In your second year, you work with staff to organise appropriate professional placements, and you get the chance to study abroad at one of our European partner institutions.

Throughout, and supported by regular talks from professional artists, designers, curators, craftspeople and entrepreneurs, you are strongly encouraged to develop your skills in the context of the 'real world'.

A lecture and tutorial programme gives you practical advice and skills for employment / self-employment. You can compile a career development plan that prepares you for your future after university.

[www.bcu.ac.uk/courses/art-and-design](http://www.bcu.ac.uk/courses/art-and-design)

## What are the opportunities after studying?

There are no 'typical' art and design students. You develop to suit your own creative ambitions. You're encouraged to be entrepreneurial and use your time to test different options for your future career.

Recent graduates have progressed to various careers and roles including design, management consultancy, community arts officers, teaching, education assistants, curators in museums, galleries and art centres, exhibition design and interpretation, fashion and styling, display design, video production, web design and contemporary retail.

## “ What our students say

“What really stuck with me was the intention to cultivate the skill set needed to define my goals, break down the steps / stages to achieving my goals and fulfil them.”

Devon McFarlane

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Fine Art (p74)

## Course information

<b>UCAS course code:</b>	W190
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	Margaret Street

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction at final stage, or equivalent qualifications or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



# Creative Self Development Classes Art and Design

Offered both morning and afternoon at the prestigious School of Art in Bournville, these classes allow you to follow your creative interests in an intimate, yet professional atmosphere, with the friendly guidance and encouragement of a practising artist. Without the pressure of examination, you have the freedom to learn and express yourself creatively alongside similarly motivated and like-minded colleagues.

## Why choose this course?

- A chance to learn through hands-on practise, studying for your own creative fulfilment, rather than with the onus of working towards a final award.
- You require no formal qualifications to enrol, however you will be motivated and able to show your desire to get the most from this outstanding opportunity to develop your creativity.
- Entrants typically arrive with some experience, although we welcome approaches from beginners from all ages and backgrounds.
- Enjoy working in studios fully equipped to enhance your technical skills, with the expert tuition and inspirational insights of practising artists.
- The atmosphere is informal, relaxed and fully supportive of your creative ambitions, from introducing skills to beginners, to the development of more experienced artists.
- Art and Design Creative Self Development classes offer the choice of Creative Ceramics or Art Club.

## What's covered in the course?

### Art Club

Aimed at reawakening an artistic interest or allowing you to explore something new and creative, Art Club offers a wide range of drawing and painting skills.

Work with some of the UK's most respected art education facilities. Explore techniques in painting and drawing. Enjoy the professional experiences and colourful insight of a practising artist.

Set in the centre of Bournville village, you're part of a close, friendly learning community which encourages experimentation and individual expression as you develop both technically and creatively. We encourage you to discuss your work with other students and participate in exhibitions.

Art Club runs morning, or afternoons, and classes are usually two-and-a-half hours long. You can join for both or either of the 16-week semesters that run through the academic year.

### Creative Ceramics

In a relaxed learning environment which allows you to develop at your own pace, these classes explore the principal aspects of ceramics: types and preparation of clay; building, modelling, throwing and moulding shapes; glazing, decorating and firing.

Whether you are a beginner or developing ceramicist, you will gain from the close guidance of expert tutors who can share invaluable experiences of the craft.

Getting hands-on practical experience in outstandingly equipped workshops, you get the chance to work both traditionally and in creative sculptural ways as you produce high quality ceramics.

Creative Ceramics runs mornings or afternoons. Classes usually last two-and-a-half hours. You can join for both or either of the 16-week semesters that run through the academic year.



## What our students say

"I will recommend Birmingham City University to anyone who is looking to study in a friendly, culturally-diverse setting where students are always given number one priority."

Jenna Amedee

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad). To book, or for more information on fees, please contact Debbie Maddocks at our School of Art on 0121 331 5775 or email [debbie.maddocks@bcu.ac.uk](mailto:debbie.maddocks@bcu.ac.uk).

## Have you also considered?

- Jewellery and Silversmithing Creative Self Development Short Courses (p228)

## Course information

<b>UCAS course code:</b>	n/a
<b>Duration:</b>	2.5 hours per week, 16 weeks per semester
<b>Campus:</b>	Bournville (TBC)

## Essential entry requirements

Part of our commitment to life-long learning, these classes enable you to explore your particular interest and build on existing skills. The focus is on learning through creative practice for its own sake and without the constraints of studying for an award.

No formal qualifications are required but you should be interested in the subject and have an open mind to learning new ideas and methods. The course is populated by people of all ages with varying degrees of experience but all are open to challenges and discussion in a friendly supportive environment. For further details, please visit the course web page.

## Additional costs

There is a small charge for firing ceramics based on weight, and you will be able to buy drawing materials at a minimal cost.

## Fees 2013/14

**UK/EU**  
**£220** per 16-week semester

This course is not open for international students



# BTEC Level 3 Foundation Diploma in Art and Design

What's your place in the contemporary visual world? What kind of artist or design practitioner do you want to be? This course lets you find out. Delivered at one of the UK's most prestigious institutions for art, design and architecture education, this course gives you the required qualification for the progression to art and design degrees. You'll look inside the world of a wide range of disciplines including fine art, visual communication, lens-based media, three-dimensional design, fashion and textiles.

## Why choose this course?

- This course offers a key pathway to develop your talent and skills, preparing you for degree level study.
- Practical learning, directed study, one-to-one teaching and individual mentor support builds your confidence and capabilities, allowing you to find the right degree route for you. Many students will go on to study at Birmingham Institute of Art and Design through our links with the degree courses.
- We offer a broad range of techniques, disciplines and media so that you are able to make informed choices for your future career.
- All foundation-level tutors are practising artists or designers; their sole purpose is to motivate you to achieve your creative potential.
- There are opportunities to engage in faculty events, exhibitions, lecture programmes, study trips, awards schemes and through our e-learning portal.

## What's covered in the course?

**Exploratory Stage:** At this stage you will be introduced to a wide range of activities and workshops designed to equip you with the basic skills required to make informed choices for your pathway choice. Projects enable you to develop creative ideas and experiment with media, processes and technologies. Historical and theoretical contexts are also embedded in the introductory phase.

**Pathway Stage:** By this stage you will have chosen your specialist area of study and will prepare a portfolio for progression, applying for a degree level course. Individual guidance from staff will help you develop a body of work that is appropriate for your choice.

**Final Major Project:** The final phase of the course will involve you writing, planning and organising your own project. This will conclude with an exhibition of your work put on at the same time as our BA (Hons) Art and Design Graduate Shows.

Assessments take place at the conclusion of each stage of the course and are based on the Edexcel Level 3 BTEC assessment criteria for each stage.

[www.bcu.ac.uk/courses/foundation-art-and-design](http://www.bcu.ac.uk/courses/foundation-art-and-design)

## What are the opportunities after studying?

Most students go on to study a higher education course in art and design, while some progress directly to work in the art and design industries. If you successfully complete the course you may have the right to progress directly to an appropriate HND or undergraduate course within Birmingham Institute of Art and Design.

## “ What our students say

“The course has very good facilities, with the freedom to study a range of disciplines. It is a relaxed atmosphere where it has been easy to focus. I have made the absolute most of my time here and am choosing to stay at Birmingham Institute of Art and Design.

Stuart Bennett

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- HND Fine Art (p72)
- BA (Hons) Fine Art (p74)
- BA (Hons) Art and Design (p66)
- BTEC Level 3 Extended Diploma Jewellery - Art and Design (Design Crafts) (p232)

## Course information

<b>UCAS course code:</b>	Direct application
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: one year Part-time: two years
<b>Campus:</b>	City Centre

## Essential entry requirements

At least 120 UCAS points. We may be able to recognise prior learning or work experiences. You will be individually interviewed – a portfolio of work is part of the selection process. For further details, please visit the course web page.

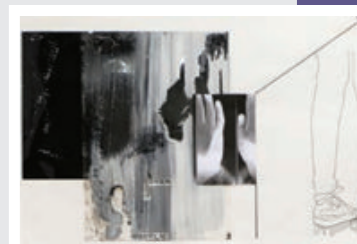
## Additional costs

You will be able to access printing and materials at minimal costs through our workshops. If applicable, there are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£1,260** per year  
Part-time  
**£630** per year

**International**  
**£7,800** per year



# BTEC HND Fine Art

Delivered at our highly respected partner institution, Birmingham Metropolitan College, the course also gives you access to all the advantages of being a student of Birmingham City University. It prepares you for a rewarding career in fine art or gives you direct entry to the second year of a related degree programme following successful completion.

## Why choose this course?

- You will benefit from course links with our well-established BA courses.
- The depth and scope of your course is a measure of our impressive research profile in fine art. We are one of the highest-ranked institutions outside London for art and design research.
- The research we carry out has a real-world purpose, and new discoveries always feed back into the teaching and insight you receive.
- With all the benefits, support and encouragement of Birmingham Institute of Art and Design, you'll be part of a 4,000-strong art and design community which helps you find a practical, professional outlet for your creativity.

## What's covered in the course?

The first year explores such themes as Developing a Fine Art Language and Drawing in a Fine Art Context. You consider historical and contextual referencing, and examine various disciplines including sculpture, painting, photography and printmaking.

In your second year, your drawing skills come into focus, and you look into curating and taking part in exhibitions. As you develop your own fine art identity, you get to apply your creativity in modules covering Site Specific Art and Specialist Studio Practice.

Across both years, you prepare to take your creativity beyond your studies and into the world of work. The Business and Professional Practice modules give you a feel for the realities, and equip you to approach your career with credibility and competence.

## What are the opportunities after studying?

The practical, professional focus of the course helps give you the confidence to consider a role as a freelance fine artist. You could find openings in arts administration or as a curator.

Recent Birmingham Institute of Art and Design graduates have found positions with employers such as Burberry, Cadbury, Channel 4, Fused, Games Faction, Joshua, Kino, Marks & Spencer, National Theatre, Nike, Rotodex, Saatchi & Saatchi, TBWA, The Mill and more.

Successful completion gives you direct access to the second year of a related course at Birmingham City University.

## “ What our students say

“Great course which enables me to gain an education in fine art whilst pursuing my own interests and obsessions.”

Victoria Platt

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BTEC Level 3 Foundation Diploma in Art and Design (p70)
- BA (Hons) Fine Art (p74)
- BA (Hons) Art and Design (p66)

## Course information

**UCAS course code:** 001W

**UCAS points:** 120

**Duration:** Full-time: two years

**Campus:** Birmingham Metropolitan College (Sutton Coldfield Campus)

## Essential entry requirements

At least two A Levels or four AS Levels, or an Advanced VCE (Vocational Certificate of Education), or a BTEC Foundation Diploma in Art and Design, or a BTEC National Diploma. You should have a portfolio of practical work for interview (which in the case of mature students could be sufficient for entry to the programme without formal qualifications). For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops. If applicable, there are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

Please see the Birmingham Metropolitan College website ([www.bmetc.ac.uk](http://www.bmetc.ac.uk)) for current fee information.



# BA (Hons) Fine Art

This outstanding course gives you the necessary scope, space and support to establish your creative personality. It encourages you to find your own route to creative expression within an exciting range of fine art practices.

## Why choose this course?

- Our School of Art celebrated 125 years of art at Margaret Street in 2010 – its Grade I listed building has been the centre and inspiration for countless artists of international reputation over the years and continues to attract students from all over the world.
- You are supported by highly experienced staff, all nationally and internationally active as artists, and you enjoy access to excellent studio, workshop, installation and research facilities.
- A multi-million pound investment provides facilities that rank among the best in the country, including advanced equipment for photography (wet and digital), casting, woodwork, metalwork, silk screen, etching, relief printing, and printed and constructed textiles.
- Take part in exhibitions, work placements, exchanges and international study visits.
- We run two nationally recognised galleries: ARTicle - [www.articlegallery.org](http://www.articlegallery.org) and International Project Space – [www.internationalprojectspace.org](http://www.internationalprojectspace.org). We also have internationally renowned independent publishing house ARTicle Press.
- The research we carry out has a real-world purpose, and new discoveries always feed back into the teaching and insight you receive.

## What's covered in the course?

Throughout, you are encouraged to experiment and investigate ideas and practices. Setting you up for a creative career, the course also focuses on eventual professional practice.

Nurturing and nourishing your individual creativity, and with no set pathways, the course gives you the chance to work in areas such as painting, sculpture, printmaking, drawing, photography, film and video.

Alongside and in support of practical modules you will be introduced to: Themes and Concepts in Art, Methods of Presentation, Art in Theory and Writing, and the connection between Art, Space and Audience. You have the option of an international exchange, and the opportunity to get involved in a range of projects and placements. You will be building a significant professional portfolio in the form of a website and will participate in a range of presentation workshops and exhibitions that showcase your artistic abilities.

There are significant links to the Ikon, New Art Gallery Walsall and Birmingham Museum and Art Gallery, as well as studios / galleries set up by ex-students, such as The Lombard Method, Grand Union and Trove.

## What are the opportunities after studying?

Focusing on individual creative development, and developing your resourcefulness and confidence, you will be able to progress to a range of sequels.

Your creativity, together with skills of analysis, negotiation, communication and self-management, can open the way to exciting careers in arts administration, teaching, art therapy, digital media, theatre, television, film, music and the design disciplines. A significant proportion of graduates continue to engage and develop their professional practice and many students progress to postgraduate study with us and other national and international centres of study.

## “ What our students say

“The tutors were always on hand to help and were of great support. They were the ones who guided me through my work process, gave me confidence and, best of all, helped me gain a place at the Royal College of Art.”

Alicia Dubnyckj

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BTEC Level 3 Foundation Diploma in Art and Design (p70)
- BA (Hons) Art and Design (p66)

## Course information

<b>UCAS course code:</b>	W101
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	Margaret Street

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or equivalent qualifications or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops. There are additional costs for national and international field trips, should you choose to participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



# BSc (Hons) Architectural Technology

Accredited by the Chartered Institute of Architectural Technologists (CIAT), this course matches the need for a well-designed, functioning and productive built environment with the regulatory, technical, sustainable and other influences that underpin it. You gain the technical skills and confidence to communicate your ideas effectively and professionally.

## Why choose this course?

- CIAT-approved, the course includes final-year modules modelled closely on professional practice.
- Closely supported by staff, and gaining the ability to work effectively with other professionals, you develop in every sense: personally, practically and academically.
- Strong links with employers allow you to apply what you learn in a practical context through work placement opportunities.
- Use industry-standard facilities including Computer-Assisted Design (CAD).
- Benefit from the unique practical experience of your staff team, including your course director, who holds Architectural Technology professional qualifications and maintains close links with the professional body.

## What's covered in the course?

The course uses advanced technology to train you and then allows you to apply your skills to real projects. You will learn how to construct designs using CAD in a three-dimensional format.

You explore the intricacies and challenges of negotiation with planning and building authorities, and gain the ability to offer technical advice where appropriate. You investigate project and contract management.

This course's excellent links with industry employers open up a range of opportunities for work placements, allowing you to experience first-hand the professional life of an architectural technologist. Regular field trips to construction projects throughout the Midlands, and possibly further afield, also add colour and relevance to your studies.

## What are the opportunities after studying?

With a breadth of technical skills and business awareness, graduates have secured employment with Laing O'Rourke, Currie and Brown, Taylor Wimpey, Solihull Metropolitan Borough Council, Birmingham City Council, Thomas Vale Construction, Bigwood Associates, NHBC, Ministry of Public Works, Jones Lang Le Salle and Birmingham Airport.

If the option of further study appeals to you, we run a number of related full and part-time MSc courses, allowing you to add to your academic qualifications and enhance your employability.



## What our students say

"Lecturers are always willing to help... they work to ensure everyone can reach their full potential."

Aneesa Mulla

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Building Surveying (p80)
- BSc (Hons) Planning and Development (p86)
- BSc (Hons) Construction Management and Economics (p84)
- BSc (Hons) Real Estate (p90)
- BSc (Hons) Quantity Surveying (p88)

## Course information

<b>UCAS course code:</b>	K236 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years Part-time: five years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

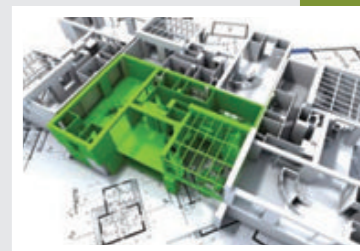
## Additional costs

Autodesk provides free student copies of market-leading CAD software. A laptop capable of running these will be of great benefit. You should expect to buy manual draughting and sketching equipment. Site visits will be a feature of the course; any student wishing to take part will need safety boots, hard hat and hi-vis vest or jacket.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year (no fee for sandwich year)
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# HNC Building Services Engineering

Delivered at one of our highly respected partner colleges, this course offers the technical ability and all-round professional awareness required of those working in, or training for, a technician role in the areas of heating, ventilation or air-conditioning.

## Why choose this course?

- Aimed principally at engineers in the building services industry, this is one of the few UK courses of its kind.
- A respected and recognised award which also allows you to go on to gain more advanced skills and knowledge via a full Honours degree at Birmingham City University.
- Work alongside a team of staff who can share their own experiences of working in the industry.
- Managed and maintained by Birmingham City University, the course is delivered at the outstanding Centre for the Built Environment at South and City College Birmingham.
- Satisfying the government's Training Quality Standard in three or more sector areas, the College also has Customer Service Excellence status.
- Share all the advantages, contacts, and access to facilities, of a full-time student at Birmingham City University.

## What's covered in the course?

The course gives you a fully rounded appreciation of the key knowledge and skills you need to present yourself as a competent and confident building services engineer.

You explore the science behind building services, and look at management principles and how to put them into practice. You investigate the crucial elements of health and safety as they apply to your field.

You take a close look at the key areas of energy utilisation and efficiency, air conditioning and heating, as well as thermofluids and acoustic criteria.

You consider design principles and concepts, and apply all your learning in a group project, which involves the design of services for recently completed buildings or those still under construction.

## What are the opportunities after studying?

With most students working or training as building service engineers, the course offers the chance to build a solid platform for a successful career. It brings together the technical, design and management ability that employers rate highly.

You could also consider taking your skills to another level through one of our excellent BSc (Hons) courses.

## “ What our students say

“I would recommend Birmingham City University to anyone who is looking to study in a friendly, culturally-diverse setting where students are always given number one priority.”

Jenna Amedee

## Want to find out more?

Visit [www.sccb.ac.uk](http://www.sccb.ac.uk) or contact South and City College Birmingham's admissions team on 0121 694 5000 / [admissions@sccb.ac.uk](mailto:admissions@sccb.ac.uk)

## Have you also considered?

- HNC Construction (p82)

## Course information

- Applications:** Apply online at [www.sccb.ac.uk](http://www.sccb.ac.uk)
- Duration:** Part-time: two years
- Campus:** South and City College Birmingham

## Essential entry requirements

You will need a BTEC Level 3 in building services: heating, ventilation and air-conditioning. Alternatively, good GSCS passes in mathematics and science, plus building services experience. For further details, please visit the South and City College Birmingham website, [www.sccb.ac.uk](http://www.sccb.ac.uk).

## Additional costs

You will need to pay a BTEC registration fee when you enrol. There are no additional compulsory costs for this course.

## Fees 2013/14

Please see the South and City College Birmingham website ([www.sccb.ac.uk](http://www.sccb.ac.uk)) for current fee information.





# BSc (Hons) Building Surveying

With full professional accreditation, and benefiting from strong links with industry employers, this vocational course has complete relevance to current construction practice. You acquire the tools to help you analyse problems and put in place practical solutions, with the chance to contribute to real-life projects. You emerge as a highly capable practitioner with sharp technical and business awareness.

## Why choose this course?

- Full accreditation by the Royal Institute of Chartered Surveyors (RICS) and the Chartered Institution of Building ensures complete professional integrity.
- We are a RICS-approved Partnership Centre, helping with teaching on RICS Continuing Professional Development courses.
- Benefit from the expert guidance, support and insight of staff who can call on professional industry experience.
- Put the skills you acquire to work as you undertake a domestic survey and commercial survey as part of your assessment.
- Regular visits to sites provide a close-up view of professional practice, and build insight and industry perspective into your studies.
- Our 'virtual town', Shareville, allows you to accurately simulate building environments and situations, and apply ideas and concepts to 'real' challenges.

## What's covered in the course?

You learn how to identify technical problems within a complex legal, social and economic environment, and how to provide effective solutions to property problems.

You explore key areas of construction technology, building pathology and structural mechanics. An investigation of associated aspects of economics, law, management and business studies helps give a real-world business basis to your technical studies.

You not only gain knowledge of the entire building process, but also acquire a comprehensive understanding of environmental and planning procedures. You also emerge with an appreciation of the professional skills required of a building surveyor.

On successful completion, and providing you undertake a further 24 months' suitable work experience, you can apply for the Assessment of Professional Competence to gain RICS membership.

## What are the opportunities after studying?

We are a major provider of vocational education to the property and construction industries, and building surveying graduates have found employment across private practice, commercial organisations, and local and central government.

You could consider becoming a sole practitioner or director / partner of your own Chartered Building Surveying firm. You also have the option of furthering your studies through our excellent portfolio of postgraduate degrees.



## What our students say

"The lecturers are friendly and very approachable if you require any help or guidance with certain topics."

Matthew Hateley

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Planning and Development (p86)
- BSc (Hons) Architectural Technology (p76)
- BSc (Hons) Real Estate (p90)
- BSc (Hons) Construction Management and Economics (p84)
- BSc (Hons) Quantity Surveying (p88)

## Course information

**UCAS course code:** K230 (full-time)  
Part-time: apply direct to the University

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years  
Part-time: five years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

You will need to purchase draughting equipment and you are likely to need a laptop. If you wish to participate in site visits you will need basic safety equipment: hard hat, site boots and hi-vis jacket. We are also proposing a field trip at the end of the second year.

## Fees 2013/14

### UK/EU

Full-time  
**£7,500** per year  
(no fee for sandwich year)  
Part-time  
**£940** per 15-credit module

### International

**£10,100** per year



# HNC Construction

Offering expert training for technologists in the design, production and management of buildings, and providing advanced entry to our associated degrees, this course has flexibility, practical focus and professional respect. You can study either at the University or the Centre for the Built Environment at South Birmingham College.

## Why choose this course?

- Especially suitable if you are looking for – or developing – a career in building surveying, architectural technology, building control, quantity surveying or construction management.
- Studying on a day-release, one day per week basis, either at the University or South Birmingham College, you can build your course work around your working commitments.
- Satisfying professional body requirements, the course places you in typical working situations, demanding a skilled response based on professional judgement.
- Take theories and principles off the page or screen, and place them on the construction site, through regular site visits.
- Using advanced CAD software, surveying equipment and a computer-generated 'virtual building site', you get accustomed to the technology used in industry.
- Benefit from the industry insight of staff and guest speakers who bring new perspectives and professional experience to your studies.

## What's covered in the course?

The course gives you a broad introduction to the building industry, and the future option to take your skills further through an associated full Honours degree.

Providing a sound understanding of the technical, legal and scientific principles of construction, it offers a route towards a range of construction industry roles.

You get the chance to attend specialist seminars, and go on field trips to construction sites around the Midlands. A recent assessment involved working as part of a project management team to put together a development brief for work on an actual site.

You can progress straight to the second year of a full-time professionally accredited degree course at the University on successful completion.

[www.bcu.ac.uk/courses/hnc-construction-ccc](http://www.bcu.ac.uk/courses/hnc-construction-ccc)  
[www.bcu.ac.uk/courses/hnc-construction-sbc](http://www.bcu.ac.uk/courses/hnc-construction-sbc)

## What are the opportunities after studying?

The course is suitable if you are looking for a career in technology, building surveying, building control, quantity surveying or construction management. It is equally applicable to anyone involved in the design, production or management of buildings: an ideal gateway for progression from tradesperson to site manager and beyond.

You could also consider progressing to the latter stages of one of our associated BSc (Hons) courses.

## “ What our students say

“Although born and raised in Birmingham, Birmingham City University opened up places for me I had never seen before: there is a lot going on here that I didn't know about.”

**Ben Whitehouse**

## Want to find out more?

For details about studying at the University, visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595. For details about studying at South Birmingham College, visit [www.sbc.ac.uk](http://www.sbc.ac.uk), or contact South Birmingham College's admission team on 0121 694 5000.

## Have you also considered?

- HNC Building Services Engineering (p78)

## Course information

- Applications:** Direct online application
- Duration:** Part-time: two years
- Campus:** City Centre, Millennium Point or South Birmingham College

## Essential entry requirements

BTEC Level 3 in a construction discipline or one six-unit A Level, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web pages.

## Additional costs

You will need to pay a BTEC registration fee when you enrol. There are no additional compulsory costs for this course.

## Fees 2013/14 (Birmingham City University)

**UK/EU**  
**£750** per 15-credit module

## Fees 2013/14 (South Birmingham College)

Please see the South Birmingham College website ([www.sbc.ac.uk](http://www.sbc.ac.uk)) for current fee information.



# BSc (Hons) Construction Management and Economics

With full professional accreditation from the Chartered Institute of Building (CIOB) and affiliation with the Royal Institution of Chartered Surveyors (RICS), the BSc (Hons) Construction Management course prepares you for an exciting and challenging career as a responsible senior manager in the construction industry.

## Why choose this course?

- Our three-month exchange programme offers opportunities in Canada and the USA.
- Regular visits to sites allow you to get a close-up view of professional practice, and build insight and industry perspective into your studies.
- Benefit not only from the expert guidance, support and insight of staff who can call on professional industry experience, but also from guest speakers from industry.
- We maintain a wide network of professional contacts, helping your studies reflect current practice and giving you work experience opportunities.
- Our teaching programme is fully integrated with new technology and new industry techniques.
- Apply the skills you acquire to a wide variety of tasks involved in a construction project, focusing on the management, technology and contractual relations.
- By taking further suitable work experience and the Professional Review, you can apply for full membership of CIOB and AssocRICS following the Assessment of Professional Competence with the RICS.

## What's covered in the course?

This course aims to develop the intellectual and practical competence required by professional bodies such as the CIOB and RICS.

You explore the legal, technical, managerial, economic, social and environmental aspects of construction projects, ensuring you can confidently manage both building and civil engineering projects.

The course has been uniquely developed around five key areas: Management and Finance (Operational and Strategic); Technology (Domestic, Commercial and Civil); Law (Tort, Contract and Practice); Costing; and Research.

You not only gain knowledge of the entire building process, but also acquire a comprehensive understanding of management, technology and construction law, while developing an awareness of market and employability issues.

## What are the opportunities after studying?

Graduates have secured employment with organisations such as Laing O'Rourke, Currie and Brown, Taylor Wimpey, Solihull Metropolitan Borough Council, Birmingham City Council, Thomas Vale Construction, Bigwood Associates, NHBC, Ministry of Public Works, Jones Lang Le Salle and Birmingham Airport.

If the option of further study appeals to you, we run a number of accredited full and part-time MSc courses, allowing you to add to your academic qualifications and enhance your employability.

## “ What our students say

“The notable thing about the staff who teach us is that they want to help you achieve your maximum. We are made to think outside the box and push the boundaries. The teaching staff along with the state of the art campus is the real strength.”

Jawad Ali

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Building Surveying (p80)
- BSc (Hons) Planning and Development (p86)
- BSc (Hons) Architectural Technology (p76)
- BSc (Hons) Real Estate (p90)

## Course information

<b>UCAS course code:</b>	LK12 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years Part-time: five years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one six-unit A Level, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

You may need to purchase a scale rule, pens and standard method of measurement, and are likely to need a laptop. To participate in site visits you will need basic safety equipment: hard hat, site boots and hi-vis jacket. We are also proposing a field trip at the end of the second year. Participating in exchange programmes will incur additional costs for living expenses.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year
(no fee for sandwich year)
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# BSc (Hons) Planning and Development

This course meets the need for what our industry partners describe as 'smart planners' and 'developers who can see the bigger picture'. As professionals guiding our built and natural environments into the future, graduates will have a thorough working knowledge of sustainable development principles and practice gained through study with hands-on, real-life relevance to current planning research and practice.

## Why choose this course?

- Royal Town Planning Institute (RTPI) 'spatial' accreditation and Royal Institution of Chartered Surveyors (RICS) affiliation (accreditation expected 2012) ensures your studies have a sharp, clear professional focus.
- We set you practical challenges that industry recognises. You develop your ability to apply tools and understanding through numerous practice-based assignments and through opportunities to work with property and environment professionals.
- Staff and a wide range of guest speakers bring valuable industry perspectives, personal insights and often different ways to view established theory.
- Teaching draws on our current research, which addresses practical issues surrounding the long term and contested interests in planning for land and resource use.
- The course prepares you for the further study and experience needed to qualify for Chartered Membership of the RTPI or RICS.

## What's covered in the course?

Addressing some of the most pressing issues of the day, you explore the wide-ranging scope of the planning profession, how the development industry operates and ways in which built environment professions work in conjunction with one another.

You study the UK's spatial planning system and its aim of responding proactively to the challenges of delivering sustainable 21st century communities. Examining planning and development processes through the different 'lenses' of developers, designers, environmentalists, economists and others, you learn how to manage the competing pressures involved in planning for land and resource use in a changing, 'messy' world. Throughout your course, invited speakers bring unique perspectives and 'lessons from life'.

With the close support and professional expertise of our staff, you apply your skills and knowledge through project work including an interdisciplinary commission for Birmingham City Council and a comprehensive research project on a planning and development issue that particularly interests you.

## What are the opportunities after studying?

A career in planning and development is hugely varied. The breadth of knowledge you gain prepares you for roles in local authorities, consultancies, or organisations from house-builders to environmental bodies. Your transferable skills in communication, management and research make you attractive to employers in a wide range of sectors.

If the option of enhancing your employability through further study appeals to you, we offer a number of related Master's courses.

## “ What our students say

“From debating in lectures to relevant seminar sessions drawing academia and real life experiences together, and through the levels of tutor / pupil contact time available, I've been given the opportunities outside of formal teaching to improve my learning. I feel that this course has given me the skills and information I need to make big planning decisions in the workplace.”

Wil Vincent

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Real Estate (p90)
- BSc (Hons) Architectural Technology (p76)
- BSc (Hons) Building Surveying (p80)
- BSc (Hons) Construction Management and Economics (p84)
- BSc (Hons) Quantity Surveying (p88)

## Course information

<b>UCAS course code:</b>	K420 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years Part-time: five years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

The course includes field study visits, locally and within the UK, that will incur small additional costs.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year
(no fee for sandwich year)
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# BSc (Hons) Quantity Surveying

Professionally accredited and benefiting from strong links with industry employers, this vocational course is highly relevant to current construction practice. You acquire professional transferable skills that ensure you add value to any project by analysing problems and applying practical solutions. You emerge as a highly capable practitioner with excellent technical skills and relevant business awareness.

## Why choose this course?

- We enjoy full accreditation by the Royal Institution of Chartered Surveyors (RICS) and the Chartered Institute of Building.
- We are an RICS-approved Partnership Centre, helping with teaching on RICS Continuing Professional Development courses.
- Benefit from the expert guidance, support and insight of staff who can call on professional industry experience, as well as guest speakers from important industry players and our wide network of professional contacts.
- Apply your skills to the wide variety of tasks involved in construction projects, focusing on cost management, economic viability and 'buildability', procurement and contractual relations.
- Regular visits to sites allow you to get a close-up view of professional practice, and build insight and industry perspective into your studies.
- By taking further suitable work experience and the Assessment of Professional Competence, you can apply for full membership of RICS.

## What's covered in the course?

The course offers a detailed understanding of the delivery process of building production. You learn how to identify technical problems within a complex legal, social and economic environment, and how to provide effective solutions to construction cost problems.

You explore construction technology, contract procedures, and construction economics, looking at commercial and domestic measurement, as well as project estimating and management. The course covers associated legal and IT aspects, together with an in-depth focus on professional skills and practice.

It equips you with the key skills to plan the financial and contractual arrangements of building projects from concept to completion. You not only gain knowledge of the entire building process, but also develop accuracy and accountability when delivering client briefs, and a comprehensive understanding of cost management and construction economics procedures.

## What are the opportunities after studying?

Our quantity surveying graduates have found employment across private practice, commercial organisations, contracting organisations, local and central government, in locations including Europe, the Middle and Far East, North America, Australia and New Zealand.

You could consider becoming a sole practitioner or director / partner of your own Chartered Quantity Surveying firm. You also have the option of furthering your studies through our excellent portfolio of postgraduate degrees.

## “ What our students say

“It gave me a good level of understanding to put into practice in a number of different disciplines.”

Robert MacDonald

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Building Surveying (p80)
- BSc (Hons) Planning and Development (p86)
- BSc (Hons) Architectural Technology (p76)
- BSc (Hons) Real Estate (p90)
- BSc (Hons) Construction Management and Economics (p84)

## Course information

<b>UCAS course code:</b>	K240 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years Part-time: five years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

You may need to purchase a scale rule, pens and standard method of measurement, and are likely to need a laptop. o participate in site visits you will need basic safety equipment: hard hat, site boots and hi-vis jacket. We are also proposing a field trip at the end of the second year.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year
(no fee for sandwich year)
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# BSc (Hons) Real Estate

Especially relevant for current market challenges, this course offers a detailed study of the built environment alongside an expert analysis of the acquisition, disposal, management and valuation of land and buildings. It is professionally accredited, benefits from close links with industry, and thoroughly prepares you for the enormously varied work of a general practice surveyor.

## Why choose this course?

- With full accreditation by the Royal Institute of Chartered Surveyors (RICS), the course allows you to progress to the further study needed to qualify as a Chartered Surveyor.
- You gain a comprehensive understanding of the entire building process, alongside a solid awareness of environmental and planning procedures.
- Benefit from the opportunities to network and develop professional contacts through our strong links with industry.
- You have a chance to undertake research for an industry client through the inter-professional project, delivered in conjunction with Birmingham City Council.
- You enjoy a programme shaped by the requirements of the RICS Assessment of Professional Competence, thus improving your employability and facilitating rapid career progression.

## What's covered in the course?

The course gives you the skills to respond effectively and resourcefully to problems of land-use allocation, development appraisal, and property investment and management.

Addressing the realities and challenges of the current market, you look in depth at legal and development issues, and cover aspects such as law, valuation, and property investment. Your modules also investigate economics, technology, services, professional skills and surveying.

A study of marketing, business management and economics gives a solid contemporary business base to specialist topics. Final-year modules give you the crucial ability to think independently, critically analyse and evaluate information and express your thoughts coherently and professionally.

After successful completion, and before you can apply to become a Chartered Surveyor, you need to work for a Chartered Surveyor and study for the Assessment of Professional Competence qualification.

## What are the opportunities after studying?

By the very nature of the profession, the work you could take on is hugely varied. For example, graduates have found employment with utilities services, in private practice, commercial organisations, local and central government, working on domestic, commercial and industrial projects both in the UK and overseas.

As a general practice surveyor, you can advise clients on property valuation, property management, investment, planning and development. Alternatively, you might choose to continue your studies through one of our outstanding MSc courses in a related area.

## “ What our students say

“Birmingham City University was the best university for what I wanted to study to become a property surveyor. The work was really great and I really enjoyed learning the theory, especially the law.”

Lisa Hastilow

## Want to find out more?

Visit [www.bcu.ac.uk/tee/bsbe](http://www.bcu.ac.uk/tee/bsbe) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Building Surveying (p80)
- BSc (Hons) Planning and Development (p86)
- BSc (Hons) Architectural Technology (p76)
- BSc (Hons) Construction Management and Economics (p84)

## Course information

<b>UCAS course code:</b>	N230 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years Part-time: five years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least four GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

You will be required to buy an essential text for use in exams and tests. Although hi-vis vests and hard hats are loaned to you, a pair of safety boots for site inspections is a necessary personal purchase, allow £50-£60 for these items. We are also proposing a field trip at the end of the second year.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year
(no fee for sandwich year)
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# BA (Hons) Accountancy

To be able to gather, analyse and present a company's financial data in a way that helps meet corporate day-to-day challenges, makes you a highly valued and respected part of its team. Working closely with the professional bodies, we can prepare you to take your place in a competitive, yet highly satisfying professional world.

## Why choose this course?

- Birmingham City University is a Platinum Approved learning partner of the Association of Chartered Certified Accountants (ACCA), giving the course real professional weight and credibility.
- Optimised exemptions if you go on to Chartered Institute of Management Accountants (CIMA) qualifications.
- BA (Hons) Accountancy and BA (Hons) Accounting and Finance share a common first year, so you could transfer from one course to another at the end of the year.
- Chance of a year's work placement and a six-month exchange programme at one of our international partner institutes.
- Case studies look at the published results of real companies; high-profile guest speakers share expert insight.
- Birmingham City Business School (BCBS) welcomes around 3,000 students from over 80 countries, bringing with them a whole world of business experience.

## What's covered in the course?

Every aspect of the course is relevant to the current needs of accountancy. Everything you study prepares you to play a respected and well rewarded professional role.

In the first year you will study fundamentals of financial and management accounting plus economics and law. You will also develop professional and financial skills.

Your second year examines applications of management accounting, financial reporting and tax principles. You also consider operations and project management, and you are introduced to how to manage effectively. After the second year, you have a chance to undertake an optional placement year.

The third year looks at advanced financial reporting and strategic management. You also look at how a business approaches managing its performance. There are a number of accountancy and business options to choose from as well as either a placement project or research leading to a dissertation.

## What are the opportunities after studying?

The course takes every opportunity to put you into the shoes of a professional accountant. Accountancy students have successfully obtained placements and professional experience over the past few years at organisations including: the NHS, Sandwell PCT and Sandwell Mental Health Trust.

If you would like to continue studying after your degree, you could consider postgraduate courses here at Birmingham City Business School including our MSc Accountancy and Finance, MBA Finance, or MSc Management and Finance.

## “ What our students say

“I enjoyed the variety of topics and lecture styles. It gave me a good appreciation of the scope of my subject and how best I could develop my career.”

Craig Caplan

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Accountancy and Business (p94)
- BA (Hons) Accounting and Finance (p96)

## Course information

**UCAS course code:** N400

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics (with a grade B in mathematics) or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Accountancy and Business

By combining these two subjects, you get the chance to practically apply your knowledge of accountancy to contemporary business issues. You will appreciate how the figures and the balance sheet impact directly on the day-to-day operations of the organisation, and be able to clearly prove your worth to potential employers.

## Why choose this course?

- Birmingham City University is a Platinum Approved learning partner of the Association of Chartered Certified Accountants (ACCA), giving the course real professional weight and credibility.
- The flexibility to choose your subject areas according to your eventual professional aims, giving an impressive scope to your learning.
- Spend a year working in industry between your second and third study year, getting invaluable, hands-on business experience.
- Put together a first year marketing plan that you pitch 'Dragons' Den-style' to industry experts.
- Combining these subjects sets you up for possible graduate fast-track training and entry level management posts in a number of industries, or use your knowledge to set up your own entrepreneurial venture.

## What's covered in the course?

All our Joint Honours degree students study a core first year before continuing to subject-specific modules for the rest of the course. This gives you flexibility of subject choice and helps increase your employability.

On the accountancy side, you learn the basics of financial and management accounting from the standpoint of both practical skills and reflection. You then develop your learning through a study of themes such as Business Taxation, Corporate Reporting and Management Accounting.

The course offers a thorough general knowledge of business to complement your study of accountancy. You learn about operators and logistics and the value of entrepreneurship in creating opportunity within a competitive environment.

You learn not only the theory, but also the application of business principles. You identify and creatively address different types of business opportunity. You investigate the importance of the individual and the team to a business, and explore responses to the general problems businesses can face.

## What are the opportunities after studying?

You will be well placed for graduate fast-track training and entry-level management roles in a number of industries, including commerce, government, community organisations and charities. The course also offers some exemptions from professional qualifications.

If you wish to pursue a career in accountancy, our Single Honours courses ie BA (Hons) Accountancy, and BA (Hons) Accounting and Finance, allow you to optimise exemptions against professional body requirements.

Alternatively, you could choose to progress to the University's MA and MSc programmes, as well as complete professional examinations in management or marketing.

## “ What our students say

“The course was well structured and the tutors helpful and supportive. I personally had a great bond with all members of staff. I had no problems in approaching them on a one-to-one basis or during lectures.”

Madhooshan Thavalingam

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Accountancy (p92)
- BA (Hons) Business (p98)

## Course information

**UCAS course code:** NN41

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year





# BA (Hons) Accounting and Finance

Directly facing the 'bottom line' challenges of contemporary business, the course introduces you to key principles of accountancy and finance, together with a solid foundation of business knowledge. It provides the intellectual know-how, technical ability and transferable personal skills which employers value highly.

## Why choose this course?

- Offers useful flexibility - with BA (Hons) Accounting and Finance, and BA (Hons) Accountancy sharing a common first year, you could - space allowing - transfer at the end of the first year.
- Respected throughout the profession, the University is a Platinum Approved learning partner of the Association of Chartered Certified Accountants (ACCA).
- Only those institutions meeting the highest standards, such as exceeding the worldwide student pass rate for examinations, are granted ACCA Platinum status.
- Chance to gain optimised exemptions from ACCA qualifications and certain exemptions from Chartered Institute of Management Accountants (CIMA) examinations.
- Obtain full membership of the Association of Accounting Technicians (AAT) on completion, provided you undertake an appropriate work placement.
- Chance of a year's work placement and a six-month exchange programme in the second year at one of our international partner institutes.

## What's covered in the course?

Embracing legal, taxation, regulatory and institutional issues within a national and international context, it provides the appropriate theoretical underpinning to ensure you cope with new developments and business change.

Initially, you explore the fundamentals of financial accounting and management accounting, alongside business economics and law. A module on Professional and Financial Skills will begin to address your readiness for employment and your career aims.

The second year investigates management accounting applications, financial reporting and taxation. You look at key principles of audit and assurance and finance. You also prepare for an optional placement in the third year.

In your final year, you study advanced financial reporting, performance management and financial strategy. You can choose to study further finance or accountancy option modules or undertake an individual research project of your choice.

## What are the opportunities after studying?

Choosing to undertake a placement year can be invaluable for your future career, as it means you see the business world from the inside, putting theory to work, getting useful contacts and picking up key transferable skills along the way.

Students have recently obtained placements at AXA Investment, Bentley, British Gas, NHS organisations (Primary Care Trusts and Hospital Trusts), RWE Systems, Toys R Us and Volkswagen.

If you're looking at taking your studies further, you could progress to MSc Accountancy and Finance, MBA Finance, and MSc Management and Finance, all offered full-time at the University.

## What our students say

"For my placement year, I worked for the NHS-Solihull Care Trust based in Shirley as a Finance Trainee. From the very first day I was involved in helping the finance team complete the background work which is vital to provide the care for patients in the Solihull Borough."

Farah Ashraf

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Accountancy (p92)
- BA (Hons) Accountancy and Business (p94)

## Course information

**UCAS course code:** NN43

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Business

A four-year sandwich degree programme, this course gives you the time, support and scope to apply the key business theories to the working world. Combining business discipline with entrepreneurial vision, and assessing whether you have what it takes to build your own business, it prepares you for a position of responsibility and reward.

## Why choose this course?

- With a huge choice of subject areas, this is the most flexible course in the Birmingham City Business School degree portfolio.
- You will get a solid grounding in the main areas of business before deciding on your specialist study topics relevant to you and your career aims.
- Compulsory work placement puts you face-to-face with real business challenges and counts – through a 30 credit project – to your final degree classification.
- Chance of an exchange programme at one of our international partner institutes.
- The personal insight of high profile guest speakers adds colour and relevance to business principles and theories.
- One of the UK's most established, respected and largest Business Schools, we enjoy close and collaborative links with industry; your course reflects real business challenges so it's recognised and valued by employers.

## What's covered in the course?

Throughout, you'll find an emphasis on business theory as it applies to actual business situations. Case studies consider the published results of real companies the working world, and offering examples from the industry to the boardroom.

Your first year involves modules covering the Economic Environment, Accounting and Finance, and Managing People, Organisations and Self. You also explore Marketing and New Venture Creation.

The second year includes Contemporary Issues in Business, Creative Problem Solving, The Business Entrepreneur and Business Logistics and Operations, and HRM Resourcing and Development and Marketing Communications.

In addition to your core business module – International Business Strategy – your final year options might cover areas such as Business Operations and Systems, and Making Sense of Organisations, a Creative Industries Marketing, or Customer Relationship Management, Global Marketing, and Digital Marketing, Human Resource Management and Finance modules. Throughout, you develop your 'professional self' and assess the employment market, and finally you submit an extended research document based on your placement organisation.

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

## What are the opportunities after studying?

By offering students such a clear, close-up view of how to meet the real challenges of business, the course has an established reputation for producing competent, confident performers who hit the ground running.

Many have sufficiently impressed their placement organisation to be offered a full-time position or further part-time work.

You could also go on to our MA, MSc and MBA programmes, or perhaps apply for professional examinations in accountancy, human resources or marketing.

## “What our students say

“I liked the fact that my course had a year-long placement as well as practical assignments throughout. It seemed an ideal way to show me the relevance of what I was learning.”

Hannah Sookias

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Accountancy (p92)
- BA (Hons) Marketing (p126)

## Course information

**UCAS course code:** N100

**UCAS points:** 280

**Duration:** Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



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

By giving you the chance to follow your own personalised study timetable, and ensuring you receive a high level of individual study support, this top-up course allows you to deepen your knowledge of the areas of business most appropriate for your future aims.

## Why choose this course?

- Flexible and wide-ranging; the course enables you to focus on your specialist branch of business, or broaden your knowledge of key business functions.
- Guided and supported throughout by your tutor, you build your own personal programme of study which clearly demonstrates to employers your business strengths.
- Benefit from the close attention of staff who can share a vast range of knowledge, expertise and colourful insight drawn from their own industry experience.
- Your fellow students, typically coming to the course from different study paths and courses, all contribute to a rich cross-flow of business beliefs, opinion and ideas.
- Birmingham City Business School collaborates closely with industry, which means your course has currency, credibility and practical business relevance.

## What's covered in the course?

You will study eight modules of your choice, with a range of innovative assessment styles including business reports, academic papers, case studies, individual and group presentations, portfolios and projects, as well as conventional examinations.

Your study choice will depend on your skills and experience, and you select modules from the final year of our BA (Hons) courses.

Module titles cover areas such as Business Operations and Systems, Customer Relationship Management, Digital Marketing Entrepreneurship and Small Business Development, Managing and Leading Strategic Change, as well as Globalisation and International Business Strategy.

## What are the opportunities after studying?

Depending on what you study, you will be able to put an impressive range of business skills on a potential employer's desk.

You also have the option of progressing to postgraduate study through Birmingham City Business School's outstanding portfolio of MA, MSc and MBA programmes.

## “ “ What our students say

“My first choice was Birmingham City University. What I have learned at the University has been incredibly valuable to me, as my aim was to build my own business from scratch. The skills learned have certainly helped me achieve my goals. If you're in a position to do a top up degree and you haven't committed to it yet, what on earth are you waiting for?”

Ben Woodward

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>UCAS course code:</b>	N101
<b>UK university credits:</b>	240
<b>Duration:</b>	Full-time: one year
<b>Campus:</b>	City North

## Essential entry requirements

At least 240 UK university credits or 120 ECTS credits in a business-related field with five GCSEs grade A-C (including mathematics) or equivalent. You must also have an English language qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# BA (Hons) Business and Economics

Bearing in mind the diverging opinions of so many economists, this course grounds your study of economics solidly within a business context. It gives you a practical, hands-on appreciation of economics in the business world, shows how focused business practice has a major role to play in global recovery, and equips you to play your own part in helping realise business aims.

## Why choose this course?

- Year-long work placement means you get inside the business world, pick up key transferable skills, and put theory into practice.
- Teaching includes case studies that look at the published results of real companies, and high profile guest speakers share experience and insight.
- Put together a first year business plan that you pitch 'Dragons' Den-style' to industry experts.
- Joint Honours degrees allow you to study two main subject areas and potentially aim for employment in two distinctive areas.
- Birmingham City Business School enjoys close links with industry; because your course reflects business challenges and changes it is recognised and valued by employers.
- You have the chance of a six-month exchange programme in the second year at one of our international partner institutes.

## What's covered in the course?

To bring flexibility to your subject choice and help increase your employability, all Joint Honours degree students follow a core first year before taking subject-specific modules in the remaining years of the course.

Your first year involves modules covering the Economic Environment, Accounting and Finance, and Managing People, Organisations and Self. You also explore Marketing and New Venture Creation.

The second year includes Contemporary Issues in Business, Creative Problem Solving, The Business Entrepreneur and Business Logistics and Operations, and Microeconomic Principles and Macroeconomic Principles.

In addition to your core business module – International Business Strategy – your final year options might cover areas such as: Business Operations and Systems, and Making Sense of Organisations, a Dissertation, Management Consultancy Project or a Placement Project. The economics modules studied during the final year are Empirical Economics, Industrial Organisation, Money and Banking and International Economics.

## What are the opportunities after studying?

You could aim for graduate fast-track training and entry-level management posts in a number of industries, and you might consider setting up your own entrepreneurial venture.

Don't underestimate the value of your work experience. Many students have sufficiently impressed their placement organisation to be offered a full-time position or further work on a part-time basis. Our Placement Office takes you through the placement process, calling on years of experience to assist you and the organisation you work at.

## “ What our students say

“I chose Birmingham City Business School because of the excellent Joint Honours degree programme and because it's a large, internationally focused University. Being an international student myself, I wanted to be able to mix with people from many other backgrounds and cultures.”

Masoud Big Qassimi

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Economics and Finance (p118)
- BA (Hons) Business and Finance (p104)
- BA (Hons) Business (p98)

## Course information

**UCAS course code:** NL11

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Business and Finance

With Birmingham City Business School recognised as a Platinum Approved learning partner of the Association of Chartered Certified Accountants (ACCA), you can rest assured that this course has professional relevance and industry respect, and that it accurately reflects contemporary business and financial practice.

## Why choose this course?

- It offers the skills and knowledge that employers value; sharp, practical insight into financial markets and planning, with a study of effective business operations and decision making.
- Finance blends theory with practice, applying it to real-world situations – it has an excellent employment record with many students going on to completing professional examinations.
- The business pathway prepares you for fast-track training and entry-level management posts, or even to set up your own entrepreneurial venture.
- Spend a year working in industry between your second and third year on an optional placement year; getting essential, hands-on business experience.
- Reflecting current practice, your studies consider the published results of real companies, and high profile guest speakers share their experience and insight.

## What's covered in the course?

As a Joint Honours degree student, you follow a core first year before going on to take subject-specific modules.

This first year includes modules on economics, marketing, accounting, finance and management.

The second year allows you to explore issues such as contemporary business issues, business logistics, business finance decisions, financial markets, and tax and financial planning.

You could spend your third year with a placement company where you develop a greater understanding of the business world, pick up key transferable skills, and put theory into practice.

The final year includes Business Operations and Systems, Comparative Financial Systems and International Corporate Finance, Financial Management and International Business Strategy. You also undertake either a placement project or a research dissertation on an area of your choice.

## What are the opportunities after studying?

Taking a work placement year between your second and final study year is a great way to develop skills and gain invaluable contacts.

If you wish to continue studying following graduation, consider some of our postgraduate courses including MSc Accountancy and Finance, MSc Management and Finance, and one of our MBA courses.

## “What our students say

“I believed that the University offered me the best opportunity to fulfil my potential in my chosen career by providing both theoretical and practical experience. I would encourage anyone to study here.”

Laura Ann France

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business (p98)
- BA (Hons) Accountancy and Business (p94)
- BA (Hons) Economics and Finance (p118)

## Course information

**UCAS course code:** NN13

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Business and Human Resource Management

By focusing on the importance of close integration between staff, management and the needs of the business, and looking at how a company attracts, retains, motivates and manages its people, the course gives you the practical business tools and professional judgement to confidently approach employment in a competitive field.

## Why choose this course?

- Birmingham City Business School enjoys excellent collaborative links with industry; your course reflects business challenges so it's recognised and valued by employers.
- Get on the inside, and see how people and businesses fit together with a year-long work placement – our Placement Office has a lot of experience and wide contacts.
- A Joint Honours degree allows you to study two main subject areas and potentially aim for employment in two distinctive areas.
- Like all first year business students, you and your team put together a marketing plan focusing on a real business problem, which you pitch to industry experts 'Dragons' Den' style.

## What's covered in the course?

It demonstrates clearly how recruiting the right employees – and enthusing and empowering them – benefits business performance. The business element offers a sharp focus on the way organisations operate in their market, how imaginative ideas can solve stubborn problems, and how you can think and act like an entrepreneur.

You initially explore issues such as Economic Environment, Accounting and Finance, Managing People, Organisations and Self, Marketing in Business and New Business Venturing, as well as expanding your professional outlook with an extended induction programme.

The second year investigates Creativity and Change, Business Operations and Logistics, The Business Entrepreneur and Contemporary Business Issues. You also study Legal Aspects of HR, Contemporary Issues in HR and HRM Resourcing and Development.

Following your optional placement year, you could explore International Business Strategy, Global Marketing, as well as International HRM and HRM Relations and Rewards. A placement project or dissertation lets you put together a professional document assessing an area of your choice.

## What are the opportunities after studying?

Companies know the inherent value of their team. They also know the importance of the professional who understands how a good team is formed. By completing a pathway in HRM, you get excellent career opportunities, including roles in employee relations, employee development and recruitment.

If you choose higher level study after graduation, Birmingham City Business School offers postgraduate qualifications accredited by the Chartered Institute of Personnel and Development.

## “ What our students say

“The atmosphere at the University and the city of Birmingham is awesome. It is absolutely buzzing and there is always something fun going on. The best thing I've found about the whole university experience is the working relationships I've been able to develop with staff.”

Alistair Narnor

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business (p96)
- BA (Hons) Business and Management (p112)

## Course information

**UCAS course code:** NN16

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# HNC Business and Management

Delivered at either of two highly respected associate colleges, and with a sharp focus on honing your practical skills, this course investigates issues of management in the context of contemporary business operations and environments. It gives you a solid platform for opening up a career in a chosen field of business or moving on to further your studies.

## Why choose this course?

- Validated by the University, the course gives you the flexibility to study at either South Birmingham College or Birmingham Metropolitan College, both respected providers of quality business teaching.
- The part-time mode of study gives you the chance to adapt your studies to your regular weekly / working commitments.
- Although studying at college, you are considered a member of the University's dynamic and supportive business study community with plenty of support always available to you.
- Excellent range of study areas give you skills and knowledge that have a direct relevance to current business practice, and which are closely aligned to management issues.
- Successful completion allows you to progress to the HND Business and Management course, or perhaps to one of the undergraduate business-related courses offered at Birmingham City University.
- A special entrance route is available for mature students with the appropriate work experience.

## What's covered in the course?

You explore key principles of marketing, organisational behaviour, and business analysis. You investigate the environments in which businesses operate, law as it applies to business, as well as management reporting and the management of professional development.

You look at how to effectively communicate with and lead people, how to manage activities to achieve results, and the management of financial resources.

These modules are delivered through short lectures, typically running alongside a seminar programme to help with your assignment completion, as well as a tutorial and skills-based programme.

Your studies are assessed by a variety of methods including written reports, presentations, case studies, role-play and examinations.

## What are the opportunities after studying?

The knowledge and practical skills you acquire on this course will serve to demonstrate to employers your potential as a clear thinking, analytical individual with a good grasp of current business challenges and opportunities.

With this HNC as a starting point, you are also in an excellent position to take your studies further through a wide choice of undergraduate and postgraduate degree options at Birmingham City Business School.



## What our students say

It is a vibrant city of which I have only scratched the surface. But I am so taken with the place that I hope to obtain a training contract in the West Midlands so I can remain here."

Daniel O'Leary

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

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

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

## Course information

<b>UCAS course code:</b>	Direct application to college
<b>Duration:</b>	Part-time: two years
<b>Campus:</b>	Birmingham Metropolitan College or South Birmingham College

## Essential entry requirements

This HNC course is delivered at Birmingham Metropolitan College or South Birmingham College, and offered in partnership with Birmingham City University. For further details and to apply, please refer to the respective college websites.

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

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

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

Please contact Birmingham Metropolitan College ([www.bmetc.ac.uk](http://www.bmetc.ac.uk) / T: 0845 155 0101) for current fee information.

Please contact South Birmingham College ([www.sbc.ac.uk](http://www.sbc.ac.uk) / T: 0121 694 5000) for current fee information.



# HND Business and Management

Delivered at associate colleges, this full-time, two-year course builds on HNC study, offering a deeper understanding of business and management principles, along with a chance to practically develop your business skills. It gives you direct entry to the latter stages of a full Honours degree course at Birmingham City Business School.

## Why choose this course?

- With full University validation, the course is studied at either South Birmingham College or Birmingham Metropolitan College; institutions with an outstanding reputation for the provision of business education.
- Take advantage of all the personal support, industry connections and cutting-edge facilities enjoyed by every student of Birmingham City Business School.
- With a clear emphasis on the key management issues in day-to-day business, you develop a range of skills applicable to today's crucial organisational and entrepreneurial challenges.
- You will be able to move forward up to an Honours degree with direct entry into Level 2 or Level 3 in a range of subjects at the University.

## What's covered in the course?

Over your two years of study, you follow 12 core modules and four modules of your choice, each of which is assessed separately by an examination, individual project, an assignment or a combination of these.

Core modules cover: Marketing, Human Resource Management, Organisations and Behaviour, Business Environment, Law for Business, and Business Analysis. You also explore Business Planning, Management Reporting, Managing Professional Development; and Communicating With and Leading People, alongside Managing Activities to Achieve Results, and Managing Financial Resources and Decisions.

You choose four optional modules from: Advertising and Promotion, Marketing and Planning, Managing Human Resources, European Business, Employment Law, Employee Relations, and Management Accounting.

[www.bcu.ac.uk/courses/hnd-business-mngt-bmc](http://www.bcu.ac.uk/courses/hnd-business-mngt-bmc)  
[www.bcu.ac.uk/courses/hnd-business-mngt-sbc](http://www.bcu.ac.uk/courses/hnd-business-mngt-sbc)

## What are the opportunities after studying?

Your HND studies will see you further develop as a confident and competent business person, able to make important decisions with a reasoned, clear-headed approach. Your CV and your professional manner will provide more evidence of your employment potential.

You will have the option to progress to the final year of the full BA (Hons) Business and Management course at Birmingham City University or to the latter stages of other business courses.



## What our students say

“The quality of teaching is excellent and I enjoy the style of teaching on my course which helps make learning about business and management fun and exciting.”

Abeed Farooqui

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

[www.bmetc.ac.uk](http://www.bmetc.ac.uk)  
[www.sbc.ac.uk](http://www.sbc.ac.uk)

## Course information

<b>UCAS course code:</b>	122N (Birmingham Metropolitan College) 022N (South Birmingham College)
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Birmingham Metropolitan College or South Birmingham College

## Essential entry requirements

At least 120 UCAS points with a GCSE grade C in English language and mathematics (or equivalent). For further details, please visit the course web pages.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

Please contact Birmingham Metropolitan College ([www.bmetc.ac.uk](http://www.bmetc.ac.uk) / T: 0845 155 0101) for current fee information.

Please contact South Birmingham College ([www.sbc.ac.uk](http://www.sbc.ac.uk) / T: 0121 694 5000) for current fee information.





# BA (Hons) Business and Management

With all companies facing turbulent times, the manager's role takes on more and more responsibility. By asking you to step back, think, assess and question before moving forwards, this course prepares you to offer positive and proactive answers to new business issues, apply concepts and theory to real-world situations, and bring effective leadership to your team.

## Why choose this course?

- You learn how to manage not only businesses and people, but also yourself, as you take increasing responsibility for managing your own personal learning and development.
- It takes key management concepts, models and theories off the page and applies them to real contemporary business situations.
- Birmingham City Business School has always worked closely with industry; this business 'exposure' means the course reflects real challenges and is highly valued by employers.
- Studying a core first year with other subjects, before moving to your subject-specific modules, means your studies borrow from many sources, increasing your employability.
- Course benefits from the work of our highly regarded Centre for Leadership and Management Practice, which helps companies develop managers and improve management practice.

## What's covered in the course?

From a business perspective, you learn how to apply theory, identify opportunity and creatively address business issues.

You explore the issues confronting individuals and teams within a business, and as a manager, you develop an awareness of the most effective responses to changes and challenges.

The first year looks at Economic Environment, Accounting and Finance, and Managing Organisations, People and Self. You also examine Marketing in Business and New Business Venturing.

You might go on to study modules such as Creativity and Change, The Complexity of Management, The Reflective Manager, Managing and Leading Strategic Change, Contemporary Business Issues, The Real World of Management and Management Consultancy.

You get a chance to spend a year with a placement company where you develop a greater understanding of the business world, pick up key transferable skills, and put theory into practice.

## What are the opportunities after studying?

We can't stress enough the value of a work placement year between your second and final study year.

Seeing business and management up close and 'in action' has led many recent students to not only gaining a true insight into company realities, but also sufficiently impressing their placement organisation to be offered a full-time position or further work on a part-time basis.

If you choose to continue your studies after graduation, Birmingham City Business School offers a range of postgraduate courses in business and management such as the MSc Management pathway courses, MBA courses and many more.

## “ What our students say

“The University offered the course I was looking for and was at the top of its game in the areas covered by this degree. I studied with the Business School which was and still is famous for its links with industry.”

Samantha Roe

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business (p98)
- BA (Hons) Business and Human Resource Management (p106)

## Course information

**UCAS course code:** N201

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time: (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Business Management (Level 6 Top-up Online Learning)

Delivered online, and allowing you to work at a time and pace that best suits you, this course gives you the flexibility to top-up your study of the way organisations work, how they operate within their environment and the impact of operations on individuals working within them. It offers learning entirely relevant to the experiences of today's visionary managers.

## Why choose this course?

- Working online, you have the freedom to build your study of business and management around your weekly commitments.
- Although you are studying at a distance from the University, you always have the close support and inspiration of a dynamic learning community.
- All teaching is on an individual basis, but you also participate in online group discussions of practical management situations, making use of case studies, problem scenarios, and where relevant, your own experiences.
- You enjoy access to academic and administrative staff at reasonable times – plus central University support for library / learning skills – via email, Skype or telephone.
- Course content and teaching support is regularly reviewed and evaluated not only by staff, but also through your own feedback to Boards of Studies, National Student Survey and other sources.

## What's covered in the course?

To help ease you into a study scenario that suits you, you get a one-week online induction programme. Our Moodle virtual learning environment will show you the flexibility and support you can look forward to.

The induction includes interactive discussions on library access, academic integrity and online learning. You are supported all the way and fully encouraged to feel part of a supportive academic community.

The course challenges you intellectually, and asks you to justify, apply and effectively communicate the management decisions you have to make. From the ability to process information effectively, to thinking laterally and creatively, you develop the all-round capability to operate in situations of ambiguity and uncertainty.

You produce a final dissertation project on a particular aspect of business and management relevant to your interests and career aspirations.

## What are the opportunities after studying?

The course is directly aimed at producing future managers able to improve the quality of management decision-making, leadership and business practice across a range of organisations and in a variety of contexts.

Your Personal Development Planning will be supported by the online e-portfolio, Mahara, which enables you to build a portable learning portfolio to conveniently showcase your work to employers.

## “ What our students say

“It was a new way to study and I like the forum especially because it means we can share our work and see the same task completed in a different style making it very interesting. It's interesting to share views and I felt it helped consolidate my learning and put things into perspective.”

Zahidah Jabeen

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business Administration (Top-up) (p100)
- BA (Hons) Business and Management (p112)
- BA (Hons) International Business (Top-up) (p120)

## Course information

<b>UCAS course code:</b>	Direct application
<b>UK university credits:</b>	280
<b>Duration:</b>	Part-time: 18 months
<b>Campus:</b>	Distance Learning

## Essential entry requirements

At least 240 UK university credits or 120 ECTS credits in a business related field with five GCSEs grade A-C (including mathematics) or equivalent. You must also have an English language qualification. For further details, please visit the course web page.

## Additional costs

For the BA (Hons) Business Management Level 6 Top Up there are no additional costs. For every module studied there is at least one e-book allocated from the e-library – which means you will not need to purchase any books.

## Fees 2013/14

**UK/EU**  
Please contact for more details

**International**  
Please contact for more details



# BA (Hons) Business and Marketing

Bringing essential business discipline to creative marketing flair, this course examines how emerging marketing techniques are used to transform. It gives you the skills to play an effective role in one of business's most dynamic areas.

## Why choose this course?

- Approved and accredited by the Chartered Institute of Marketing (CIM) as an entry qualification to their Professional Diploma in Marketing.
- Enjoy a balanced study of how organisations operate, their contemporary challenges, and the business-focused creativity needed to market them.
- Take advantage of the professional insight and experience of a year-long work placement.
- Learn from staff who can share stories, secrets and inspiration drawn from the front line of business and marketing.
- Like all first year business students, you and your team put together a marketing plan focusing on a real business problem, which you pitch to industry experts 'Dragons' Den'-style.
- Chance to gain an international perspective through an exchange programme with one of our overseas partner institutes.

## What's covered in the course?

This is a practice-based study environment, and from day one you're seen as a business professional with marketing expertise.

You get a clear view of how organisations operate, the contemporary challenges and opportunities ahead of them, and the business-focused creativity needed to successfully market them.

Your studies are varied and give you a satisfyingly wide breadth of knowledge. Among your core and optional modules are: New Venture Creation; Managing People, Organisations and Self; and Marketing in Business.

You look at Marketing, Advertising and Public Relations Practice, Marketing Research, and Managing the Brand.

After your optional placement year, you might explore Digital Marketing, Sustainable Marketing International Business and Marketing Strategy.

## What are the opportunities after studying?

Our Placements Office has the expertise, experience and contacts to help arrange an invaluable year in industry where you not only develop skills, but also get contacts for your future career.

Students of this course have successfully obtained placements over the past two years at organisations including DHL, Epson and Hewlett Packard.

If you wish to continue studying after graduation, the University has a range of MA and MSc courses available in the fields of business and marketing, to help you develop your career.

## “What our students say

“The lecturers on the course are really willing to help, with first-hand knowledge of the subject area. This was the best three years of my life... I long to go back!”

Laura Conlin

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business (p128)
- BA (Hons) Marketing (p126)
- BA (Hons) Marketing, Advertising and Public Relations (p128)

## Course information

**UCAS course code:** NN15

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time: (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BA (Hons) Economics and Finance

This course brings together two subject areas that have, over the last few years, attracted plenty of argument and controversy. It digs deep to bring you their real relevance to the current changes affecting global business. In doing so, it equips you with the necessary skills and knowledge to take your place in today's demanding professional world.

## Why choose this course?

- If they are not applied to real situations, business principles and theory can come across as colourless opinion; here your studies reflect reality: relevant, topical, sometimes controversial, and always fascinating.
- As a Platinum Approved learning partner of the Association of Chartered Certified Accountants (ACCA), the School has full professional recognition and respect.
- 'Platinum' is ACCA's highest level, granted only to institutions meeting key standards such as exceeding the worldwide exam pass rate.
- A Joint Honours degree gives you two main subject areas; you gain a wider breadth of knowledge and have more fields of employment to aim for.
- Exchange theories for realities on your optional placement year, see business challenges from the inside, and start to ease your way into professional shoes.

## What's covered in the course?

Giving you more subject choice and helping make you more employable, a Joint Honours degree gives you a common first year of study before you continue to subject-specific modules in the remaining years of your course.

The course introduces the principles and practice of finance in a business context, as well as how economic principles can be applied to solve business, social, and political problems.

Your first year involves modules covering the Economic Environment, Accounting and Finance, and Managing People, Organisations and Self. You also explore Marketing and New Venture Creation.

The second year includes Business Finance Decisions, Financial Markets Risks and Returns, Tax and Financial Planning and Microeconomic Principles and Macroeconomic Principles.

In your final year your finance modules include; International Corporate Finance, Comparative Financial Systems and Financial Strategy and the economics modules studied during the final year are Empirical Economics, Industrial Organisation, Money and Banking and International Economics.

## What are the opportunities after studying?

You could apply for exemptions from the ACCA professional course and for some exemptions for CIMA qualifications. As the University is an ACCA Platinum Approved learning partner, we are able to prepare you for internal and external ACCA examinations.

You might choose to study MSc Accountancy and Finance or MSc Management and Finance on a full-time basis at the University. Remember the value of your placement year - students on this course have recently secured placements at organisations of the stature of Hewlett Packard and Pfizer.

## “ What our students say

“A year in industry not only gave me great professional experience but it enabled me to use these experiences to complete my final year at University and helped make everything I learned over the three year degree fall into place.”

Olivia Turner

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business and Economics (p102)
- BA (Hons) Business and Finance (p104)

## Course information

**UCAS course code:** LN13

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



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

With burgeoning overseas markets looking for new trade opportunities, this top-up degree consolidates your business expertise in an international context, allowing you to advance your ability and confidence to source, engage and do business with new overseas partners, and ensure growth in any business.

## Why choose this course?

- Offers flexibility of module choice, and the freedom to plan your own curriculum in line with your career focus.
- Enjoy a high level of individual attention as you work through the course.
- Benefit from the expertise of staff who can call on experience from the sharp end of business practice.
- Get insight from the cultural, professional and commercial perspectives of some 3,000 students from over 80 countries at Birmingham City Business School.
- This world of experience is further enhanced by the input, opinions and ideas of course colleagues who will have arrived from various business courses, and academic and professional routes.

## What's covered in the course?

The course allows you not only to extend the breadth of your knowledge in the key business disciplines, but also to align your studies to your own career aims, with close guidance from your tutor.

Typical study areas may include: Globalisation, International Marketing, International Business Strategy, and Business Operations and Systems, Making Sense of Organisations, Business Statistics and Managing and Leading Strategic Change.

Alongside conventional exams, you will be assessed via a range of methods designed to reflect the challenges you will encounter, including business reports, case studies, individual and group presentations, portfolios and projects.

## What are the opportunities after studying?

You will emerge ready to face new business horizons, bringing a critical, strategic outlook to an ever-changing and internationally-focused business environment. The course opens up a variety of career opportunities in finance, management or marketing, depending on your chosen area of specialism.

You could also consider postgraduate study through one of the many outstanding courses available at Birmingham City Business School.

## “ What our students say

“I would recommend Birmingham City University to anyone who is looking to study in a friendly, culturally-diverse setting where students are always given number one priority.”

Jenna Amedee

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Business Administration (Top-up) (p100)
- BA (Hons) International Finance (Top-up) (p122)
- BA (Hons) International Marketing (Top-up) (p124)

## Course information

<b>UCAS course code:</b>	N121
<b>UK university credits:</b>	240
<b>Duration:</b>	Full-time: one year
<b>Campus:</b>	City North

## Essential entry requirements

At least 240 UK university credits or 120 ECTS credits in a business related field with five GCSEs grade A-C, (including mathematics) or equivalent. You must also have an English language qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# BA (Hons) International Finance (Top-up)

As a Platinum Approved learning provider of the Association of Chartered Certified Accountants (ACCA), and enjoying close collaboration with the financial and business world, the University is ideally placed to help develop your knowledge of financial management within an increasingly inter-dependent international financial and business environment.

## Why choose this course?

- With full ACCA recognition, we have the financial expertise and industry contacts that give your studies a rare depth of insight into this challenging, changing and always competitive field.
- Alongside your personal tutor, you can set up your own programme of study in line with your future plans.
- You can expect a high level of personal attention throughout the course.
- Staff bring with them a variety of first-hand viewpoints from their professional experiences, allowing you to appreciate theory in context.
- Your fellow students will arrive from different courses, countries and even companies, giving your studies the benefit of many different outlooks, standpoints and cultural approaches.

## What's covered in the course?

The course invites you to consider the direction in which you want your career to progress, and choose the areas of study best suited to those future plans.

In all you select seven modules, which might include: Comparative International Reporting, Current Issues in Company Reporting, Financial Management, Comparative and Corporate Finance, International Business Strategy and Globalisation.

Assessment includes a range of methods designed to mirror the questions and responses that arise from day-to-day operations. So besides examination, you will be asked to produce business reports, portfolios and case studies, and take part in individual and group presentations, and projects.

## What are the opportunities after studying?

Armed with the skills and knowledge relating to global finance, strategy, theory and reporting, you will confidently be able to approach roles of responsibility in this crucial area.

The course leads to opportunities not only in finance, but also in fields such as management or marketing. You could consider postgraduate study opportunities at Birmingham City Business School.

## “ What our students say

“Being involved in rugby has helped me to come out of my shell. When I came to University I was very shy and found it hard to talk to other people. Rugby has given me confidence and the ability to enhance other people's time at university.”

Elgan Hughes

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) International Business (Top-up) (p120)
- BA (Hons) International Marketing (Top-up) (p124)
- BA (Hons) Business Administration (Top-up) (p100)

## Course information

<b>UCAS course code:</b>	N390
<b>UK university credits:</b>	240
<b>Duration:</b>	Full-time: one year
<b>Campus:</b>	City North

## Essential entry requirements

At least 240 UK university credits or 120 ECTS credits in a business related field with five GCSEs grade A-C, (including mathematics) or equivalent. You must also have an English language qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



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

With the close support of a CIM-approved and internationally focused university, you get the chance to specialise in an international marketing programme, and sharpen your skills in successfully managing the cross-border promotion of goods and services through creativity, business awareness and cultural sensitivity.

### Why choose this course?

- Specialist marketing modules to strengthen your knowledge in this business-critical discipline.
- Explore new opportunities for global business co-operation and promotion at a university highly respected for the professional depth of its marketing tuition.
- Put yourself in the shoes of an international marketing manager and investigate customer-focused management within an international business environment.
- 3,000 business students from over 80 countries bring to the University a whole world of cultural, professional and social perspectives – perfect insight for the marketer looking to tap into the interests and influences of new overseas audiences.

### What's covered in the course?

Select modules to give you a unique breadth of business knowledge, or to fit in with your own career plans.

Expertly supported by your tutor – and throughout your course by staff with wide business experience – you can choose from modules covering such areas as: Relationship Marketing, Digital Marketing, International Business Strategy, Selling and Sales Management, Services Marketing and Web Marketing.

Assessment is not only through conventional examinations, but also innovative and practically relevant methods such as business reports, case studies, individual and group presentations, portfolios and projects.

### What are the opportunities after studying?

Consolidating and building upon marketing knowledge developed during previous study, this course prepares you to adapt to commercial and cultural differences when promoting and selling to overseas markets. As such, you will be a highly valued member of any ambitious marketing team.

The University's exceptional portfolio of postgraduate business courses will also be open to you.

### “ What our students say

“Studying in Birmingham has made me more confident and more responsible. The friendliness I've found through the course, the clubs, societies and sports opportunities has vastly improved my interpersonal and communication skills.”

**Madhooshan Thavalingham**

### Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

### Have you also considered?

- BA (Hons) International Business (Top-up) (p120)
- BA (Hons) International Finance (Top-up) (p122)
- BA (Hons) Business Administration (Top-up) (p100)

### Course information

<b>UCAS course code:</b>	N550
<b>UK university credits:</b>	240
<b>Duration:</b>	Full-time: one year
<b>Campus:</b>	City North

### Essential entry requirements

At least 240 UK university credits or 120 ECTS credits in a business related field with five GCSEs grade A-C, (including mathematics) or equivalent. You must also have an English language qualification. For further details, please visit the course web page.

### Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

### Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# BA (Hons) Marketing

Approved by the Chartered Institute of Marketing (CIM), this course has a well-founded reputation for excellence. It centres marketing principles and practice in actual business situations, and with an appreciation of the significance of the decisions you make to the health of a business, you will stand out as a highly credible marketing professional.

## Why choose this course?

- CIM approved giving you the chance to gain their highly respected Professional Diploma in Marketing as well as your degree.
- Your studies mirror your marketing career, allowing you to work as part of team to develop and communicate a new product or design and implement a marketing research study.
- An interactive marketing room gives you dedicated, well equipped space to concentrate and dig deep into your subject.
- Design and present your ideas for a new product to a panel of industry experts, 'Dragons' Den-style'.
- Course flexibility gives you the option, depending on your future aims – transfer to the BA (Hons) Marketing, Advertising and Public Relations at the end of the first year.
- You will get the opportunity to interact with companies through real world marketing projects.

## What's covered in the course?

The course is all about the real-world practical application of marketing to help businesses develop strong brands helping them acquire and retain customers profitably. You get a deep understanding of marketing concepts and techniques, which you can apply to real life case studies and briefs.

You will develop marketing plans that relate to current issues and build upon the knowledge that you have learnt in modules such as managing the brand, digital marketing and marketing research. Most of the modules cover relevant, real-life issues, and the importance of a positive customer experience.

## What are the opportunities after studying?

Taking a work placement year between your second and final year is a great way to see the realities of the business world and develop the skills and the contacts for your future career.

If you opt to undertake further study, the University has a range of courses in the fields of business and marketing, to help develop your career.

## “ What our students say

“I was delighted with the level of involvement from lecturers, as well as the quality of teaching and incredible professionalism they demonstrated. My time at Birmingham City Business School was a truly invaluable experience.”

Nasir Manir

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Marketing, Advertising and Public Relations (p128)
- BA (Hons) Business and Marketing (p116)

## Course information

**UCAS course code:** N500

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time: (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year





# BA (Hons) Marketing, Advertising and Public Relations

As innovative and dynamic as its subject areas, this course puts you on the front line of marketing. Decisions marketers make regarding the products to launch, the customers to attract and the brand to develop have a bottom-line impact. The skills and knowledge you acquire will be clear and persuasive advertisement of your value to employers.

## Why choose this course?

- With accreditation from the Chartered Institute of Marketing (CIM), you not only work towards your degree, but you will also be eligible for entry onto the CIM Professional Diploma.
- You study at one of the UK's most established, respected and largest Business Schools - one of only a handful of study centres selected by CIM to offer dual awards.
- A wholly practical study routed in real business situations, with the chance to apply your marketing expertise to real life case studies and clients.
- Dedicated interactive marketing room gives you the tools, the information and the space to focus on your own subject.
- Sharing a common first year with BA (Hons) Marketing, the course has the flexibility to allow you to transfer if your career aims head more in that direction.
- You will get the opportunity to interact with companies through real world marketing projects.

## What's covered in the course?

Weighing the creative energy of marketing, advertising and public relations with necessary business discipline, the course also encourages you to develop the personal transferable skills that every employer seeks.

Your first year study modules cover areas such as Design in Marketing, Creative Concepts, and Business and Marketing Fundamentals. You go on to explore Marketing Research, Finance for Marketers, Managing the Brand, Marketing Communications and more.

After gaining a real insight into how marketing impacts on business in your optional placement year, you look at themes such as Contemporary Advertising, Creative Industries Marketing. The course also considers Digital Marketing, Global Marketing, Sustainable Marketing, Public Relations Planning, and Marketing Strategy.

The course offers eligibility for entry onto the prestigious CIM Professional Diploma in Marketing, which you can study part-time at Birmingham City Business School.

## What are the opportunities after studying?

Students of this course have recently obtained placements – as well as crucial experience and industry contacts – at organisations including Bosch, Brook Street, Hewlett Packard, Microsoft, Sara Lee, Vauxhall Motors and Xerox.

If you opt to undertake further study, the University has a range of courses in the fields of business and marketing, to help develop your career.

## “What our students say

“The course has enabled me to get into advertising, which is where I plan to stay throughout my career.”

James Annis

## Want to find out more?

Visit [www.bcu.ac.uk/bcbs](http://www.bcu.ac.uk/bcbs) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Marketing (p126)
- BA (Hons) Business and Marketing (p116)

## Course information

**UCAS course code:** NLM2

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time: (sandwich): four years

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least five GCSEs at grade C or above, including English language and mathematics or equivalent qualification. For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course however you may wish to purchase text books or additional materials relating to the subject area.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BSc (Hons) Business Information Technology

With flexibility to meet the pace of industry development, and offering not only the technical skills, but also the business awareness that puts your studies in a market context, this course provides thorough preparation for the professional future ahead of you.

## Why choose this course?

- Gain key skills in planning, designing and implementing effective IT systems, with the core programme covering database design, systems analysis and e-business development.
- Relevant to real world needs, the course explores the application of IT to business competitiveness and sustainability.
- The course is delivered at our state-of-the-art City Centre Campus, with technology and facilities that reflect advanced professional practice.
- The School is established as one of the leading academies for Apple, Microsoft and Cisco Systems, and internationally recognised for teaching quality, research and extensive industry partnerships.
- Benefit from the first-hand industry experience of our academic staff.
- Join a close, innovative community of students, and academic and support staff working towards technological discovery and personal development.

## What's covered in the course?

Relevant, real-life and respected by employers, the course includes extensive use of case studies, as well as industry-standard simulation and virtualised technologies.

You get a thorough grounding in the hardware and software used in modern networked computer systems. You explore how business database systems are designed and implemented, and also investigate the legal aspects of technology.

The course covers needs analysis, the evaluation of implemented systems, and looks at software design, e-business systems and programming skills. You get the chance to give your CV some real weight by including an industrial placement after your second year of study.

You consider business processes and project management techniques, and develop the personal and professional skills that help mark you out as a credible candidate for employment. You also compile an extended research project on a subject of your choice.

## What are the opportunities after studying?

The course prepares you to confidently move towards a career in business analysis, business application development, database design, information systems consultancy, change management, or CRM consultancy.

Recent graduates have secured employment at Hewlett Packard, Bell Micro, BT, Cisco, Deloitte, Ericsson, Fujitsu, IBM, Intel Corporation, NHS, Motorola, Shell IT, Siemens and Nokia. You could also consider further study via our excellent portfolio of postgraduate degrees.

## “ What our students say

“I really enjoy the course, as the staff are all willing to put in time with each individual student if we do the same! It gives students a great foundation to commence full-time employment after their studies.”

Tom Burton

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Information and Communication Technology (p144)
- BSc (Hons) Computer Networks (p134)
- BSc (Hons) Computer Science (p138)

## Course information

<b>UCAS course code:</b>	G520
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years, Full-time (sandwich): four years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BSc (Hons) Computer Games Technology

This course takes you from the basics of programming games, through to working with three-dimensional game engines and the manipulation of game hardware. Covering both entertainment and 'serious' educational games, and benefiting from close collaboration with the games industry, it sets you up for a rewarding professional career in a dynamic sector.

## Why choose this course?

- Developed in consultation with industry players including Microsoft, Rare Ltd, Blitz Games Studios, Jagex and Eutechnyx, as well as the industry accrediting body, Skillset, your studies are entirely relevant to market needs.
- Through individual and project-based learning, you work with programmers, artists and sound engineers to reflect professional practice.
- There is the possibility of a work placement with local game companies including Birmingham Science Park, Soshi Games, Fish-in-a-Bottle, Daden Labs, Sega and Blitz Game Studios.
- The course is delivered at our state-of-the-art City Centre Campus, with outstanding technology, including a dedicated games studio with specialist game development software.
- Study at a Cisco Systems and Microsoft Academy centre - one of Microsoft's top UK university-based academies and member of Microsoft's Developer Network Academic Alliance.

## What's covered in the course?

The course grounds your technical skills in the business discipline which is key to any company's long-term health. With this in mind, you get the chance to put your skills to work and see the industry up close through a work placement.

You look at game environments, focusing specifically on computer programming as well as using a range of technologies to build interactive games. You investigate game design concepts, as well as game programming with an appreciation of performance and graphic / audio optimisation.

Study areas include Game Design and Development, Introduction to Computer Game Programming, Data Analysis, Computer Systems Technology, as well as Open Systems and Computer Networks and Media Production Management. You go on to develop three-dimensional game worlds, learn to program game engines and associated hardware and study Web and Mobile Technologies, and Artificial Intelligence.

Importantly, the course also guides you as a team player, and shows you how to evaluate and effectively communicate information in both written and oral form.

## What are the opportunities after studying?

With the games industry built on innovation and progress, there will always be openings for professionals who can add to its technical and creative development.

Traditional areas of computer science also remain a successful hunting ground for recent graduates of the School who have gone on to work for companies such as Hewlett Packard, Bell Micro, BT, Cisco, Deloitte, Ericsson, Fujitsu, IBM, Intel Corporation, Siemens and Nokia. You could also progress to one of our taught (MSc) or research (MPhil and PhD) postgraduate programmes.

## “ What our students say

“I know people in the industry who advised me to do this course. This is a really good university, especially for technology courses. They've got all the latest software which is really helpful and useful for us.”

Patrick Conlin

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Computer Science (p138)
- BSc (Hons) Information and Communication Technology (p144)
- BA (Hons) Visual Communication (Animation and Moving Image) (p288)

## Course information

**UCAS course code:** G450

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

### UK/EU

**£7,500** per year  
(no fee for sandwich year)

### International

**£10,100** per year



# BSc (Hons) Computer Networks

This course focuses on developing the technical ability to plan, design and implement new networks, as well as the market insight and interpersonal skills that every employer looks for. Accredited by the Institute of Engineering and Technology (IET), it offers you the skills, knowledge and professional awareness that give weight and respect to your CV.

## Why choose this course?

- With IET accreditation, the course meets the educational criteria needed for IEng status.
- We are a Cisco Systems and Microsoft Academy Centre, and one of Microsoft's top UK university-based academies.
- Professionally recognised, your computer network training follows the Cisco Systems Networking Curriculum.
- Gain a clear understanding of computer operating systems, network communication systems and how to integrate hardware and software with business elements.
- There is the chance to undertake an industry placement, and gain professional qualifications, such as the Cisco Certified Network Associate (CCNA) and Microsoft Certified IT Professional (MCITP) certifications.
- We are internationally recognised for our teaching quality, research and extensive industry partnerships.

## What's covered in the course?

The course investigates Microsoft Operating Systems, and explores the effective management of PC hardware and software administration, installation and troubleshooting.

You look at technologies employed in Local and Wide Area Networks. The course also provides the next step for Advanced Networking covering CCNA security and areas of CCNP routing, switching and troubleshooting. You will study the core security concepts and skills needed for the installation and troubleshooting of networks.

You consider the key principles of computer hardware and digital storage devices, and gain an understanding of wireless networks including installation, configuration, troubleshooting and security.

The course covers programming languages, graphical user interfaces and tackles realistic, robust programming applications. It also enhances your professional development, focusing on your teamwork and communication skills, and introducing you to the business macro-environment sector.

A work placement gives you an invaluable chance to hone your practical expertise, try out a potential career path and get the workplace experience valued by so many employers.

## What are the opportunities after studying?

The course prepares you to move towards a career in the design, management and support of secure communications networks.

You might find a role providing technical, software or applications support. You could work in the planning, implementation, management and support of PC operating systems, or maybe in an entrepreneurial venture providing creative solutions for businesses in these areas.

## “ What our students say

“My placement involved being an intern for a year, doing everything a full engineer would do, everything from configuration to documentation to eating lunch with the rest of the guys.”

Philip Bridges

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Computer Networks and Security (p136)
- BSc (Hons) Computer Science (p138)
- BSc (Hons) Information and Communication Technology (p144)

## Course information

**UCAS course code:** G422

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

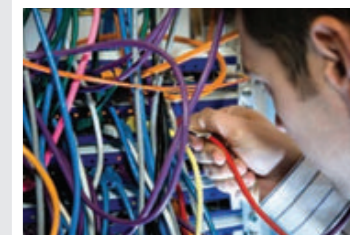
## Additional costs

There are no additional costs required for this course, except you are required to own your own personal computer and have access to the internet to obtain course and on-line material.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BSc (Hons) Computer Networks and Security

Accredited by the Institute of Engineering and Technology (IET), this course equips you to design, implement and evaluate identification systems, data capture systems and communications networks and their associated security protocols. Focusing on practical business needs, it offers the support, tools and contacts to give you a distinct advantage in a demanding field.

## Why choose this course?

- The course offers a pragmatic look at developing secure network and communication systems, with a view to combating fraud and malice, together with the need to handle error and mischance.
- Use dedicated facilities for systems analysis, e-commerce and business intelligence, and to support computer forensics (within our own fully- equipped laboratory).
- IET accreditation means that what you study fully meets the educational criteria for IEng status.
- This course also offers professional qualifications, such as Cisco Certified Network Associate (CCNA / CCNP) and Security (CCNAS) certification.
- We enjoy wide professional respect as a Cisco Systems and Microsoft Academy centre.

## What's covered in the course?

You explore computer programming and aspects of security encryption and network security, gaining the skills to specify and develop elements of a secure system, integrating hardware, software and business elements.

You consider analytical skills for computer networking, and the technologies employed in Local and Wide Area Networks. Following the Cisco CCNA curriculum, you investigate protocols, TCP / IP, routing protocols and management of networks.

Initial module titles include: Data Analysis, Visual Programming, and Management in Technology Innovation. You then progress to themes such as Data Capture Technology, Security Systems Theory, Switched LANS and WANS, and Personal ID / Authentication Systems.

Our Placement Office will support you in securing crucial work experience, where you appreciate the practical value of what you learn.

## What are the opportunities after studying?

The course prepares you for possible roles in providing technical, software or applications support or training. You could move into network management or network design. You could build a career specifying, designing or managing secure communications networks or the applications they support.

Recent graduates have found work experience at Cisco Systems, IBM, 3M and Airbus in the UK. Others have gone on to work for companies such as Hewlett Packard, Bell Micro, BT, Deloitte, Ericsson, Fujitsu, Intel Corporation and Motorola.

## “ What our students say

“This University has amazing teachers. The way these guys convey the message to us students and their knowledge on the subject is so effective that it has inspired me to go beyond what was being taught.”

Kalpesh Prajapati

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Computer Networks (p134)
- BSc (Hons) Forensic Computing (p140)

## Course information

**UCAS course code:** GG49

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

All equipment is provided, however a good laptop / PC would be useful.

## Fees 2013/14

**UK/EU**  
**£7,500** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



# BSc (Hons) Computer Science

Uniquely designed, this rigorous and respected course covers the key areas of mobile communications technology and software engineering used in business today, as well as networking. It allows you to apply the tools and techniques you acquire to the design and construction of large-scale software systems.

## Why choose this course?

- Gain the skills needed to develop well-engineered software, alongside the wider competences that mark out an effective and efficient information systems professional.
- We are a Cisco Systems and Microsoft Academy centre; one of Microsoft's top UK, university-based academies.
- As part of your course, you can take Cisco qualifications; you emerge with a CV that employers recognise and value.
- Build your practical skills using industry-standard software development and computer programming labs, including facilities for work such as systems analysis, artificial intelligence, e-commerce and business intelligence.
- An industrial placement after your second year gives you the workplace experience that many employers look for; we guide and support you throughout the placement process.

## What's covered in the course?

Employing various assessment methods, including continuous assessment, in-class tests, examinations, laboratory exercises and project work, the course adopts a themed approach to your studies.

Based around mathematical principles, the Toolbox Theme helps you to develop analytical skills for computer networking. The Computer Technologies component explores computer hardware and software, alongside data distribution through computer networks, with applications to mobile computing.

In Enterprise Systems, you investigate fundamental internet systems, web site production and you develop and examine an e-commerce solution. You consider data modelling and structures, as well as relational theory and algebra. This theme also looks at database design, optimisation and security.

The Software Engineering Theme introduces software development, design and testing for real-world applications, while the professional practice component emphasises the importance of personal and professional application to your career aims. This theme also develops your study skills, explores legal aspects of technology and leads to a final year research project.

## What are the opportunities after studying?

Giving you sharp technical skills, together with crucial professional awareness and insight, the course fully prepares you for a respected and rewarding career, typically in the design and implementation of software in such areas as web development, interface design, security issues and mobile computing.

Alternatively, we offer a range of excellent taught (MSc) or research (MPhil and PhD) postgraduate programmes.

## “ What our students say

“The course is interesting, challenging and diverse. I feel that after my experiences on this course that I am ready to engage the job market, for it has enabled me to learn many of the key skills that employers are looking for.”

Robin Hyde

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Computer Networks (p134)
- BSc (Hons) Computer Networks and Security (p136)
- BSc (Hons) Forensic Computing (p140)

## Course information

**UCAS course code:** G401

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

### UK/EU

**£7,500** per year  
(no fee for sandwich year)

### International

**£10,100** per year



# BSc (Hons) Forensic Computing

The ability to inspect a computer or other digital system for criminal investigation and misuse is an increasingly valuable skill. Run jointly with our School of Law, and offering professional qualifications as you study, this course not only provides the skills you need in digital data recovery, preservation and analysis, but also in providing evidence for legal or commercial use.

## Why choose this course?

- The course has been devised and designed following extensive consultation with digital forensics practitioners.
- Study the EnCase Certified Examiner, AccessData Certified Examiner (ACE), and Micro Systemation. XRY Certification curriculum during your studies with the opportunity to take their certification exams.
- There is the opportunity for a work placement with a prestigious organisation such as Cisco Systems, IBM, 3M, Airbus in the UK or Zibit Datalab.
- Our new specialist computer forensic laboratory is equipped in accordance with ACPO (Association of Chief Police Officers of England, Wales and Northern Ireland) guidelines.
- Industry-standard software tools include EnCase Forensic, FTK, .XRY, Oxygen Forensic and WinHex, as well as advanced drive repair and data recovery tools.
- The course includes a study of the English legal system, handling and preserving evidence, legislation and law reports, courtroom skills and expert witness skills.

## What's covered in the course?

You look at application development, operating systems, and computer and network forensic investigation. You consider data analysis and recovery, IT surveillance and intrusion detection.

You get extensive experience in the forensic analysis of a variety of computer based and mobile phone devices in addition to portable devices such as SatNav systems, game consoles and portable multimedia players. You investigate computer networks, LANs, WANs, network design and administration, and network security.

The course explores the English legal system, handling and preserving evidence, courtroom skills, and expert witness skills. It also covers key management skills, professional reporting, research and presentation skills, and personal and organisational ethics.

We encourage you to undertake a work placement where you develop your practical expertise, make industry contacts and experience the realities of the professional world.

Legal, computer forensics and data recovery experts are frequently invited to deliver specialist seminars, giving you industry-relevant exposure to the computer forensics discipline.

## What are the opportunities after studying?

The scope of the course means you could open up roles in many different areas such as systems security, systems administration, trading standards and law enforcement. You might find opportunities in specialist digital evidence / high-tech crime units, government agencies and civil litigation.

You will be equipped for roles in forensic accounting and fraud investigation, or in expert consultancy and expert witness services. Your skills are also needed in private sector investigative agencies such as insurance companies and financial services, and in security and forensic software development.

## “ What our students say

“Birmingham City University will go that extra mile... in my opinion you are not just getting your academic qualifications but just as importantly, access to the industry. Unlike any other course in the country, Birmingham City University has direct access to forensic firms.”

Chris Elmore

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Computer Networks and Security (p136)
- BSc (Hons) Criminal Investigation (p272)

## Course information

**UCAS course code:** FG44

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

We provide access to highly specialist software and hardware technologies as used in the computer forensics industry. You will not be required to make any course-specific purchases.

## Fees 2013/14

### UK/EU

**£7,500** per year  
(no fee for sandwich year)

### International

**£10,100** per year



# FdSc Information and Communications Technology

Offering the specialist skills valued at associate professional and higher technician level, this work-based course is also available at Birmingham Metropolitan College or South and City College Birmingham. Your studies have a clear practical focus, and are entirely relevant to the challenges facing professionals who integrate ICT into modern businesses.

## Why choose this course?

- Gain the practical technical skills and knowledge required to answer the day-to-day demands of contemporary industry.
- Your studies are based squarely on working practice, making you a valued member of any ICT team.
- The School is a Cisco Systems and Microsoft Academy centre - one of Microsoft's top UK university-based academies and a member of Microsoft's Developer Network Academic Alliance.
- The course provides entry to the third year of our BSc (Hons) Information and Communication Technology course.
- There is the option to complete a sandwich year in industry before going on to the third year of the BSc.

## What's covered in the course?

The course follows the Cisco CCNA curriculum and introduces protocols, LAN / WAN terminology, TCP / IP and addressing. You explore the key concepts for computer programming in a business environment, as well as the planning, management and development of solutions required for work-based projects.

You investigate the key principles of Internet systems and website production, as well as data modelling and structures. You consider relational theory and the design and implementation of databases.

Following the Microsoft Certified IT Professional curriculum with the inclusion of open source technologies, you gain an understanding of logical network environment, and the design, implementation and troubleshooting of operating systems, applications, services and hardware. You also undertake a work-based project in an area that particularly interests you.

[www.bcu.ac.uk/courses/foundation-ict-ccc](http://www.bcu.ac.uk/courses/foundation-ict-ccc)  
[www.bcu.ac.uk/courses/foundation-ict-bmetc](http://www.bcu.ac.uk/courses/foundation-ict-bmetc)  
[www.bcu.ac.uk/courses/foundation-ict-sbc](http://www.bcu.ac.uk/courses/foundation-ict-sbc)

## What are the opportunities after studying?

The course is a route to a possible role as an IT professional responsible for technical, administration and implementation support in PC operating systems, server systems, network systems, database and Internet technologies, and in the general use of ICT.

Successful completion of the FdSc and a short bridging course offers direct access to the final year of our BSc (Hons) Information and Communication Technology course.

### Partner courses at Birmingham Metropolitan College / South and City College Birmingham:

#### Fees 2012/13

Please see the appropriate website for current fee information and alternative entry requirements relevant to this course at Birmingham Metropolitan College [www.bmetc.ac.uk](http://www.bmetc.ac.uk) or South and City College Birmingham [www.sccb.ac.uk](http://www.sccb.ac.uk).

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>UCAS course code:</b>	G421 (full-time) Part-time: apply direct to partner college
<b>UCAS points:</b>	220
<b>Duration:</b>	Full-time: two years (all courses) Part-time: three years (partner courses only)
<b>Campuses:</b>	City Centre, Millennium Point Birmingham Metropolitan College South and City College Birmingham

## Essential entry requirements

At least 220 UCAS points including at least one six-unit A Level (GCE or VCE), plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

**UK/EU**  
**£6,000** per year

**International**  
**£10,100** per year





# BSc (Hons) Information and Communication Technology

The integration of ICT into modern business organisations gives rise to varied and evolving management challenges. This course, covering all enabling technologies such as networking, databases, Internet and operating systems in a practical, business context, gives you the technical and managerial skills to meet those challenges and stand out in your field.

## Why choose this course?

- This course follows Microsoft and Cisco curricula, including technologies of Oracle, Apple and Linux, allowing you to gain their qualifications alongside your degree.
- Work experience with organisations of the stature of IBM, Cisco and 3M gives you a fascinating and highly valuable insight into your future career.
- We are a Cisco Systems and Microsoft Academy Centre; one of Microsoft's top UK university-based academies and member of Microsoft's Developer Network Academic Alliance.
- An optional year-long placement offers you professional insight and useful industry contacts.
- The course is delivered at our state-of-the-art City Centre Campus, with technology and facilities that reflect advanced professional practice.
- Get involved with academic and partner collaborative ventures and our Special Interest Groups: Sensor and Data, and Serious Games.
- With accreditation from the Institute of Engineering and Technology, the course meets the educational criteria needed for IEng status.
- We are internationally recognised for our teaching quality, research and extensive industry partnerships.

## What's covered in the course?

You explore key principles of enterprise systems and application development, looking at the design, implementation, security and administration of databases.

You gain the infrastructure technology skills for developing and managing systems for information, communications and technology from sustainable service solutions and communication networks.

You focus on your own professional development, and your value as a team player. You also gain and apply an understanding of market-led innovation planning and management.

## What are the opportunities after studying?

The course gives you a highly sought-after blend of technical and managerial skills. You could move towards a fully responsible role in enterprise solution development, communication network analysis, or network operating systems.

You could find an opening as an ICT technical support and management professional, ICT consultant, business analyst, database developer or web applications developer.

Alternatively, you could consider further study via our excellent portfolio of postgraduate taught or research degrees.

## “What our students say

“Within the course there were excellent opportunities to develop myself both professionally and personally. You get a great deal of support outside of lectures – I really enjoyed the campus environment, which is a modern building a short walk from the city centre. It has a wide range of resources, which includes hundreds of computers and also a large networking area with both physical and virtualised networking environments.”

Scott Brant

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Business Information Technology (p130)
- BSc (Hons) Computer Networks (p134)
- BSc (Hons) Computer Science (p138)

## Course information

**UCAS course code:** G420

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

You must own your own personal computer and have access to the internet to obtain course and online material. Apart from this, there are no additional compulsory costs for this course.

## Fees 2013/14

### UK/EU

**£7,500** per year  
(no fee for sandwich year)

### International

**£10,100** per year



# BEng (Hons) Telecommunications and Networks

The course is accredited by the Institute of Engineering and Technology (IET) and offers a mix of theoretical principles and practical work in the design, testing and implementation of actual systems. It prepares you as a versatile, adaptable and technically competent professional fully at ease with the workings of the modern telecommunications industry.

## Why choose this course?

- The course has the professional stamp of IET accreditation, which means it fully satisfies the educational requirements to gain IEng status and partial CEng status.
- The practical design skills you gain are grounded in solid business discipline, making you worthy of any employer's consideration.
- We are a Cisco Systems and Microsoft Academy centre – one of Microsoft's top UK, university-based academies.
- Take Cisco qualifications as part of your course and gain further proof of your professional competency.
- The course is delivered at our state-of-the-art City Centre Campus, with technology and facilities that reflect advanced professional practice.
- Our Placement Office will support you in finding invaluable work experience, following your second year of study.

## What's covered in the course?

You gain a solid understanding of the system technologies used in modern telecommunication industries, and a thorough knowledge of the electrical principles needed to develop a communications system.

You follow the Cisco CCNA curriculum, which introduces the technologies employed in Local and Wide Area Network protocols, TCP / IP, addressing, switching, routing protocols and management of networks.

The Signals and Systems theme explores signal processing for circuits and systems. You consider systems analysis and design, and their practical implementation in communications engineering or with regard to industrial application.

The course sharpens your professional skills and approach to employment. You show your value as a team player and effective communicator. You produce marketing plans, relating resources and enterprise development to market needs. You also research and produce an extended report on a study topic that relates to your programme.

This course is also available as a four-year degree with a foundation year (UCAS code: H641), if you have 200 UCAS points, but do not have the necessary qualifications to directly enter year one of the degree. For more information, see [www.bcu.ac.uk/courses/foundation-engineering](http://www.bcu.ac.uk/courses/foundation-engineering)

## What are the opportunities after studying?

Our graduates typically find rewarding work in management specification, designing or implementing telecommunication systems and networks.

You could follow a career in the testing and development of telecommunication systems and networks. You could find a role providing technical, hardware or applications support or training. You may also opt to gain advanced skills and knowledge through our excellent portfolio of postgraduate courses.



## What our students say

“The course led directly to my employment by Vodafone; the final-year modules were especially relevant to the modern industry”

C Karikoga

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BEng (Hons) Electronic Engineering (p160)

## Course information

**UCAS course code:** H643

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, including AS mathematics. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

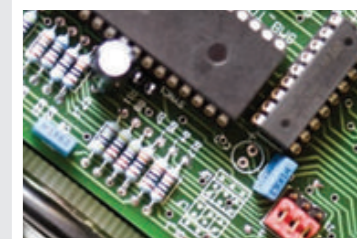
## Fees 2013/14

### UK/EU

**£8,200** per year  
for entry in 2013/14  
(no fee for sandwich year)

### International

**£11,300** per year  
for entry in 2012/13



# BA (Hons) Children and Integrated Professional Care

This course provides expert tuition for those looking to pursue a career working with children as part of an integrated professional team. With the University established as a leading provider of education and teacher training – ranked by Ofsted as Grade 1 ‘Outstanding’ and recognised by the Teaching Agency for the quality of its courses – you get relevant and practical preparation for the working world.

## Why choose this course?

- A programme of study that meets the requirements of The Common Core of Skills and Knowledge for the Children’s workforce (CWDC 2010).
- One of only a few courses of its kind in UK higher education; no other award offers the same combination of subject areas.
- Various opportunities to engage with professional practice in, children and education; children and health; children and social care; and child and family law.
- You can see how theory is applied in practical situations via a work experience placement.
- Collaborations with organisations, such as Mencap, Macmillan, Barnardos, Edwards Trust, Contact a Family and Homestart help the course maintain a sharp professional focus.

## What’s covered in the course?

The course is based on the requirements of the Common Core of Skills and Knowledge for the Childcare Workforce (CWDC 2010), and responds to the aims of the Every Child Matters agenda (2004).

First year modules cover themes such as child development and education, inclusive practice, the English legal system, family law and children in need. You then go on to explore issues such as working with families to safeguard children, schools and communities, the National Service Framework, child protection, and looked-after children.

In your final year you study core and optional modules that include Work Based Reflective Study, Information Sharing, Perceptions of Childhood and Youth, Youth Crime, Management and the NHS, Social Work Skills, and The Impact of Social Policy on Practice.

The final year also includes a four-week placement appropriate to one of the study themes.

## What are the opportunities after studying?

You emerge as a credible, practitioner with qualities valued in professional practice. You can confidently approach a fulfilling career in education, youth and community projects, health and social care and youth justice in local authorities and the private sector.

Successful completion offers the opportunity to apply to our postgraduate courses in education, health, social care and law. You might also work towards a professional qualification in one of these fields.



## What our students say

“I chose this course to widen my knowledge and understanding of children and young people. It is a fantastic opportunity to develop my skills to work in the children’s services sector.”

**Shirelle Foster-Holmes**

## Want to find out more?

Visit [www.bcu.ac.uk/education](http://www.bcu.ac.uk/education) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Early Childhood Education Studies (p150)
- BA (Hons) Primary Education with QTS (p156)

## Course information

<b>UCAS course code:</b>	L590
<b>UCAS points:</b>	240
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City North

## Essential entry requirements

At least 240 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or equivalent (may include General Studies), plus at least four GCSEs at grade C or above, including English language and mathematics. For further details, please visit the course web page.

## Additional costs

Travel costs associated with your final year placement will be at your expense.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# BA (Hons) Early Childhood Education Studies

With a sharp focus on early years issues, and placing the theories relating to child development in a working context, this course skillfully prepares you for a range of careers working with young children and for progression to the Early Years professional qualification.

## Why choose this course?

- Experience the value of work placement in helping you to practically apply what you learn to the development and lives of young children.
- The University is a leading provider of education and teacher training – ranked by Ofsted as Grade 1 'Outstanding' and recognised by the Teaching Agency for the quality of its provision.
- Opportunity for eligible candidates to gain Early Years Professional Status (EYPS) alongside the degree.
- By helping enhance your competency in communication, leadership, teamwork and presentation, the course also enhances your own professional and personal development.
- Specialist teaching room with a range of story sacks and puppets, copies of key texts, and toys and equipment relevant for working with foundation stage children.
- The School enjoys long and successful partnerships with more than 900 primary schools and early years settings across the West Midlands.

## What's covered in the course?

The course explores critical reasoning and analytical skills in relation to the philosophical, sociological and psychological concepts of early childhood education.

You acquire a working knowledge of the key statutory documents used in early years settings, and you become familiar with statutory requirements for early years practitioners. You examine the factors that influence learning development, particularly within an urban multi-lingual, multi-faith context.

Study topics include the current early years framework, issues of exploration and play, and working with families. The course considers children's learning stories and creativity. Visits to a variety of early years settings provide a close-up view of professional practice, and placements allow you to experience the realities of working with children aged 0-5.

Throughout, you have a responsibility for your own personal development, and you receive solid guidance relating to your future employment and career management.

## What are the opportunities after studying?

The course prepares you to take on management positions in, for example, children's centres, extended schools or child-minder networks, as well as charitable organisations.

Although this course does not qualify you to teach in schools, with successful completion you can apply to the University's PGCE Primary and Early Years course as long as you meet the Teaching Agency requirements for initial teacher training. Alternatively you may choose to gain further qualifications that will enable you to enter professions such as social work, and speech, language and play therapy.



## What our students say

"This course offers real freedom – because it isn't tailored towards a teaching career, it offers a platform, for you to open your career path to other areas of working with children."

Luke Alletson

## Want to find out more?

Visit [www.bcu.ac.uk/education](http://www.bcu.ac.uk/education) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Children and Integrated Professional Care (p148)
- BA (Hons) Primary Education with QTS (p156)

## Course information

<b>UCAS course code:</b>	X320
<b>UCAS points:</b>	240
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City North

## Essential entry requirements

At least 240 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or equivalent (may include General Studies), plus at least four GCSEs at grade C or above, including English language and mathematics. For further details, please visit the course web page.

## Additional costs

Travel costs associated with your placement in the first and second year will be at your expense. Every effort is made to place students within a reasonable travelling distance from their term-time address.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# BA (Hons) Early Childhood Education Studies (Top-Up)

Studied either one-year full-time, or part-time over two years, this course lets you top-up an existing Level 5 qualification to the full Honours degree in Early Childhood Education Studies. Beside your specialist studies, you gain the personal skills needed for a responsible professional role working with young children. It also opens the way to the early years professional qualification.

## Why choose this course?

- Showing you theory in action, this top-up route to the full Honours degree has been commended by examiners as a solid platform for building on your existing knowledge of key Early Years issues.
- You also get to shape your own career development, eventually being able to present yourself as a fully rounded teamworker, communicator and leader.
- The flexibility of the part-time top-up route means you can build your studies around your current weekly commitments – ideal if you are already working in an Early Years setting.
- Opportunity for eligible candidates to gain Early Years Professional Status (EYPS) alongside the degree.
- The qualification provides the opportunity to apply for PGCE courses.
- Ranked by Ofsted as Grade 1 'Outstanding' and recognised by the Teaching Agency for the quality of its provision, the University is highly respected by the education and teacher training sector.

## What's covered in the course?

This top-up course gives you the chance to extend your learning, and develop a thorough knowledge and understanding of the early years (0-5 age) phase and related issues.

Although there are no placements, we encourage you to develop links with professional practitioners and settings, which will be invaluable in undertaking a piece of primary research.

You study children's learning in their early years, and the factors that influence their development, particularly within an urban, multi-lingual, multi-faith context. You also plan, review and take responsibility for your own learning as you focus on your steps to employment.

Studying full-time, you are expected to commit to two full days of faculty-based sessions, as well as further self-directed individual learning. Part-time study is negotiated with your course director, and typically involves one day a week over two years, with possible evening lectures.

## What are the opportunities after studying?

The course equips you to take on a role of responsibility in childcare management in, for example, children's centres, extended schools or childminder networks. Although this course does not qualify you to teach in schools, with successful completion you can apply to the University's PGCE Primary and Early Years course as long as you meet the Teaching Agency requirements for initial teacher training. Alternatively you may choose to pursue careers in social work, counselling or nursing.

## “What our students say

“The course has exceeded my expectations in that I have been surprised how well I have coped with the study due to the guidance from the lecturers. It is a very interesting a diverse course covering all aspects of early years childhood.”

Jane Croke

## Want to find out more?

Visit [www.bcu.ac.uk/education](http://www.bcu.ac.uk/education) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>UCAS course code:</b>	X310
<b>Duration:</b>	Full-time: one year Part-time: two years, apply direct to the University
<b>Campus:</b>	City North

## Essential entry requirements

You need a Foundation Degree in Early Years; Commendation or Merit profile. Alternative Level 5 qualifications in a related field will be considered on an individual basis at the course directors discretion. You will be required to have GCSE grade C in English language and mathematics at the point of application. A GCSE in a science subject is desirable. For further details, please visit the course web page.

## Additional costs

There are no additional costs associated with this course.

## Fees 2013/14

### UK/EU

Full-time  
**£7,500** per year

Part-time  
**£940** per 15-credit module

### International

**£10,100** per year



# FdA Early Years

Available full-time or part-time at our partner, South Birmingham College, this Foundation degree is an excellent source of professional development if you are already working in a childcare setting, and is a highly respected starting point for your studies. Equivalent to two years of degree-level study, it offers direct entry to the final year of the BA (Hons) Early Childhood Education Studies.

## Why choose this course?

- Studying in small, intimate groups, trainee Early Years practitioners get the chance to enhance skills and professional standing, while aspiring entrants to the profession enjoy a practical, hands-on introduction to key issues.
- With flexibility to fit your studies around your weekly commitments, the part-time route is sector-endorsed by the Children's Workforce Development Council (CWDC).
- Although based at South Birmingham College, you have full use of facilities at any of the University sites and will feel part of our supportive student community.
- This course supports the Early Years Foundation Stage (EYFS), ensuring you can deliver provision that complies with EYFS learning and development requirements.
- Ofsted rates South Birmingham as a 'Beacon Status' College; one of only a few UK training providers to achieve the government's Training Quality Standard in three or more sectors.
- The College also has Customer Service Excellence status, proof of the importance placed on student satisfaction.

## What's covered in the course?

The course is carefully designed to offer appropriate skills and knowledge relating to professional practice, and the application of work-based experience. It also focuses on your self-development and independent learning, as well as team work and your ability to manage others.

Skills and knowledge acquired from your modules combine to give you a thorough appreciation of a child's social and emotional development, covering issues of language, literacy and numeracy, knowledge and understanding of the world, and physical and creative development.

Applying your knowledge in real Early Years settings is a vital part of your learning, and you need to complete 720 hours of work placement during the course. As a working, part-time student, you normally achieve this through your professional commitments; if you study full-time, you get all the support you need to find a suitable work placement.

## What are the opportunities after studying?

Practically focused and entirely relevant to your role in the profession, the course prepares you to move towards a possible childcare management position in a day nursery, primary school, children's centre or health centre.

It also offers a route into teacher training through progression to the BA (Hons) Early Childhood Education Studies and then the PGCE Primary and Early Years.

## “ What our students say

“Completing the FdA was a wonderful experience which made me realise I had the potential to achieve an academic qualification 30 years after leaving full-time education.”

Lynne Cook

## Want to find out more?

Visit [www.bcu.ac.uk/education](http://www.bcu.ac.uk/education) or contact South Birmingham College directly.

## Course information

<b>UCAS course code:</b>	X311 (full-time applications) Part-time applications – apply direct to South Birmingham College
<b>UCAS points:</b>	80
<b>Duration:</b>	Full-time: two years Part-time: three years
<b>Campus:</b>	City North / South Birmingham College

## Essential entry requirements

You should be over 18 years of age (for insurance purposes) and able to demonstrate an appropriate level of literacy and numeracy. You should possess one or more of the following:

- BTEC National Certificate, Diploma or Higher National Certificate in Early Years
  - CACHE Diploma in Nursery Nursing / Early Years
  - NVQ Level 3 in Early Years or Teaching Assistants
  - Advanced Modern Apprenticeship in Early Years
- For further details, please visit the course web page.

## Additional costs

You must fund your own travel to your placement.

## Fees 2013/14

Please contact South Birmingham College  
[www.sbc.ac.uk](http://www.sbc.ac.uk) /  
T: 0121 694 5000  
for current fee information.



# BA (Hons) Primary Education with Qualified Teacher Status

Praised by Ofsted and with high graduate employment rates, this course offers the professional qualification of Qualified Teacher Status as well as an Honours degree. You will have practical experience in a range of schools, rich in cultural, ethnic and social diversity, on your way to teaching either 3-7 or 5-11 age ranges in Early Years or Primary School settings.

## Why choose this course?

- No need to make a firm decision on your preferred age range until the course starts.
- As a provider of education training, the University is rated by Ofsted as Grade 1 'Outstanding' and is recognised by the Teaching Agency for the quality of its provision.
- Your practical teaching experience, on both block and serial placements, is enhanced throughout by constructive feedback from your placement mentor.
- The University enjoys excellent links with local schools, and those in which you train are carefully selected as offering the most supportive environments for your professional development.
- Chance to develop Primary language teaching skills in Spanish primary schools.
- An opportunity for some students to undertake a teaching experience in a special school.

## What's covered in the course?

If you opt for the 3-7 age phase, you focus on the Early Years Foundation Stage Curriculum. The 5-11 range follows National Curriculum and the Primary National Frameworks, with emphasis on mathematics, english and science.

Choosing from our selection of enhancement modules gives you an opportunity to begin to develop a specialist understanding and knowledge of areas connected with learning and teaching in Primary and Early Years education. These include art, design and technology, drama, english, history, geography, music, mathematics, PE, primary languages, religious education, science, special educational needs, and children's well-being. Your specialism will be further enhanced through the Personalised Learning module in the second year and the Independent Study module in the third year.

As you would expect, school teaching experience plays a vital role in your training. Located in the heart of the West Midlands, you have the chance to gain experience in an area of rich ethnic and cultural diversity.

Throughout, you enjoy excellent specialist study facilities, including music, art, design and drama studios, as well as the insight and support of tutors who enhance your learning with their own experiences as outstanding classroom teachers.

[www.bcu.ac.uk/courses/primary-education-qts](http://www.bcu.ac.uk/courses/primary-education-qts)

## What are the opportunities after studying?

Our philosophy is to provide the highest standard of training possible, using the expertise from a wide range of teaching organisations. The aim is to produce teachers of the highest quality; consummate professionals able to work in a challenging and changing environment, both economically and legislatively.

Employment prospects are outstanding compared to national averages, and league tables show that our Primary graduates are consistently successful in gaining responsible teaching posts.

## “ What our students say

“My advice to prospective students would be just work hard and make the most of your placements in the schools as that is where you learn first-hand what it's like to be a teacher.”

Laura Braybrooke

## Want to find out more?

Visit [www.bcu.ac.uk/education](http://www.bcu.ac.uk/education) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Early Childhood Education Studies (p150)
- BA (Hons) Children and Integrated Professional Care (p148)

## Course information

<b>UCAS course code:</b>	X120
<b>UCAS points:</b>	300
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City North

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language, mathematics and science. You also need experience of working with children in a state primary school and / or early years setting. For further details, please visit the course web page.

## Additional costs

Travel costs associated with your school placements will be at your own expense. If you decide to participate in overseas visits or trips, then a proportion of the costs will be at your expense.

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£10,100** per year



# BEng (Hons) Automotive Engineering

Accredited by professional bodies, this course is directly relevant to current and expected industry trends, and meets the academic requirements for Chartered Engineer status. It gives you the practical skills to creatively implement new technologies, and drives you towards a rewarding career as a professional engineer.

## Why choose this course?

- We enjoy full accreditation from the Institution of Mechanical Engineers (IMechE) and the Institution of Engineering and Technology (IET).
- The course underpins a technical and creative study of design, drivetrain, vehicle body and engineering systems with key business and market considerations.
- Roll up your sleeves in advanced automotive workshops and laboratories which include CNC, three-dimensional scanning and rapid prototype facilities, engine test labs and reverse engineering.
- We enjoy strong academic and research links with business and industry, such as Morgan Motor Company, and work with globally respected technology partners.
- Get involved in the design, engineering and performance of our Formula Student car at the international IMechE Formula Student event at Silverstone.
- We fully support you in finding a work experience placement that shows you what it takes to build a successful career.

## What's covered in the course?

Flexible, stimulating and satisfying the requirements of UK SPEC (Standard for Professional Engineering Competence), the course applies industry-standard modelling and simulation systems for analysis and design.

It covers the mathematical techniques required to solve practical engineering problems, and looks at material testing, stress analysis and engineering thermodynamics. You explore suspension and chassis design, and engine and drivetrain systems.

You consider the conceptual design and manufacturing of vehicle body structures, vehicle electronics, dynamics and control. You gain an understanding of legal, ethical and environmental factors associated with automotive engineering.

You look at market-led innovation, and planning and management in an engineering enterprise. You also take on a research project relevant to your course and individual interests.

This course is also available as a four-year degree with a foundation year (UCAS code: H338), if you have 200 UCAS points, but do not have the necessary qualifications to directly enter year one of the degree. For more information, see [www.bcu.ac.uk/courses/foundation-engineering](http://www.bcu.ac.uk/courses/foundation-engineering)

[www.bcu.ac.uk/courses/automotive-engineering](http://www.bcu.ac.uk/courses/automotive-engineering)

## What are the opportunities after studying?

You emerge as a versatile and technically proficient engineer, with an awareness of the major business forces shaping the industry's future.

Offering an attractive blend of technical and problem-solving ability, you could open up a route to a career as a development engineer for vehicle manufacturers, component suppliers or specialist high-performance race vehicle producers. You could also be a design and performance engineer, research associate, or automotive marketer.

## “ What our students say

“Being involved in rugby has helped me to come out of my shell. When I came to University I was very shy and found it hard to talk to other people. Rugby has given me confidence and the ability to enhance other people's time at university.”

Elgan Hughes

## Want to find out more?

Visit [www.bcu.ac.uk/tee/edms](http://www.bcu.ac.uk/tee/edms) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BEng (Hons) Mechanical Engineering (p164)
- BEng (Hons) Electronic Engineering (p160)
- BSc (Hons) Motorsports Technology (p166)

## Course information

<b>UCAS course code:</b>	H330
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, including AS mathematics at C or above. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

All essential technical equipment and hardware and software are provided.

## Fees 2013/14

**UK/EU**  
Full-time  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year





# BEng (Hons) Electronic Engineering

Aimed at school and college leavers, but also benefiting industry-sponsored day release students, this course offers vital exposure to the practical engineering skills highly valued by employers. Accreditation by the Institute of Engineering and Technology (IET), as well as regularly updated content in line with industry developments, underlines the course's impressive professional credentials.

## Why choose this course?

- Gain hands-on skills covering analogue and digital electronics, microelectronics and microprocessors, digital signal processing, sensors, instrumentation and control systems.
- The course's IET accreditation offers you a platform from which to progress to Incorporated or Chartered Engineer status after graduation.
- Work with advanced tools in dedicated labs for electronics, microprocessors, electronic Computer-Aided Design, communications, networking, programming and project work.
- Placement opportunities with a range of companies offer you a first-hand appreciation of the professional working world, giving you crucial experience and useful industry contacts.
- Add weight to your CV through working with academics as part of our award-winning Student Academic Partnership scheme, and via local and national STEM (engineering educational) initiatives.
- Enter or help run our national and international competitions in robotics (Birmingham TechFest) and computer games (Global Game Jam).

## What's covered in the course?

The course comprises five key themes.

Signals and Systems explores design of the circuits, systems and components used to create, transmit, receive and process signals used for information transfer in communication systems.

The design skills and techniques you acquire in the Analogue Electronics theme support your study across a range of modules, such as those found in the Embedded Systems theme, which examines the development of programmable electronic systems, including the electronic hardware and software required to operate on a real-time basis.

The Digital theme looks at the structured design and implementation of complex digital electronic systems, including microprocessor architecture. The Business theme explores the non-technical elements that employers want from graduates: analysis of markets, development of marketing plans, effective teamwork, research and communication skills.

An extended written project gives you the chance to research, design, implement and report on a related study topic.

This course is also available as a four-year degree with a foundation year (UCAS code: H609), if you have 200 UCAS points, but do not have the necessary qualifications to directly enter year one of the degree. For more information, see [www.bcu.ac.uk/courses/foundation-engineering](http://www.bcu.ac.uk/courses/foundation-engineering)

## What are the opportunities after studying?

This comprehensive, practical programme gives you the skills to move confidently towards possible roles that require the design, implementation and testing of electronic systems, embedded systems engineering, and signal acquisition and processing, in such areas as the automotive, aerospace or other manufacturing industries.

You could also opt for further study via our impressive range of taught or research postgraduate programmes.

## “ What our students say

“Electronic Engineering was a good choice for me. I have learned a lot of useful principles and also applied my theoretical knowledge to real problems. A typical example is Embedded Systems and Control. I developed skills in embedded C programming, PID control, sensors and motor drives, then programmed a real micromouse robot to run in a maze. These are excellent skills for my future.”

Haoliang Chen

## Want to find out more?

Visit [www.bcu.ac.uk/tee/ctn](http://www.bcu.ac.uk/tee/ctn) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Telecommunications and Networks (p148)

[www.bcu.ac.uk/courses/electronic-engineering](http://www.bcu.ac.uk/courses/electronic-engineering)

## Course information

**UCAS course code:** H610

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre,  
Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, including mathematics. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

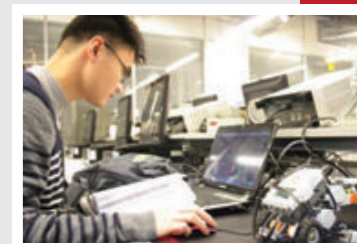
## Additional costs

There are no additional compulsory costs for this course. Where possible, and where benefit is clear, we will endeavour to support club activities and project expenditure.

## Fees 2013/14

**UK/EU**  
Full-time  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BSc (Hons) Enterprise Information Systems

Developed in conjunction with industrial partners and major employers, this highly relevant new course combines a thorough technical, practical and theoretical understanding of enterprise systems with an overview of industrial practices, and can lead to industry-recognised SAP certification.

## Why choose this course?

- The course delivers the knowledge and skills to analyse, design and develop enterprise systems solutions within a commercial organisation.
- Explore a wide range of businesses processes, including process management, modelling and re-engineering for various sectors and across an organisation's functional areas
- It directly meets the requirements of industrial employers such as Aurum Holdings, Cognizant, Atos, SAP, BAE, BP, Rolls-Royce, Capgemini, Edenhouse, HCL Axon, Ciber and Accenture, who employ skilled graduates.
- The course is supported by SAP University Alliances, and offers additional SAP certification in Enterprise Resource Planning, Business By Design, Integration of Business Processes and Mobile.
- Question, and learn from, the sharp academic minds of lecturers who are able to share first-hand experiences of the industry.
- As part of the applied project team, you will have the opportunity to work on real industrial projects.

## What's covered in the course?

The course covers a wide range of topics across four principal themes: Enterprise Information Systems; Enterprise Technology; Human Innovation and Management; as well as Applied Projects from business process re-engineering, system architecture and development, through to human innovation, project management, applied research and development, social technologies, visualisation and business intelligence systems.

Course modules focus on key areas such as business operations systems; software design, construction and development; web and mobile technologies; and the management of engineering and technology innovation.

We fully support you in finding a work placement that can give you invaluable experience and possible industry contacts.

Throughout, you benefit from the insight of company visits, the input of guest lecturers from industry, and the inspiration of our well established and strong tutorial team in enterprise resource planning, management, manufacturing, logistics and systems.

## What are the opportunities after studying?

The course reflects the pressing needs of commerce, industry and public sector organisations that look for professionally qualified graduates, in particular with SAP certification. You emerge as a highly competent and credible candidate for employment, with a combination of technical and 'soft' transferrable skills.

Alternatively, you could consider further study through our excellent choice of postgraduate courses.

## “ What our industry partners say

“The sandwich placement role, which is for an internal IT support position, is one we plan to fill each year. Those that excel during their time with us will get the opportunity to re-join as a permanent employee post graduation. We're looking forward to seeing how we can match our requirements to the talent coming through Birmingham City University.”

**Paul McCudden, Director, Edenhouse Ltd.**

## Want to find out more?

Visit [www.bcu.ac.uk/tee/edms](http://www.bcu.ac.uk/tee/edms) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Business Information Technology (p130)
- BA (Hons) Business and Management (p112)

## Course information

<b>UCAS course code:</b>	N212
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, including mathematics. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

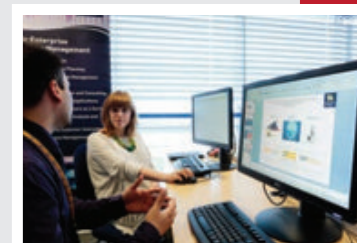
## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BEng (Hons) Mechanical Engineering

With accreditation from two professional bodies, this course offers an excellent foundation of mechanical engineering skills and knowledge, emphasising specific themes in energy, the environment and design. It provides the crucial transferable and marketable skills that help show employers your full professional worth.

## Why choose this course?

- We are accredited by the Institution of Mechanical Engineers and the Institution of Engineering and Technology.
- Reflecting industry needs and operations, you work with outstanding facilities for engine testing, rapid prototyping, engine emissions testing, thermodynamics and more.
- Our Placement Office fully supports you in securing work experience that gives you insight, contacts and lessons from life.
- We are a member of the global SAP University Alliance Programme, providing universities with resources to teach how technology can enable integrated business processes.
- We are the first UK-based academy for PTC Inc – a major business software solutions provider to the US Government and international business – meaning you have access to industry-standard tools such as ProE.

## What's covered in the course?

Your curriculum fully supports the programme aims of UK-SPEC (UK Standard for Professional Engineering Competence).

You explore design management and assurance, taking into consideration design for usability, manufacturability and recycling. You undertake a detailed study of power transmission and generation systems, before considering environmental impact, its management and associated legislation.

You investigate stress analysis, finite element analysis and materials, together with the principles of the mechanics of solids. Module themes cover areas such as Mathematical Analysis, Applied Mechanics, Engineering Design and Practice, Applied Thermodynamics, Environmental Studies and Thermofluid Analysis, and Power and Energy Systems.

An industrial placement gives you the chance to put what you learn into real-life practice and gain the experience that every employer values.

This course is also available as a four-year degree with a foundation year [UCAS code: H308], if you have 200 UCAS points, but do not have the necessary qualifications to directly enter year one of the degree. For more information, see [www.bcu.ac.uk/courses/foundation-engineering](http://www.bcu.ac.uk/courses/foundation-engineering)

[www.bcu.ac.uk/courses/mechanical-engineering](http://www.bcu.ac.uk/courses/mechanical-engineering)

## What are the opportunities after studying?

Typical roles ahead of you might be in performance and development engineering, design engineering, postgraduate research, or maybe even outside the engineering-based industries where highly numerate graduates capable of in-depth analysis are required.

You could also gain further knowledge and skills by progressing to one of our outstanding taught or research postgraduate courses.

## “What our students say

“I enjoyed the modules and the lectures because of the quality and commitment of the tutors. The practical nature of the course prepares students well for their future careers.”

**Kenneth Oguegbu**

## Want to find out more?

Visit [www.bcu.ac.uk/tee/edms](http://www.bcu.ac.uk/tee/edms) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BEng (Hons) Automotive Engineering (p158)
- BEng (Hons) Electronic Engineering (p160)
- BSc (Hons) Motorsports Technology (p166)

## Course information

**UCAS course code:** H300 (full-time)  
Part-time: apply direct to the University

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years  
Part-time: up to five years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, including AS mathematics at C or above. Plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

All essential technical equipment and hardware and software are provided.

## Fees 2013/14

**UK/EU**  
Full-time  
**£8,200** per year  
(no fee for sandwich year)  
Part-time  
**£1,025** per 15-credit module

**International**  
**£11,300** per year



# BSc (Hons) Motorsports Technology

Emphasising the practical application of technical and teamwork skills, this course gives you the chance to design, build and competitively race the IMechE Formula Student car at the world-famous Silverstone circuit. It is accredited by the Institute of Engineering and Technology (IET), and benefits from strong links with Arden Motorsport International (GP2 and GP3 race cars).

## Why choose this course?

- The only dedicated undergraduate Motorsports Technology course in the Birmingham region, it blends technical skills with creativity, problem solving and logical reasoning ability.
- You design and build the IMechE Formula Student car and compete against 150 international universities over four days at Silverstone.
- The course is fully IET accredited, and we are a member of the Motorsport Industry Association (MIA) – your studies have full relevance to professional practice.
- Work with the tools industry uses, such as CATIA, CNC, three-dimensional scanning and rapid prototype equipment, engine test labs and reverse engineering.
- Strong links with the motorsport industry provide the chance to work on the Driftworks-supported 320BHP University Drift car, and Walker Adams 200BHP 4X4 Off Road Kart.
- Benefit from the input of University graduates in the motorsports industry and Arden International Motorsports Team, plus visiting guests from motorsport and our weekly visiting tutor.
- Take part in visits to the motorsport industry.

## What's covered in the course?

The curriculum covers a wide range of subjects which develop your technical ability, allow you to pursue your specific interests, and show you how best to approach your career development.

You use industry-standard design software and techniques in the design of systems and sub-assemblies and, ultimately, whole race cars. You look in depth at the technical and mathematical requirements of engineered systems, such as suspension, chassis, design, powertrain, Finite Element Analysis and Computational Fluid Dynamics.

You apply the tools and technologies taught in the Design and Engineering themes to the production of physical parts for actual vehicles. In each year, you will bring together all the course elements into a series of practical, hands-on projects in which you produce parts of a whole race car for competition.

Importantly, you also cover business processes and management techniques which allow you to align your technical and creative skills with the needs of the sector and the market.

## What are the opportunities after studying?

Unsurprisingly, this course attracts competitively-minded students. Their drive is rewarded by a dynamic learning experience that produces graduates who are technically and personally equipped to make a real professional mark.

Typically, our BSc graduates gain successful employment in the motorsport, automotive and aerospace industries, while others find success in seemingly unrelated areas which demand the same creative and problem-solving capabilities.



## What our students say

“Get to race a car you built around Silverstone!”

Craig McKenzie

## Want to find out more?

Visit [www.bcu.ac.uk/tee/edms](http://www.bcu.ac.uk/tee/edms) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BEng (Hons) Automotive Engineering (p158)
- BEng (Hons) Mechanical Engineering (p164)

## Course information

UCAS course code: H334

UCAS points: 280

Duration: Full-time: three years  
Full-time (sandwich): four years

Campus: City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional costs except the purchase of books or e-books, if you require a personal copy.

## Fees 2013/14

UK/EU  
**£8,200** per year  
(no fee for sandwich year)

International  
**£11,300** per year



# BA (Hons) English

Studying English at Birmingham City University gives you a wealth of opportunities to combine subjects to suit your interests. The openness of our BA (Hons) degree allows you to enjoy the choice of a wide range of areas from literature and language to original writing and drama; ideal if you don't want to focus on one of our named awards.

## Why choose this course?

- The only English course in the region offering such a flexible combination of subjects which can be adapted to suit your interests.
- Enjoy the inspiring tuition and support of internationally and nationally-renowned experts and writers.
- A number of staff can call on experience of teaching at world-ranking universities including Oxford, Cambridge, Vienna and Kyoto.
- The University is an important research centre in linguistics, and a recent Research Assessment Exercise found 80 per cent of the School's research to be international standard, some of it world-leading.
- You're supported by a richly-stocked library, the electronic resources of which give you access to every printed book published in the UK between 1470 and 1800.
- Moodle, our University's online learning environment, offers the perfect platform to conveniently source, collate, refine and present the richness of information at your fingertips.

## What's covered in the course?

Following the common first year, in which module guidance fairs help you make course content decisions, you start to choose the study areas best suited to your interests in language, literature, creative writing and / or drama.

Literature modules include 21st Century Poetry; Early Modern Drama; Gender, Sex and Culture; and more. Language modules consider the description, analysis and context of language in use, and practical modules in drama and creative writing are also available.

Regular contact with your fellow students and our team of expert staff encourages a cross-flow of ideas, thoughts, opinion and creative inspiration. Besides class teaching and discussion, you benefit from the intimacy of small group work and mini-lectures which allow you to both share and absorb perspectives and insight.

Assessed group work, such as presentations, helps boost your confidence as well as competence and, alongside the development of research skills, adds immeasurably to your employability.

## What are the opportunities after studying?

Our graduates typically emerge able to analyse and interpret text, accurately communicate information, work independently or collaboratively, and present material with confidence.

Graduates have found professional roles in arts administration, teaching, lecturing, law, media and marketing, management, research and writing, politics and public relations, social work and many other areas. You might also consider our MA in Writing, or MA English Linguistics, or research degrees in all areas of English.



## What our students say

"My English degree changed my life. It was the best thing I've ever done. It made me a better human being and more analytical."

**Frank Skinner, comedian,  
writer and alumnus**

## Course information

### UCAS course codes:

BA (Hons) English - Q301  
BA (Hons) English and Creative Writing - QW38  
BA (Hons) English and Drama - QW34  
BA (Hons) English and Media - QP33

Part-time: apply direct to the University

**UCAS points:** 300

**Duration:** Full-time: three years  
Part-time: six years

**Campus:** City North

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, preferably with a grade B in English or English literature. For further details, please visit the course web page.

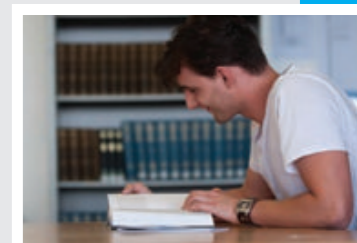
## Additional costs

You should allow approximately £100 per semester for buying books.

## Fees 2013/14

**UK/EU**  
Full-time  
**£7,500** per year  
Part-time  
**£940** per 15-credit module

**International**  
**£10,100** per year



## Also available:

### BA (Hons) English and Creative Writing

With your studies coloured by the insight and inspiration of published writers, and ideal for everyone who loves reading and writing stories, poems, scripts, novels, films and plays, this course both encourages and disciplines your imaginative processes to allow you to tell stories that have real impact and interest. Your creative thought is underpinned by a broadly-based education in English which will enable you to develop your reading, writing, critical thinking, presentation and research skills.

### BA (Hons) English and Drama

This course covers a range of periods from Ancient Greece to the present day, and balances your literary studies with practical, workshop-based experience of scripting, adaptation, performance theory, and theatre history and criticism. Your first year offers a general study of drama before you move on to consider early modern drama and contemporary theatre. Our highly qualified teachers, and close collaboration with local theatre groups and creative individuals, will help you prepare and produce a final year performance.

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## Want to find out more?

Visit [www.bcu.ac.uk/english](http://www.bcu.ac.uk/english) or contact our Course Enquiries team on 0121 331 5595.

### BA (Hons) English and Media

As well as film studies, popular culture, and narrative and genre analysis, this course allows you to choose more specialist options from either English or Media. You consider the intriguing possibilities of online communication, and explore cultural context and creative practice across a range of literary, linguistic and media texts. You develop your own creative writing ability and get the chance to apply your skills in a professional setting through a programme of placements.

## “ What our students say

“I’ve discovered, having been at the University for a year-and-a-half now, that the tutors are fantastic - they are always there to help the students, and they are enthusiastic about the modules they teach, which is always something that gives your own enthusiasm a boost.”

**Danielle Cotton**



# BA (Hons) English Literature

Brought to life by the passion and experience of its lecturers, this course looks at all the major genres of English Literature, from children's writing to science fiction, including elements of drama, film, poetry and language analysis. You also gain the personal transferable skills highly valued by every employer.

## Why choose this course?

- Including an opportunity for overseas study through the Erasmus programme, the course takes every opportunity to provide inspiration from the world around you.
- You not only have the advantage of our Moodle online learning environment, but also WebCorp language analysis technology, and eMargin for text annotation.
- You can compile a personal anthology of poetry and images via a '21st Century Poetry' module, described by one external examiner as 'exceptionally innovative and exciting'.
- Some of our research, which helps nourish your course content, was rated by a recent Research Assessment Exercise as world-leading.

## What's covered in the course?

Following a common first semester with other English courses, you select module options to cover the areas of study that most appeal to you. Your selections from Literature modules eventually carry greater weight, accounting for all of your final year study.

You explore the writing characterising different periods, such as the Victorian era, the 'Romantic Century', the years following World War II and the post-colonial era, including English language works from Africa, India and the Caribbean.

On your way to developing either a broad overview of English literature or concentrating on an area that especially interests you, your module choices may include titles such as Black British Writing, 21st Century Poetry, Shakespeare Studies, and Genre and Gender.

In addition to completing an independent study project, you develop your close reading ability, written and spoken presentation skills, and capacity for original thought throughout the course, all highly-regarded skills sought by employers.

## What are the opportunities after studying?

Our graduates typically emerge with the ability to analyse and interpret text, communicate information effectively, and work as a team player or follow their own initiative.

These skills open doors to roles in areas such as arts administration, teaching, lecturing, law, media and marketing, management, research and writing, politics and public relations, social work and social administration. You might consider our Master's degrees in Writing or English Linguistics, or our research degrees in all areas of English.



## What our students say

"The members of staff are down to earth and extremely helpful, often extending their 'open door' hours to accommodate the needs of students. The student representatives work closely with the year tutors and Head of Department to ensure the students needs come first. There is an active community of students burning with determination which is highly infectious."

Daniel Wilkes

## Course information

### UCAS course codes:

BA (Hons) English Literature - Q320  
 BA (Hons) English Literature and English Language Studies - Q391  
 BA (Hons) English Literature with English Language Studies - Q390  
 BA (Hons) English Language with English Literature - Q300  
 Part-time: apply direct to the University

**UCAS points:** 300

**Duration:** Full-time: three years  
 Part-time: six years

**Campus:** City North

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, preferably with a grade B in English or English literature. For further details, please visit the course web page.

## Additional costs

You should allow approximately £100 per semester for buying books.

## Fees 2013/14

**UK/EU**  
 Full-time  
**£7,500** per year  
 Part-time  
**£940** per 15-credit module

**International**  
**£10,100** per year



## Also available:

### BA (Hons) English Literature and English Language Studies

Follow your own preferred areas of study in English literature, while benefiting from our considerable strength in English language. Literature modules include the 'Romantic Century', Early Modern Drama, and the periods 1660-1830, and 1800 to the present day. In your final year, the literature element of the course is covered by your own choice of study areas. You also progress to an advanced study of grammar and vocabulary, through modules such as Child Language Development, Language and Social Identity, Language and Cognition, and Corpus Linguistics

### BA (Hons) English Literature with English Language Studies

This course allows you to major in English literature, alongside supporting study of the language structure underlying creative literary flourish. Your literature studies explore periods such as the Victorian era, the years following World War II and the Postcolonial era (including English-language works from Africa, India and the Caribbean), and you will be able to choose from titles such as Religion and Literature; Shakespeare Studies; Science Fiction; Joyce and Beckett and many more. Language modules cover issues such as language description and analysis, literary linguistics and narrative analysis.

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## Want to find out more?

Visit [www.bcu.ac.uk/english](http://www.bcu.ac.uk/english) or contact our Course Enquiries team on 0121 331 5595.

### BA (Hons) English Language with English Literature

Centring on the foundations, mechanics and possibilities of language, this course also allows you to indulge a passion for works of different periods. Core English language modules give you a sound appreciation of the analysis and development of language, as well as its importance in the context of written and spoken communications. You enjoy a selection of literature modules that span hundreds of years, from plays and poetry to science fiction and the fantastic, grotesque and gothic.

## “ What our students say

“I love having such a broad range of subjects to choose from, ensuring that there is something for everyone. There's also plenty of resources available, both on paper and online and the tutors are always enthusiastic and willing to give advice. Last but not least, I have met lots of great new people. Everyone on the course is friendly and gets on well and it's nice to be around people who share the same interest in literature as you do.”

Leanne Hayes





# BA (Hons) Fashion Design

Reflecting contemporary practice in the fashion industry, the course helps you to acquire a thoroughly professional, enquiring attitude. It gives you the space, skills and encouragement to develop your individuality and creative confidence in this demanding field.

## Why choose this course?

- Choose from an extensive choice of pathways: Fashion Design; Fashion Design with Garment Technology; Fashion Design with Design for Performance; Fashion Design with Fashion Communication; Fashion Design with Fashion Accessories; and Fashion Design with Fashion Management.
- Excellent links with regional and international fashion brands, Burberry, Next, Paul Smith and Ted Baker give the course colour and contemporary relevance.
- Enjoy a vast archive of fashion publications dating back to the 1930s.
- Work with the Gerber pattern cutting and design system, widely used in the global fashion industry.
- You will have the chance to showcase your final-year work to industry leaders looking for new talent, at events such as Graduate Fashion Week in London.

## What's covered in the course?

The course equips you with the necessary knowledge, skills and attributes to succeed in a wide range of careers related to fashion.

In your first year, introduction to a wide range of fashion subjects helps develop a good foundation of fashion knowledge and skills in both design and technical areas.

Your second year helps build advanced fashion skills and knowledge, and strengthens your personal and professional development in relation to your own career goals, through a choice of options, business planning and a four-week work placement. Opportunities to take part in the international Erasmus exchange programme exists during this year.

Subject to approval, you will have the opportunity to follow our four-year sandwich option, which provides the opportunity for a one-year internship in industry.

In the final year you have the chance to specialise in Fashion Design, Fashion Communication, Garment Technology, Design for Performance, Fashion Accessories, or Fashion Management.

The course blends individual creativity and commercial realism, and you have the opportunity to apply your skills and knowledge of the professional design process from concept to product.

## What are the opportunities after studying?

Typically graduates go on to professional roles in fashion design, womenswear, menswear, children's wear, sportswear and other niche markets, garment technology, styling, trend forecasting, graphic design for fashion, visual merchandising, buying, PR, costume and bespoke design and making and event management.

## “ What our students say

“The tutors came to know me well over my study years. I had a fantastic support base which meant I was able to find my style and work to the best of my abilities, pushing myself in the last year of my degree.”

Thomasin Gautier-Ollerenshaw

## Have you also considered?

- BA (Hons) Fashion Retail Management (p180)
- BA (Hons) Textile Design (p188)

## Course information

### UCAS course codes:

Fashion Design - W230

Fashion Design with Design for Performance - W2W4

Fashion Design with Garment Technology - W2JK

Fashion Design with Fashion Communication - W290

Fashion Design with Fashion Accessories\*

Fashion Design with Fashion Management and Buying\*

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich)\*: four years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation (Art and Design) with merit or distinction in the final stage, or equivalent qualifications or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£10,100** per year



\*Subject to validation in 2012.

### **Fashion Design**

The Fashion Design pathway is for imaginative, motivated and committed students who wish to work within the fashion industry.

Students progressing to this pathway can specialise in either womenswear or menswear, taking a conceptual or a more commercial approach. Graduates progress to design positions and to MA programmes both in the UK and internationally. Recent graduates are now working for companies such as: Boudicca, Y3, Paul Smith; Ted Baker; Erdem, French Connection; Graeme Armour, WGSN, Nicole Farhi; Adidas; many are studying for a Master's degree at the most renowned fashion institutions globally.

### **Fashion Design with Design for Performance**

This pathway provides an opportunity for students who wish to design and make bespoke outfits for performance and special events. Character interpretation and script analysis are an integral part of the pathway, including the use of special effects make-up and prosthetics. You collaborate with external clients throughout the final year, as designing and fitting to individual figures is an essential element of bespoke work. This pathway not only lends itself to costume design for stage and screen but also to the creation of one-off gowns for a range of special occasions.

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### **Want to find out more?**

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

### **Fashion Design with Garment Technology**

This pathway aligns your creativity with technical knowledge in the pre-production process, which includes pattern cutting, fittings, grading and sizing, production planning, costing, testing and technical packs. In your final year you collaborate with industry for your final major project, working with companies such as Burberry, George, Rocket Muffin and Cro-jack. You use industry-standard Gerber pattern-cutting software, and gain an understanding of global manufacturing. Garment technologists find themselves in high demand both in the UK and overseas fashion industries.

### **Fashion Design with Fashion Communication**

Fashion has always attracted a voracious consumer audience eager to hear, read and see the latest lines, trends and innovations. This pathway lets you play a part in feeding that hunger, and is ideal if you intend to pursue a creative career in areas of trend forecasting, fashion graphics, styling for editorial and fashion promotion. Our students are avid bloggers and explore the full range of fashion communications.

### **Fashion Design with Fashion Accessories\***

This new pathway extends your fashion design skills into the areas of fashion accessories, with particular emphasis on designing fashion bags and related fashion accessories such as belts, headwear and gloves. You use a range of materials including leather and the course has excellent working relationships with local manufacturers.

### **Fashion Design with Fashion Management and Buying\***

With so much design talent, there is a real need for individuals who can manage the process, not just of design but also of product launch and fashion events. Personal styling and fashion buying careers are also areas that our graduates progress to. This pathway provides opportunities to collaborate with students on other pathways to explore routes to market and to promote their work.

\*Subject to validation in 2012.



# BA (Hons) Fashion Retail Management

The course offers a highly valued mix of creative fashion interests with business and management skills. With regular visits, the insight of guest speakers and the industry experience of expert staff, it combines your fashion flair with a solid knowledge of the marketplace, preparing you to play a competent and credible professional role.

## Why choose this course?

- Learn about the role of trend forecasters, buyers, merchandisers, stylists, visual merchandisers and fashion event organisers as well as store management, PR and fashion marketing.
- Develop teamwork, communication skills, commercial awareness, aesthetic sensibility and keen observational skills – all vital in this competitive area.
- Through the first hand industry experience of our staff, your learning is supported by contemporary knowledge, practice, and contacts.
- Gain from regular industry visits, listen to guest speakers, and enjoy cultural trips to London and Paris (and maybe Copenhagen and New York).
- There is a chance to study at Politecnico di Milano, Italy or Ryerson University in Toronto, Canada as part of your second year.
- The most promising third year work is showcased at the Graduate Fashion Week in London each June.

## What's covered in the course?

During the first year, you will create a photo shoot idea for a specific sector of the fashion market. You learn how to develop a range for a high street retailer. You style a bag or garment for a chosen retailer and style it in a photo shoot. You will also understand principals of marketing and focus on your professional development with a three-week work placement. You'll also develop window concepts and understanding product placement in store through the use of Photoshop.

The second year looks at trend forecasting and development. You undertake work experience of your choice for six weeks. You also plan and organise a live event and examine how brands operate on a global scale.

In the third year, you generate ideas for a new business concept, researching national and global lifestyle trends. You put together a detailed report to justify your concept, and a business plan to professionally communicate it.

In preparation for the world of work, you also develop a self-promotional package outlining your professional credentials.

## What are the opportunities after studying?

You get excellent opportunities for work experience placements and live industry briefs – industry mentoring is widely available in your final year. You emerge as a creatively-minded and practical individual who can confidently contribute to the professional global fashion industry in offline, online, value, or luxury sectors.

The course opens up careers in buying, retail management, merchandising, product development, fashion marketing, fashion event management, trends forecasting and public relations.

## “What our students say

“Thanks to the course I have really great writing skills and I can create PowerPoint presentations to a business standard. I feel presentation is absolutely key to success and I wouldn't have got my job with Next without these skills.”

Lucy Beale

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Fashion Design (p176)
- BA (Hons) Textile Design (p188)

## Course information

**UCAS course code:** W2N2

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



# BA (Hons) Interior Design

Exploring how we relate to the architectural space around us, and with a focus on human need, emotional response, atmosphere, scale, colour, light, texture, acoustics and material, the course examines how interior spaces can have the power to inspire, relax, communicate or reassure the user experience.

## Why choose this course?

- The course brings together art, design, architecture, technology and contemporary culture – the elements which effect and combine to formulate interior spaces.
- You will work with experienced research active lecturers and designers, design studios and workshops supported by skilled technicians and trained academics. Our design studios and workshops are richly equipped for practical design tuition, with model-making facilities to aid your skill development, and software for the exploration of virtual forms of creative design.
- The course engages with industry including London-based design consultants, Imagination, whose portfolio includes Ford, Jaguar and BT, Global Colour Research, LG Chemicals Europe, and the Lighting Association – important industrial collaboration which has led to our student work being shortlisted for national awards.
- Work on industry-based projects with practising professional clients, and maybe enter an international design competition. Successful shortlisted competitions include the Janine Stone Young Designers of the Year and supported entries for the RSA Project Awards.
- Take the opportunity to study overseas and go on study trips, offering vivid and relevant experience of contemporary design. This could include visiting The Guggenheim in New York or submerging yourself in the creative talent at The London Design Festival.

## What's covered in the course?

The course shares common modules with BA (Hons) Product Design and BA (Hons) Interior Products Design, giving you the flexibility to explore a variety of specialised design briefs and outcomes in your first year. This helps to widen your understanding of multi-disciplinary design areas and therefore strengthen your understanding of three-dimensional design, widening your career prospects and allowing you to hone in on specific transferrable industry skills.

Through studio-based activities, seminars, tutorials, live industry projects and specialist lectures, you explore the factors which affect spatial development, such as psychology, technology and tactility.

By immersing yourself in different design techniques, you gain invaluable skills in drawing, model-making and concept modelling, both studio based and workshop centred. Computer simulation through CAD software from Photoshop, Google Sketch Up, AutoCAD and three-dimensional SMax, and experimentation using the latest digital techniques also plays an important role in your formation as an interior designer.

You get a feel for design as it applies to the world we live in, through study trips and possibly overseas study, participation in an international design competition, and collaboration with clients on large industry-based projects.

## What are the opportunities after studying?

Exposure to both the theoretical and practical side of interior design means you can confidently present your credentials to potential employers as a designer in interior or architectural practices, exhibition and events design, set designer for theatre or film, or design journalism. Alternatively you could choose to continue your study in higher education by enrolling on our postgraduate programme in Design Management, Interior Design, or Design and Visualisation.

Once you have had the opportunity to experience the world of industry we welcome back graduates to contribute to our programme within our lecture series or as a visiting tutor.

## “ What our students say

“From the course directors to the visiting tutors, all the staff are supportive and encourage you to push and explore new boundaries in expressing yourself in a more dynamic and professional manner.”

Jake Griffiths

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Product Design (p186)
- BA (Hons) Interior Products Design (p184)

## Course information

**UCAS course code:** W250

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



# BA (Hons) Interior Products Design

By giving you ample scope to experiment and practically apply your skills, this course awakens and develops your creativity in designing the objects which influence our view of, and interaction with, interior spaces.

## Why choose this course?

- The course offers a balanced theoretical and practical investigation of areas such as lighting, architectural fittings, furniture, ceramic-ware, architectural glass and more.
- The chance for overseas study and regular study trips give you relevant experience of design at work in different settings.
- Outstanding design facilities include Computer-Aided Design using recognised programmes such as Photoshop, AutoCAD and Solid Works. You will also get the opportunity to work on prototype development workshops for rapid prototyping and digitally driven processes with specialised guidance from our skilled technicians and trained academic staff.
- The course looks not only at the design process, but also addresses commercial realities; you get the chance to engage with business through live project opportunities with companies such as Hartman and Fairfield Displays.
- Blend the specialisms of your chosen pathway with modules from other design routes to establish yourself as a creative all-rounder and a credible design professional.
- Our distinguished staff are well-established art and design professionals who provide a remarkable range of expertise and industry insight.

## What's covered in the course?

The course shares common modules with BA (Hons) Product Design and BA (Hons) Interior Design, giving you the flexibility to explore a variety of specialised design briefs and outcomes in your first year. This helps to widen your understanding of multi-disciplinary design areas and therefore strengthen your understanding of three-dimensional design, widening your career prospects and allowing you to hone in on specific transferrable industry skills.

Throughout, you not only develop your specialist subject knowledge, but also gain transferable, intellectual and personal skills which give you a distinct advantage when making your way through the professional ranks.

You cover all the key aspects of the design process and, by taking on 'live' projects, you explore how business operates in a commercial, cultural and technological context.

Facilities supporting your studies reflect the resources regularly used in the working world – your eventual ease with Computer-Aided Design and prototype development will mark you out as a valuable addition to any product design team.

## What are the opportunities after studying?

The course's depth and flexibility gives you the skills and confidence to approach either a role in manufacturing, maybe as part of a project team within a design consultancy, or perhaps a career of freelance design.

You could also consider a related field of design education, design journalism, design research or the management of design issues related to sustainability.

Alternatively you could choose to continue your study by enrolling on our postgraduate programme in Design Management, Product Design or Design and Visualisation.

We welcome back graduates who have experienced the world of industry as contributors to our programme, either within our lecture series or as visiting tutors.



## What our students say

"Not only did I have lots of fun with the like-minded friends I made, I also spent that time developing my skills as a designer to the level needed to find work in the industry."

Richard Underhill

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Interior Design (p182)
- BA (Hons) Product Design (p186)

## Course information

**UCAS course code:** W241

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**

**£8,200** per year

**International**

**£10,100** per year



# BA (Hons) Product Design

Developing your studio and workshop-based skills, and introducing new manufacturing processes and two-dimensional / three-dimensional visualisation techniques, the course explores how objects and artefacts of all kinds help shape our world, and how social and cultural factors influence design decisions.

## Why choose this course?

- Our links with associated subject areas such as Interior Products Design and Interior Design give you a more rounded appreciation of the design process while widening your career prospects.
- Practical, industry-related projects allow you to see the business relevance of good design.
- Take part in study trips which could include visiting the Guggenheim in New York or submerge yourself in the creative talent amidst The London Design Festival. You could also get the chance to widen your experience by studying overseas.
- Excellent industry links with companies such as Global Colour Research, LG Chemicals Europe and the Lighting Association bring contemporary relevance and professional contacts to your studies.
- Outstanding design facilities include Computer-Aided Design using recognised programmes such as Photoshop, AutoCAD and Solid Works. You will also get the opportunity to work on prototype development workshops for rapid prototyping and digitally driven processes with specialised guidance from our skilled technicians and trained academic staff.
- Our distinguished staff are well-established art and design professionals who provide a remarkable range of expertise and industry insight.

## What's covered in the course?

The course shares common modules with BA (Hons) Interior Products Design and BA (Hons) Interior Design, giving you the flexibility to explore a variety of specialised design briefs and outcomes in your first year. This helps to widen your understanding of multi-disciplinary design areas and therefore strengthen your understanding of three-dimensional design, widening your career prospects and allowing you to hone in on specific transferrable industry skills.

To give you a real-world appreciation of business issues, your learning is project based. You'll develop and sharpen your critical and analytical skills, and gain an awareness of business activities from commercial, cultural and technological perspectives.

Your projects will also show you how to work collaboratively as part of a team, taking other viewpoints into account, and reaching solutions which you can then communicate effectively, with confidence and authority.

Exchange programmes give you the chance to study overseas, and live projects with industry clients such as Marks & Spencer, Philips and John Lewis let you put your skills to work.

[www.bcu.ac.uk/courses/product-design](http://www.bcu.ac.uk/courses/product-design)

## What are the opportunities after studying?

By exploring several fascinating design areas, you widen your professional experience, contacts and prospects.

Typically, graduates pursue a variety of careers within the manufacturing industry or in consultancy, as design practitioners, design managers or freelance designer-makers. Others have moved into related fields, such as marketing or design research.

Alternatively you could choose to continue your study in higher education by enrolling on our postgraduate programme in Design Management, Product Design or Design and Visualisation. We welcome back graduates who have experienced the world of industry as contributors to our programme, either within our lecture series or as visiting tutors.

## “ What our students say

“Studying Product Design introduced me to people and resources which I needed to develop my skills and career. The level of tutors' knowledge combined with the time, space and equipment available has allowed me to feel confident in securing an active role within the design industry.”

Jake Gosling

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Interior Design (p182)
- BA (Hons) Interior Products Design (p184)

## Course information

**UCAS course code:** W243

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access printing and materials at minimal costs through our workshops and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

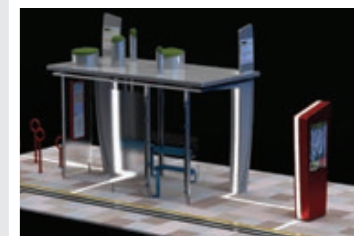
## Fees 2013/14

**UK/EU**

**£8,200** per year

**International**

**£10,100** per year



# BA (Hons) Textile Design

Offering real flexibility of study choice and opening up a wide range of career paths, this course colourfully combines traditional and new technological craft skills. With the support and expertise of practising staff designers, you develop both your creativity and professional competence.

## Why choose this course?

- Adapt your studies to your interests with one of our exit pathways – constructed textiles, embroidery, printed textiles and surface design or textile retail management.
- All staff are practising designers / visual artists, many with international experience.
- Widen your professional and personal outlook through an optional international study visit.
- Working collaborations with over 40 companies / designer-makers gives you the opportunity to test your skills in 'live' projects, and get useful contacts with prospective employers.
- By blending digital technology and traditional craft skills with professional awareness and entrepreneurial vision, you emerge as a confident, competent and credible designer.
- Develop your skills to a standard where you're judged by industry professionals - just like former student Frances Bleksley, winner of Tektura Innovation Award for Wallcovering 2010.

## What's covered in the course?

Guided and encouraged by an experienced teaching team engaged in current research or practice, and through workshop experiences supported by e-learning, you investigate key areas of constructed textiles, embroidery and printed textiles and surface design before following your own specialist route.

In your second year you explore trends and predictions in Fashion and Interior Design, see the realities of the working world through a live project and a professional experience module, engage with business principles and have the option of an international study visit.

Depending on your career aims, in the third year you choose to specialise in one of the following pathways: Constructed Textiles, Embroidery, Printed Textiles and Surface Design or Retail Management.

## What are the opportunities after studying?

The course offers good opportunities for work experience and live industry briefs, giving you practical, professional exposure and an awareness of the challenges and opportunities of the sector.

Typically, graduates find roles as in-house designers (constructed textiles, embroidery, printed textiles and surface design), freelance designers, designer / makers, stylists, trend predictions, buyers, visual merchandisers.

Related professions that value your skills include marketing, journalism, arts administration, and conservation.

## “ What our students say

“If I could give any advice, it would be to undertake as much work experience in a design related area as possible. Also, try and get a part-time job in companies you want to target when you graduate as it shows a great sign of commitment.”

Carla Hubbard

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Fashion Design (p176)
- BA (Hons) Fashion Retail Management (p180)

## Course information

### UCAS course codes:

Textile Design - W231

Textile Design (Constructed Textiles) - W222

Textile Design (Embroidery) - W223

Textile Design (Printed Textiles and Surface Design)\* - W232

Textile Design (Retail Management) - W2N5

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus an aptitude for the course evaluated on the basis of a portfolio and interview, or APEL where appropriate for mature or transfer students. For further details, please visit the course web page.

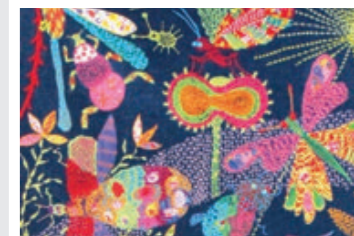
## Additional costs

You will be able to access printing and materials at minimal costs and may need to purchase your own small tools. There are additional costs for national and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



\*Subject to validation in 2012.

# BSc (Hons) Film Production and Technology

The course gives you the chance to put technical theory into practice within key areas of digital film production. Helping you find the answers to typical questions arising from a professional career in modern film production, you work with industry-standard facilities and learn from some of its rising stars.

## Why choose this course?

- Capture high quality digital images / audio, manipulate them, design title sequences, add layers of sound / music, and post-produce for broadcast or exhibition.
- Your studies balance the scientific principles that underpin practical operations, with organisational approaches to different systems and workflows.
- Learn what it takes to get noticed, with guest lecturers from a variety of industry backgrounds.
- You will have access to film and TV studios including a MILO Suite and an ORAD Virtual Studio. Other facilities include video editing workstations, Final Cut-Pro edit workstations and an Apple Final Cut-Pro Lab.
- Work placements, real-life projects and professional networking opportunities keep you close to the working world and the employment opportunities that arise.
- Your experiences help build business acumen and management awareness as you plan team projects, work to deadlines and budget, and take responsibility for your decisions.

## What's covered in the course?

Initially, you are introduced to the film and television industries. You begin to explore key design principles, such as colour, typography and photography. You investigate production terminologies, lighting fundamentals, studios and the camera, mise-en-scène, as well as audio acquisition, editing principles and film analysis.

You explore the management of a film or television project, and the creation of three-dimensional environments. You consider electronic systems, media compression, and distribution technologies. You look at audio recording, post-production techniques, and the script development process.

Your final year examines industry case studies that focus on the finance, production and distribution of existing films. You learn post-production techniques for digital media production and music sound design, and analyse advanced production management methods.

You have the option of a year-long work placement, and a Media Technology Project allows you to develop in-depth knowledge and skills in a specialist area of your choice.

## What are the opportunities after studying?

You emerge as a competent and confident candidate for employment, with an awareness of the business forces that impact on industry.

Roles available to you might include: assistant film producer / director; production manager / assistant; assistant editor / editor; assistant camera operator / camera operator; director of photography; lighting technician; unit manager; location manager; production sound mixer; screenwriter; script editor / reader; or film distributor.

## “ What our students say

“A simply fun but challenging course.”

Tim Cole

## Want to find out more?

Visit [www.bcu.ac.uk/tee/dmt](http://www.bcu.ac.uk/tee/dmt) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Film Technology and Special Effects (p192)
- BSc (Hons) Multimedia Technology (p194)
- BA (Hons) Visual Communication (Animation and Moving Image) (p288)

## Course information

**UCAS course code:** WP63

**UCAS points:** 300

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no substantial additional costs for this course, but there may be requirements to purchase blank DVDs etc for assignment submission.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year





# BSc (Hons) Film Technology and Special Effects

A combination of creative expression and technical skills, reflecting industry needs, this course focuses on film production and post-production, rather than pre-production elements. If you are interested in film production and computer graphics and are looking for a creative career in film and television production, post-production, CGI special effects, computer animation and three-dimensional modelling, this is for you.

## Why choose this course?

- Giving you industry relevant, practical skills, it offers an innovative and satisfying study of various aspects of film production and post-production.
- As well as encouragement and inspiration from your lecturers and peers, you will gain a substantial amount of practical production experience.
- You will have access to film and TV studios including a MILO Suite and an ORAD Virtual Studio. Other facilities include video editing workstations, Final Cut-Pro edit workstations and an Apple Final Cut-Pro Lab.
- The subject areas covered – including three-dimensional modelling and animation, video production, editing and post-production, CGI special effects and sound effects – help open up a wide career choice.

## What's covered in the course?

Initially, you explore key elements of the film and TV industry, along with visual design principles, image composition and content acquisition. You learn how to make the best use of film production and post-production equipment and software. You use industry-standard three-dimensional modelling software to create photo-realistic models and scenes.

Your second year looks at planning and managing a film and visual effects production. You create computer animations and start developing visual effects skills, while gaining an appreciation of lighting and optics.

During your third year, you consider film production and direction, and plan and produce visual effects scenes, making use of compositing and visual effects tools. You also explore sound effects, motion graphics sequences and DVD authoring. We encourage you to try to secure a work placement and you will also produce an in-depth research dissertation of your choice.

## What are the opportunities after studying?

Your studies could lead to a role as a three-dimensional modeller, texturer, rigger or animator; visual effects artist, technician or matchmover; compositor; VFX co-ordinator, producer, supervisor or editor.

You could also find openings as an assistant director; technical director; production manager or assistant; editor; trainee camera operator; lighting technician; unit manager or location manager; or production sound mixer or sound assistant.



## What our students say

The members of the team are so helpful and friendly, they take an interest and give you gentle pushes when you need them. I have been encouraged to take an active role in a number of projects and duties within the University and this has made me feel like part of the team, not just a student, and in turn this has given me a lot of confidence."

Nicola Payne

## Want to find out more?

Visit [www.bcu.ac.uk/tee/dmt](http://www.bcu.ac.uk/tee/dmt) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Film Production and Technology (p190)
- BA (Hons) Visual Communication (Animation and Moving Image) (p288)

## Course information

**UCAS course code:** W614

**UCAS points:** 300

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

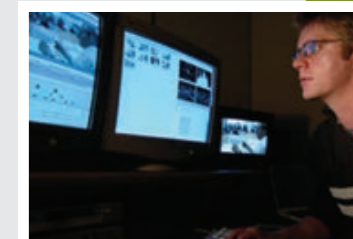
## Additional costs

You should have access to your own computer and allow approximately £350 for software. Your own digital SLR camera with video-shooting capability would be useful, but is not compulsory.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BSc (Hons) Multimedia Technology

Adding a good dose of business understanding to technical competence and creative flair, the course explores web and rich internet application development, animation, three-dimensional modelling and video production. You acquire a broad range of cross-disciplinary skills which will make you an attractive candidate for current and emerging web and multimedia technology roles.

## Why choose this course?

- Use your placement option to see the multimedia world at work, gaining new perspectives and professional contacts, and preparing for your role in a fascinating, fast-moving industry.
- Learn from the life experiences of staff practitioners and guest lecturers who add colour, credibility and relevance to your studies.
- Put theory to work in multimedia labs, using audio visual equipment and post-production facilities.
- Take advantage of creative network opportunities, multimedia events and projects which demand answers to real-life questions.
- A Skillset Media Academy, the University has been specially selected to help develop a new wave of media talent.

## What's covered in the course?

You explore design methodologies and production tools, alongside fundamental design principles, such as colour and typography. You look at the creative process, animation, and image creation and manipulation. You are introduced to design mark-up, scripting languages and associated authoring environments used in the development of interactive interfaces for Web and multimedia applications.

You consider production management techniques, finance and entrepreneurship. You gain video production, and three-dimensional modelling and animation skills. You investigate computer architectures and media compression technologies, and learn to apply scripting to multimedia artefacts for creating rich interaction.

You go on to explore how physical interfaces connect multimedia artefacts with the real world, and learn post-production techniques for digital media production. The course gives you techniques and tools for the systematic development of Web applications. You have the option of a year-long placement, and get the chance to produce an extended research dissertation.

## What are the opportunities after studying?

You gain the technical and creative ability, and the business know-how, to consider both employed and self-directed freelance roles.

You could work towards a role as a website designer or developer, web analyst, usability specialist, interactive developer, account manager, or multimedia developer. Alternatively, you could further hone your skills on one of our excellent postgraduate programmes.

## “ What our students say

“The main thing that attracted me to the course was that it covered a wide range of disciplines (which) allowed me to expand my skillset. The course also had a business module which gave a good overview of the media industry.”

Irfan Vasin

## Want to find out more?

Visit [www.bcu.ac.uk/tee/dmt](http://www.bcu.ac.uk/tee/dmt) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Film Technology and Special Effects (p192)

## Course information

**UCAS course code:** P310

**UCAS points:** 280

**Duration:** Full-time: three years  
Full-time (sandwich): four years

**Campus:** City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

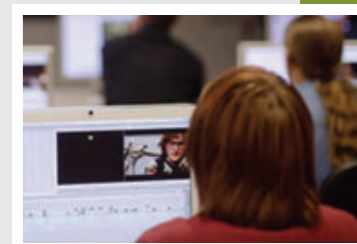
## Additional costs

There are no additional substantial compulsory costs for this course.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BSc (Hons) Music Technology

Bringing together the technical dexterity of the School of Digital Media Technology, and the virtuosity of Birmingham Conservatoire, the course skilfully trains you in the use of technology to create and distribute music. You emerge with a valuable blend of creative ability and practical skills in music production, alongside solid business awareness.

## Why choose this course?

- Close collaboration with professional organisations and individuals lends a sharpness and relevance to your studies, and opens the way for rewarding industrial placements and real-life projects.
- Gain the transferable skills crucial to a successful career in the music and associated industries, with an understanding of related legal and ethical issues.
- Enhance your development in a wide range of skills via interactions with industry professionals through masterclasses and guest lectures.
- Use the technological resources tested and trusted by industry, and enjoy the input of, and access to, accomplished classical, folk, jazz, rock and electronic music performers.
- The University's pioneering spirit has led to recognition as a Skillset Media Academy, chosen to help develop the UK's future media talent.
- Birmingham is rated as one of Europe's leading Conservatoires, with a team of tutors consisting entirely of professional musicians.

## What's covered in the course?

The scope and content of the course gives you varying and complementary perspectives on the music production industry. You develop the project management skills for music and audio industries, as well as an entrepreneurial mindset. You explore audio and control systems for live music performance.

You investigate signals, sound and synthesis, before moving on to data transfer networks in an audio context. You consider digital circuitry, filters and signal generating circuits. You learn about the operation of audio equipment, and investigate instrument, studio and auditorium acoustics.

The course covers recording and microphone techniques, and explores different music styles, focusing on the changing relationships of performers, composers and listeners. You can also taste the real world of music technology, and have the opportunity to put theory into practice, during a work placement year.

## What are the opportunities after studying?

With a blend of technical skills, creative flair and business knowledge, you offer an attractive package to employers.

Recent graduates have successfully opened up careers in different creative sectors. In the recording industry, they have found roles in production, sound engineering, mixing and programming. Our graduates have also gone on to work for record companies in areas such as marketing, A&R and copyright protection. They are now working as acousticians, in live sound, audio product development, broadcasting, location recording and dubbing, sound design, soundtrack creation, special effects, music distribution and promotion, education and journalism.

## “ What our students say

“I met brilliant artists and some real academic geniuses. I made close friends and valuable contacts for life.”

Joe Harbinson

## Want to find out more?

Visit [www.bcu.ac.uk/tee/dmt](http://www.bcu.ac.uk/tee/dmt) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Sound Engineering and Production (p198)
- BMus (Hons), first study Music Technology (p254)
- BMus (Hons), first study Composition (p254)

## Course information

<b>UCAS course code:</b>	W350
<b>UCAS points:</b>	300
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years
<b>Campus:</b>	City Centre, Millennium Point and Birmingham Conservatoire

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

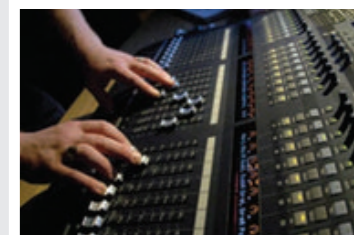
## Additional costs

These might include portable external hard drive(s); high-quality reference headphones; optical media and CD pens; scientific calculator. Though not compulsory, a personal Macintosh-based laptop is a useful addition for most students.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BSc (Hons) Sound Engineering and Production

Offering you skills and knowledge to meet exacting audio industry standards, this dynamic course looks at modern popular and electronic music alongside principles of acoustics and live sound engineering, as well as equipping you with crucial business awareness in the field of multimedia. You emerge with skills valued by employers and impressive professional credentials.

## Why choose this course?

- The course offers a unique combination of key themes: industry and visual media; production and synthesis; digital audio; acoustics and audio electronics; and live and recorded sound.
- Learn with sophisticated audio technology, including eight recording and mixing studios, sharing five live spaces with different acoustic characteristics.
- Our links with professional partners help maintain the precision and relevance of the course content, and give you the chance to establish contacts with industry players.
- Take the opportunity of a year-long placement and see your studies applied to real situations and real deadlines.
- Enjoy the encouragement and expertise of a staff team with first-hand experience of the demands and opportunities of the industry ahead of you.
- As a Skillset Media Academy, the University is an important member of a select UK network of media training providers.

## What's covered in the course?

The course offers you a solid introduction to the music industry, including technical, legal, organisational and ethical perspectives. You explore important techniques in sequencing, synthesis and the use and creation of audio effects. Alongside your study of digital audio and digital signal processing, you research and produce a report on a study topic of your choice.

In the second year, you investigate audio electronics and get to apply your knowledge in the study of audio system design. You are also introduced to the studio and a range of recording and mixing techniques.

You gain an understanding of acoustic principles relating to musical instrument design and acoustic spaces. You get the chance to work in the live sound industry, where you acquire vital technical knowledge and practical skills. The audio for visual media element allows you to employ the various production techniques learned throughout the degree across a range of related industries.

## What are the opportunities after studying?

Highly respected throughout the industry, the course gives you the chance to consider roles in a variety of sectors, including film and visual media industries; broadcasting; audio product manufacturing; audio journalism; interactive music; digital signal processing; and education.

Among the many positions you could work towards are: assistant studio engineer, Digital Signal Processing (DSP) engineer, music technician (in colleges, schools, HE), studio electrician, broadcast systems engineer, audio dubbing engineer, live sound engineer, dubbing editor (TV), performing arts technician, or acoustician.



## What our students say

“It was an inspiring experience to me... the placement definitely influences your on-going ambitions and helps them develop.”

**Christopher Savva**

## Want to find out more?

Visit [www.bcu.ac.uk/tee/dmt](http://www.bcu.ac.uk/tee/dmt) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Music Technology (p196)

## Course information

<b>UCAS course code:</b>	J930
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Full-time (sandwich): four years
<b>Campus:</b>	City Centre, Millennium Point

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus GCSEs including mathematics and English at grade C or above (or equivalent). For further details, please visit the course web page.

## Additional costs

There are no additional compulsory costs for this course.

## Fees 2013/14

**UK/EU**  
**£8,200** per year  
(no fee for sandwich year)

**International**  
**£11,300** per year



# BSc (Hons) Diagnostic Radiography

Accredited by the College of Radiographers and delivered at the Midlands only centre for radiography training, the course equips you with both advanced technical skills and a crucial awareness of the human needs of your patient. You emerge as a highly proficient provider of professional care.

## Why choose this course?

- Accredited by the College of Radiographers, offering eligibility to apply for registration with the Health Professions Council (HPC)\* and professional membership of the Society of Radiographers.
- Up to half your course time is spent on placement, giving you perfect preparation for the distinct challenges of clinical practice.
- A purpose-built and outstandingly equipped Radiography Skills Suite allows you to improve your skills through simulation in a safe and protected environment.
- The Quality Assurance Agency has commended us for our close, collaborative links with hospital imaging departments, which help give real-life relevance to the course.
- Your course fees are paid by the NHS and you are eligible to apply for a bursary.
- You have the option of both full and part-time study, allowing you to build your course around your weekly commitments.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

## What's covered in the course?

Providing excellent training for a rewarding career in the diagnosis of disease, using x-rays, ultrasound or magnetic fields, the course skilfully develops your knowledge of anatomy, physiology, diagnostic techniques and technology.

It also focuses on the psychosocial issues surrounding patient care, giving you the crucial blend of skills needed to make a mark in this field.

Facilities for practice include the Ultrasim Ultrasound machine; picture archiving and communication systems suite; and Xograph x-ray imaging suite.

You spend half the course undertaking clinical placement, which is structured to allow you to fully experience the realities of the profession. We support you in securing a placement at one of 21 clinical sites across the Midlands, and your personal tutor will visit you regularly during your time there.

Upon successful completion, you not only graduate with a BSc (Hons) in Diagnostic Radiography, but you also gain eligibility to apply for registration with the Health Professions Council\* and professional membership of the Society of Radiographers.

## What are the opportunities after studying?

Registration with the HPC\* means you can practice both in the UK and overseas, and the course has resulted in many graduates successfully applying for NHS posts.

Post-registration professional development courses are available within the Faculty of Health, and you could go on to enhance your technical proficiency through a specialisation in imaging modalities such as Computed Tomography (CT), Magnetic Resonance Imaging (MRI) or Ultrasound.

You could even explore related options in teaching, management and research.

## “ What our students say

“If we weren't radiographers we would be detectives, our job is to find out what is going on... I was x-raying patients from the first hour of my first day.”

Adam Robinson

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Radiotherapy (p210)
- Dip HE Operating Department Practice (p206)

## Course information

<b>UCAS course code:</b>	B821 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Part-time: up to six years
<b>Campus:</b>	City South

## Essential entry requirements

At least 280 UCAS points plus at least five GCSEs at grade C or above, including English language, mathematics or one from biology, chemistry physics or double science (GCSE equivalents are not accepted eg Key Skills Level 2, Adult Numeracy, Adult Literacy).

Also, a visit to a clinical department is mandatory. Clinical visit evidence forms are required as part of this process. For further details, please visit the courses web page.

## Additional costs

Membership of the Society of Radiographers is paid for in your first year, but costs £35 in subsequent years; and is essential if you wish to take an elective placement in the third year away from our training sites. Allow up to £60 to cover hard wearing work shoes and fob watch where required and a further £100 for essential texts which will be identified for you pre-induction.

## UK/EU Funding

Department of Health funded. Not available to international students.



# FdSc Health and Social Care

Designed for those employed in a health or social care setting, and providing the work-based skills to take your career to the next level, this course gives you real flexibility of subject choice, letting you effectively develop your own area of interest. It offers entry to the final stages of a full Honours degree from our Faculty of Health.

## Why choose this course?

- Move your career forward in any area from: Acute Care; Children; Diagnostic Radiography; End-of-life Care; Long-term Conditions; Mammography; Mental Health; or Radiotherapy.
- This course is delivered via work-based learning, supported by one day of University study each week.
- You receive a high level of support from your personal tutors, particularly within the first six months, including visits to your workplace.
- The Faculty's belief in working collaboratively, and for mutual benefit, with employers and Trust colleagues means your studies accurately reflect the hands-on operations of contemporary practice.
- The Faculty of Health is the University's largest Faculty, and is based in the £30 million award-winning Seacole Building, with mock hospital wards, mock Operating Theatre, Home Environment room and laboratory.

## What's covered in the course?

Delivered via work-based learning, the course carefully supports and guides you in achieving the necessary academic requirements and clinically orientated competencies. Personal tutors, based in the University and within the workplace, are always on hand to offer advice and encouragement.

You acquire the skills required to progress academically and to complete a portfolio providing evidence of your development. You explore the scope of professional practice and best practice in the areas of risk management, health and safety, infection control, confidentiality, consent, and many more.

The course offers an introduction to anatomy and physiology, and examines social, psychological and cultural influences relevant to your area of work. Among a wide range of themes, it covers professional issues relating to the boundaries of practice, patient and client assessment, the nature of the responsibility and accountability and to provide a thorough understanding of standard operating procedures and relevant national service frameworks.

You can also choose from two 'shell' modules which enable you to undertake self-directed study in an area relevant to your role, practice and service users.

## What are the opportunities after studying?

The course helps you develop relevant contemporary skills, and with the support of your employer enables you to become competent as an Assistant Practitioner (or equivalent) in an area of Adult Services; Children's Services; Community; Mental Health; Mammography; Radiotherapy; Rehabilitation; or End-of-life care.

It allows you to move towards a BSc Honours course, and to programmes that lead to registration as a health care professional.

## “ What our students say

“The health and social care course is perfect for me; I'd much rather have the practical learning rather than sitting in a lecture theatre. This way I can see what I'm doing practically and back it up with the theory after.”

**Thomas Netherwood; Radiotherapy pathway**

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Pathways available

Acute Care	Long Term Conditions
Children	Mammography
Diagnostic Radiography	Mental Health
End of Life Care	Radiotherapy

## Course information

**Course code:** C0H87  
Apply direct to the University

**Duration:** Full-time: two years

**Campus:** City South

## Essential entry requirements

You should be employed in a Health or Social Care support worker role (or equivalent) and have the full support of your line manager.

You should also be working towards or hold NVQ Level 3 or equivalent. For further details, please visit the course web page.

## Funding

If you are a self-funding student you are strongly advised to seek advice from our Student Services team who can advise on how to meet your course fees. Contact an advisor on 0121 331 5588.

## Fees 2013/14

**UK/EU**  
**£6,000** per year



# BSc (Hons) Health and Wellbeing (Individuals and Communities/ Nutrition Science)

You will draw on a wide range of disciplines and different perspectives while learning about effective approaches to promotion of healthier living and well-being right across the lifespan and amongst different cultures. Offering practical experience and insight relevant to your career aims, this course is available across two pathways: Nutrition Science, or Individuals and Communities.

## Why choose this course?

- Choice of two specific pathways: Nutrition Science, or Individuals and Communities means you can adapt your studies to your area of professional interest.
- Develop the skills you need to deliver effective health promotion events that target well-being issues within the local community.
- A mentored work placement module gives you lessons from life, and lets you fully appreciate the health needs of people and communities.
- Recent placements include Aston Villa Football Club, Gateway Family Services, Sure Start, and Health Exchange based in the Central Library.
- Work as part of a team to deliver a health promotion event, and get a close-up view of the challenges and opportunities within local communities.
- Staff expertise in areas as diverse as physiology, psychology, sociology and mental health means you appreciate some of the many influences on current health and well-being issues.
- The University is the region's largest provider of qualified health and social care graduates to the NHS.

## What's covered in the course?

Do you enjoy working with people and enabling them to take action for a healthier lifestyle? Learn the ways in which you can help create a flourishing society for the future, where citizens are happy, healthy, engaged, and have high levels of well-being.

All students on the programme learn about the evidence base for promotion of healthier lifestyles and consider strategies for behavioral change and the impact of social policy. Students are also encouraged to take advantage of the many types of learning opportunity in the wider community.

Following the **Individuals and Communities** pathway, you look at how the media portrays the human body and influences health, as well as the impact of housing and environment on well-being. You will also look to the future and consider global challenges to health.

You explore the physiological aspects of well-being and health within the framework of current social policy. You examine different individual and community approaches and attitudes to health across a lifespan, as well as the influences of mental health.

Students who choose **Nutrition Science** learn how to analyse diet and apply this knowledge to best tailor food intake to meet individual needs. On this pathway, you gain an awareness of global issues relating to nutrition, food policy and production and look at how nutrition plays a life-long preventative role in maintaining health – from the feeding of infants and babies to meeting the nutritional needs of older adults.

## What are the opportunities after studying?

Depending on your chosen pathway, you could work towards a role as a community, youth or regeneration worker. You could be part of a drug action team, or work in alcohol projects, community events management, counselling, or neighbourhood development, the field of workplace health is an expanding area.

Some students may choose the following career pathways within the food industry: community nutrition assistant, food and health co-ordinator, nutritionist in the food industry, or nutrition research assistant. A related degree at Master's level, in Health Promotion and Public Health, or Counselling and Psychotherapy, is also a future option.

## “ What our students say

“ I actually worked with Aston Villa Football Club... doing voluntary work with them working with future footballers.”

**Kulwinder Bal, Nutritional Science pathway**

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Social Work (p212)
- BA (Hons) Public Sociology (p282)

[www.bcu.ac.uk/courses/health-and-wellbeing](http://www.bcu.ac.uk/courses/health-and-wellbeing)

## Course information

<b>UCAS course codes:</b>	Individuals and Communities BL95 Nutrition Science BB94
<b>UCAS points:</b>	240
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City South

## Essential entry requirements

At least 240 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above including English language and mathematics. For further details, please visit the course web page.

## Additional costs

Student membership of Professional Bodies such as Nutrition Society or International Stress Management Association (ISMA) is encouraged.

[www.nutritionssociety.org/membership/students](http://www.nutritionssociety.org/membership/students)  
£20 per annum.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

**International**  
**£10,100** per year



# Dip HE Operating Department Practice

The course offers an excellent record of graduate employment, and gives you eligibility to apply for Health Professions Council (HPC)\* registration. It sets you up to play a vital role as an operating department practitioner working primarily within operating theatres as a surgical, anaesthetic or recovery practitioner, caring for patients through the operation process, and ensuring the safe preparation of instruments and equipment.

## Why choose this course?

- Strongly emphasising practical skills and experience, the course involves you spending 70 per cent of your time on clinical placement.
- Excellent relationships with NHS Trusts and other health providers mean plenty of opportunities to gain relevant and beneficial experience.
- Our teaching staff, all of whom have an appropriate clinical background and many years of teaching experience, can offer unique first-hand perspectives on current practice.
- Course offers excellent potential for career development and typically achieves a 100 per cent employment record for graduates.
- Based in the £30 million award-winning Seacole Building, outstandingly equipped with mock hospital wards, mock Operating Theatre, Plaster Room and laboratory.
- Your course fees are paid by the Department of Health.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

## What's covered in the course?

From structured lectures to personal use of our multimedia facilities, the focus for learning in the classroom is to help you to work as part of a team, and how, as an ODP, you fit into that team. However, you spend the greater part of your time learning through practice.

You gain an understanding of the role played by other professionals, and learn how to effectively manage your clinical workload. You learn how to make informed decisions, communicate effectively, and adapt to different practice settings. You also gain effective reporting and recording strategies.

Placements are primarily within operating theatres within NHS Trusts and private healthcare facilities throughout Birmingham and beyond, and there may also be opportunities for broader healthcare experiences. While on placement, you receive continuous support and encouragement from both your personal tutor and Trust placement manager.

## What are the opportunities after studying?

Registration as an ODP with the HPC opens up opportunities for you to apply your skills, clinical experience and knowledge in many healthcare settings, including anaesthesia, resuscitation, surgery, transplant situations; trauma teams; or a post-anaesthesia care unit (recovery).

You could also move towards a career in intensive care units; accident and emergency departments; helicopter emergency medical services; pre-assessment clinics; and casting rooms / orthopaedic clinics. A comprehensive portfolio of Continuing Professional Development courses is also available within the Faculty of Health.



## What our students say

"It's challenging... two years ago I never thought I would be in an operating theatre, standing there handing instruments to the surgeon, its fantastic."

Patrick Power

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- Dip HE Paramedic Science (p208)
- BSc (Hons) Nursing (p268)

## Course information

<b>UCAS course code:</b>	B990
<b>UCAS points:</b>	200
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	City South

## Essential entry requirements

At least 200 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus grade C or above in English language and mathematics. For further details, please visit the course web page.

## Additional costs

We recommend you join a Union or professional body, approximate annual fee £35.

## UK/EU Funding

Department of Health funded. Not available to international students.





# Dip HE Paramedic Science

Involving a significant amount of time spent on placement, this two-year course thoroughly prepares you to practice as a paramedic and to apply for registration with the Health Professions Council (HPC)\*, subject to their approval. You gain the skills and awareness to perform effectively as part of an inter-professional team, as well as in independent practice.

## Why choose this course?

- Benefiting from close collaboration with clinical partners, the course offers the key skills of the discipline, and the encouragement to reach out for your personal and professional goals.
- It aims to instil a capacity for life-long learning, crucial in being able to adapt to the changes of this dynamic area of professional practice.
- You spend a minimum of 750 hours of clinical practice in each year, alternating your placements with blocks of study.
- Working with paramedics brings you face-to-face with the realities of the role, giving you a unique appreciation of the professional life ahead of you.
- Innovative skills facilities include breathing / talking mannequins attached to monitors to replicate falling blood pressure and cardiac arrest, as well as equipment for procedures such as giving an injection, chest decompression, and caring for babies in an incubator.
- We have a fully equipped ambulance on site so students can experience patient care in the back of a moving vehicle.
- Successful completion gives you eligibility to apply for registration with the HPC\*.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

## What's covered in the course?

Your first year modules cover areas such as applied anatomy and physiology, paramedic assistance and introductory physiological measuring skills. You investigate the foundations of paramedic practice and intermediate life support, and undertake a general study of knowledge and skills for paramedic science.

In your second year, you explore paramedic care of the trauma patient, pre-hospital coronary care, and women and children's health. Other modules include Evidence Based Paramedic Practice, Negotiating Health and Social Care Needs, and Pharmacology for Paramedic Science.

In all, you are required to spend a minimum of 1,500 hours working in a clinical practice environment where you gain invaluable practical experience of the paramedic role.

You also develop the interpersonal and communication skills that complement your science-based knowledge, and which are crucial in putting your patient at ease and making you an effective collaborative member of your professional team.

## What are the opportunities after studying?

You emerge as a suitably qualified paramedic graduate, fit for practice and eligible to apply for registration with the HPC\*.

You will also be able to take your studies forward through our excellent portfolio of BSc (Hons) and postgraduate health-based courses.



## What our students say

"Simulations at University use Sim Man; you can feel for pulses, it talks and breaths so you can treat it as an actual patient. It gives you more confidence when doing your first patient assessments."

Shaun Kemp

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- Dip HE Operating Department Practice (p206)
- BSc (Hons) Nursing (p268)

## Course information

<b>UCAS course code:</b>	TBC
<b>UCAS points:</b>	160
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	City South

## Essential entry requirements

At least 160 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language and grade B in mathematics. For further details, please visit the course web page.

## Additional costs

Please allow up to £300 for personal protective equipment (PPE) to include: helmet, high-vis jacket, goggles, gloves, waterproof trousers and boots.

We recommend you join the College of Paramedics, approximate annual fee £35.

Please also allow personal costs to attend work placements including travel and accommodation.

## Fees 2013/14

**UK/EU**  
**£7,500** per year



# BSc (Hons) Radiotherapy

Accredited by the College of Radiographers, and providing invaluable experience of professional practice, this unique course gives hand-on training in the use of state-of-the-art cancer treatment technology, while also making you aware of the importance of patient empathy and care, alongside the psychosocial issues of cancer care.

## Why choose this course?

- On graduation, you are eligible to apply for registration with the Health Professions Council\* and professional membership of the Society of Radiographers.
- Spend as much as 50 per cent of your time learning the realities of the profession on clinical placement.
- Strong and effective links with hospital imaging departments have led to the Department receiving commendation from the Quality Assurance Agency.
- Our Virtual Environment for Radiotherapy Training and advanced computer planning facilities allow you to effectively integrate your academic theory and clinical training.
- Facilities also include the Oncentra Masterplan Radiotherapy Planning system, Ultrasim Ultrasound machine; picture archiving and communication systems suite; and Xograph x-ray imaging suite.
- This course has a successful track record of graduate employment with the NHS.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

## What's covered in the course?

The course covers the key areas of oncology and the psychosocial issues surrounding cancer care. You look at radiotherapy technology, including imaging, technique and planning, and consider the ethical and legal issues of professional practice.

You initially cover the academic theory behind these skills, then apply what you learn in skills-based simulation sessions using the Faculty's cutting-edge facilities, and on clinical placement.

You emerge as a competent and confident user of specialist technology to relieve and / or cure the symptoms for patients. You will also be comfortable in developing friendly, caring relationships with patients and supporting them during treatment.

Taking up half your course time, and giving you an intimate view of day-to-day professional life, your work experience placements take you to a range of affiliated NHS hospitals within and around the Greater Midlands region.

## What are the opportunities after studying?

Registration with the Health Professions Council (HPC)\* means you can practice both in the UK and overseas. You could choose to specialise in treatment planning, delivery or review, patient support or palliative care.

You could go into teaching, management, research or quality assurance, or even select from the Faculty of Health's excellent portfolio of post-registration courses for Continuing Professional Development.

## “ What our students say

“The University staff are really focused on getting students successfully through the course, and a lot of tutorial support is available. I found the patient interaction especially rewarding.”

Tyron Couch

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Diagnostic Radiography (p200)
- BSc (Hons) Nursing (p268)

## Course information

<b>UCAS course code:</b>	B822 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Part-time: up to six years
<b>Campus:</b>	City South

## Essential entry requirements

At least 280 UCAS points plus at least five GCSEs at grade C or above, including English language, mathematics or one from biology, chemistry, physics and double science (GCSE equivalents are not accepted eg Key Skills Level 2, Adult Numeracy, Adult Literacy). Also, a visit to a clinical department is mandatory. Clinical visit evidence forms are required as part of this process. For further details, please visit the course web page.

## Additional costs

Membership of the Society of Radiographers is paid for in your first year, but costs £35 in subsequent years; and is essential if you wish to take an elective placement in the third year away from our training sites. Allow up to £60 to cover hard wearing work shoes and fob watch where required and a further £100 for essential texts which will be identified for you pre-induction.

## UK/EU Funding

Department of Health funded. Not available to international students.



# BSc (Hons) Social Work

This course offers the opportunity to learn the required social work skills and knowledge which includes issues inherent in social work practice such as equality, diversity, social justice theoretical models and legislative and policies framework. This is done by consideration of different user groups' need and safeguarding thorough understanding of Human Growth and Development. It places you where your studies will benefit you most: amongst the people and communities you will serve.

## Why choose this course?

- As much as half your course time is spent on placement, seeing first-hand the realities of social work.
- You complete a minimum of 200 days of assessed practice work with various service user groups.
- Placements are available throughout more than 100 agencies, including Barnardos, Asylum Seekers, Age UK, Education Welfare, Family Care Trust and St Basils.
- The course covers all aspects of the subject, enabling you to aim for careers in areas such as health, education and specialist social work agencies.
- Staff members' experience of social work practice brings insight, depth and realism to your learning, and ensures the teaching reflects the current climate in social work practice.
- Funding may be available for students commencing study in September 2012, subject to confirmation by the General Social Care Council (GSCC)\* and Health Care Professions Council (HCPC)\*.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

† The General Social Care Council will soon become part of the newly formed Health and Care Professions Council (HCPC).

## What's covered in the course?

You put theories into practice to work effectively and sympathetically with vulnerable groups, enabling them to gain maximum possible independence while safeguarding them from harm and danger. You gain the ability and confidence to contribute to policy-making in social work agencies.

You learn how to develop and maintain the confidence of service users, as well as how to protect their rights, effectively promote their interests, and ensure equality. Throughout, the course stresses the importance of being accountable for the quality of your work and taking responsibility for maintaining your knowledge, skills and values.

You will gain practice experience in a variety of setting, over the duration of the programme working with vulnerable groups and individuals with differing needs. For example this may involve working in a day-care setting for groups who require a few hours of attention daily, or in a fieldwork setting carrying out assessments, developing care plans, and delivering appropriate services.

## What are the opportunities after studying?

Successful completion enables you to register with the GSCC<sup>†</sup> to practice as a professional social worker. The course's emphasis on work placement means it has the respect of employers. The experiences you gain in a range of settings vastly improves your employment prospects.

Throughout the three years of the Social Work Programme students will be prepared through specific tailored Professional Skills Development Sessions as well as preparation for Employability Workshops in the final year.

As we are the largest provider of qualified staff to the NHS for regional health and social services, you can expect good career prospects.



## What our students say

"Some of my colleagues envy the teaching we received at Birmingham City University when they hear what we covered."

Taiwona Kanjanda

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Nursing (p268)
- Dip HE Paramedic Science (p208)

## Course information

<b>UCAS course code:</b>	L501
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City South

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language and mathematics. For further details, please visit the course web page.

## Additional costs

Each student joining the programme will be required to complete a registration fee (currently £10.00 under GSCC<sup>†</sup>) however, subject to change when HCPC\* takes over in July 2012.

## Fees 2013/14

**UK/EU**  
**£7,500** per year



# BSc (Hons) Speech and Language Therapy

Professionally approved and commended, and offering hands-on experience through clinical placements, this course gives you a comprehensive understanding of the role of a Speech and Language Therapist. It is delivered at the West Midlands' only specialist centre for this form of training.

## Why choose this course?

- The course is approved by the Health Professions Council (HPC)\*, and the Royal College of Speech and Language Therapists, who also commend our 'virtual' simulated practice activities which help prepare you for practice.
- Blocks of placement give the opportunity to immerse yourself in the real working life of a Speech and Language Therapist.
- The course emphasises a person-centred approach to Speech and Language Therapy intervention.
- From an early stage in the course, you will be offered opportunities to have contact with service users who can tell you about their experiences. Service users also teach on the course as part of the simulation events.
- There is an option of studying part-time, two days per week, to enable you to arrange your studies to suit your other commitments.

\* The Health Professions Council will soon be known as the Health and Care Professions Council (HCPC).

## What's covered in the course?

In your first year, you explore key issues of linguistics and psychology, and look at how communication develops and changes throughout life. You will explore the relevant anatomy and physiology, in order to understand the functions of speech, language, voice and swallowing. You also concentrate on your personal development as a professional through interaction, simulation, presentation and preparation for employment.

Your second year looks in depth at the needs of children and adults with communication and swallowing difficulties including simulation activities to allow you to approach practical situations in a safe environment. Clinical placement takes place over eight weeks from October to December.

Your final year explores the management of communication and swallowing needs, a 15-week clinical placement allows you to put theory into practice. You also undertake a research proposal on a relevant subject of your choice.

## What are the opportunities after studying?

Successful completion of the course allows you to apply to the HPC\* for registration as a Speech and Language Therapist. Opportunities to practice as a Speech and Language Therapist can be found in a range of environments including community health centres; mainstream and special schools; colleges and training centres; hospitals; nursing and residential homes; and young offenders' institutions and prisons.

## “What our students say

“The mechanisms behind speech fascinate me, it's so complex and the way people acquire it amazes me... helping people to be able to access [speech after they've lost it] is an amazing feeling.”

Clara MacDonald

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>UCAS course code:</b>	B620 (full-time) Part-time: apply direct to the University
<b>UCAS points:</b>	300
<b>Duration:</b>	Full-time: three years Part-time: up to six years
<b>Campus:</b>	City South

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language and mathematics. For further details, please visit the course web page.

## Additional costs

We recommend you join our professional body, the Royal College of Speech and Language Therapists, approximately £30 per annum.

## UK/EU Funding

Department of Health funded. Not available to international students.



# BTEC HND Gemmology

This course is as intricately linked to the jewellery world as the pieces you might produce. Highly practical, and offering an additional professional body award, it gives you the opportunity to explore gem materials from natural and synthetic gemstones, through to imitation.

## Why choose this course?

- As well as the HND, you can achieve the internationally recognised Gemmology Diploma (FGA) and Diamond Grading Diploma (DGA) awarded by the Gemmological Association in London.
- You study where the industry practices – the course is based in Birmingham's Jewellery Quarter, where an estimated 40 per cent of British jewellery is made today.
- Complementary subjects such as jewellery valuation equip you with skills highly valued by employers, and which enable you to consider your own commercial venture.
- Our nearby Jewellery Industry Innovation Centre (JIIC) offers expertise in a range of industry-related techniques including Computer-Aided Design and Manufacturing, rapid prototyping, surface finishing, reverse engineering and project management.
- Founded in 1890, our internationally-renowned School of Jewellery is the largest school of its kind in Europe.

## What's covered in the course?

Giving you ample opportunity to use the gem testing skills you gain, the programme offers an introduction to gemmological equipment and a diamond grading course.

You initially examine basic crystallography, and the physical and optical properties of gemstones, as well as looking at the identification of gemstones, and their uses in jewellery.

As you become more skilled and familiar with the equipment, you get the opportunity in your second year to follow the Diploma in Gemmology course as set out by the Gemmological Association.

You put together a comprehensive reference of gemstones, which will be invaluable to you as your career progresses.

Throughout, you'll be encouraged and supported to undertake the professional examinations of the Gemmological Association of Great Britain, leading to the internationally recognised FGA and DGA awards – professional evidence of your ability.

## What are the opportunities after studying?

Our proximity to one of the UK's principal area for jewellery sales and manufacture allows you to develop intimate knowledge of what it takes to achieve career success.

You could find openings with wholesale and retail buyers of coloured gemstones and diamonds, as well as with diamond graders, valuers, auction houses, or jewellery designers, manufacturers and retailers. You could also progress to our BA (Hons) Jewellery Design and Related Products\*.

## “ What our students say

“We really enjoy studying on such a unique and specialised course, and find the different areas of study really interesting. We particularly like the diamond grading classes, and also the opportunity to handle so many different varieties of gemstones.”

Edward Ferder and Maxwell Burden

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BTEC HND Jewellery and Silversmithing (p226)
- BA (Hons) Jewellery Design and Related Products\* (p222)
- BA (Hons) Horology\* (p220)

\*Subject to validation in 2012.

## Course information

<b>UCAS course code:</b>	067W
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Vittoria Street

## Essential entry requirements

At least 120 UCAS points, or a BTEC National Diploma with 120 points (PPP), or a Level 3 Foundation Diploma in (Art and Design), or an equivalent qualification or experience, or demonstration and evidence of a sound academic ability, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

Additional fees are applicable for Gemmological Association examinations.

## Fees 2013/14

**UK/EU**  
£6,000 per year

**International**  
£10,100 per year



## Gemmological Association Foundation Certificate / Gemmology Diploma / Gemmology Diamond Diploma

Following the syllabus of the Gemmological Association of Great Britain (Gem-A), these courses offer a choice of introductory and / or further specialised education covering the study and identification of gemstones and gemmological materials, whether natural, synthetic or artificial. Leading to a globally respected award, you can register for Fellowship of Gem-A on successful completion.

### Why choose this course?

- Take the Foundation Certificate before progressing to the more scientific study of the Diploma, then the prestigious Diamond Diploma. Or choose the course that best suits your abilities/interests.
- Gem-A's Gemmology Diploma is the most prestigious gemmological qualification in the gem and jewellery trade, while the Diamond Diploma is the ultimate education in diamonds.
- Following a step-by-step approach, the course covers both theory and its practical application, using a specialist laboratory with the most advanced equipment available.
- Based in Birmingham's Jewellery Quarter, you get a chance to study where the industry works, picking up inspiration, contacts and entrepreneurial examples to follow.
- Our internationally-renowned School of Jewellery is the largest of its kind in Europe and has been delivering outstanding training since 1890.

### What's covered in the course?

The **Foundation Certificate** explores the careful handling of commercially important gems, such as diamonds, sapphires, rubies and emeralds, as well as investigating imitation and synthetic gem materials. You learn how to use basic gemmological tools, look at how crystals form, and how gems are fashioned and used in jewellery. The Certificate also considers the value and durability of gems, and you will get to know the identifying features of commercially important gems. Successful completion of the Foundation Certificate now leads to Cert GA status with the Gemmological Association.

On successfully completing the Foundation stage, you can progress to the **Diploma** which offers a more in-depth understanding of gemmology and the principles of gem testing. You consider a broader scope of gems, synthetics and treatments as you develop your competence in handling, testing and identification. In anticipation of a career in buying, selling, auctioning or valuing gems, you will be encouraged to interact with the jewellery trade. On graduation, you are eligible for election to FGA Membership status of the Gemmological Association.

The **Diamond Diploma** is one of the world's most respected diamond awards. Through theory and practise, you explore all the factors affecting a diamond's appearance and properties. You investigate diamond grading, the 4Cs (carat weight, colour, clarity and cut), and how to identify imitations and treatments. You learn about the accurate recording and presentation of data, and employ creative problem-solving skills. Successful completion allows you to apply for election to Diamond Membership of the Gemmological Association, and to use the letters DGA after your name.

### What are the opportunities after studying?

The course builds a highly impressive set of credentials for anyone wanting to pursue a career in buying, selling, auctioning or valuing gems or jewellery.

Alternatively, you may wish to expand your skillset further via another of our art and design courses.

### “ What our students say

“The facilities are superb, and the delivery of the course is really engaging and interactive. The course content is challenging but really enjoyable, and the knowledge I have gained has proved to be invaluable in my work within the jewellery trade.”

Michael Barrows

### Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad). To book, or for more information on fees, please contact Ruth O'Neill at our School of Jewellery on 0121 331 5940 or email [ruth.o'neill@bcu.ac.uk](mailto:ruth.o'neill@bcu.ac.uk).

### Have you also considered?

- BTEC HND Gemmology (p216)

[www.bcu.ac.uk/biad/courses/foundation](http://www.bcu.ac.uk/biad/courses/foundation)

### Course information

**UCAS course code:** Direct application

**Duration:** Foundation Certificate: one year, two and a half hours per week plus independent study

Diploma: one year, five hours per week plus independent study

Diamond Diploma: one year, two and a half hours per week plus independent study

**Campus:** Vittoria Street

### Essential entry requirements

Gemmology Diploma – You must have passed Foundation Certificate to progress to Diploma. For further details, please visit the course web page.

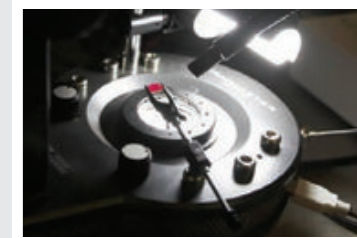
### Additional costs

Depending on your course, you may need to pay an additional amount for professional examination fees. Information will be available at the start of the course.

### Fees 2013/14

**UK/EU**  
**£790** per course

This course is not open for international students



# BA (Hons) Horology\*

Horology is the art and science of time measurement, and the study of devices, both mechanical and electronic, used to show the passing of time. This proposed course is the only one of its kind, designed to attract, train and educate students in horology, with particular emphasis on employability skills tailored to meet the growing global demand for watch and clockmakers qualified to the industry standard.

## Why choose this course?

- Enjoy a unique and prestigious learning environment. Founded in 1890, our internationally-renowned School of Jewellery is the largest institution of its kind in Europe.
- You will be based in Birmingham's famous Jewellery Quarter where an estimated 40 per cent of British jewellery is made today – providing premium exposure to industry practice with an excellent source of industry contacts.
- We maintain close links with companies such as *Cartier*, London; *Georg Jensen*, Denmark; and *Weston Beamor* in the Jewellery Quarter.
- You will be supported by experienced staff and visiting tutors who share their expertise in practice, research and design techniques, and inspire through example.
- Undertake the professionally-accredited qualifications of the British Horological Institute.

\*Please note this course is subject to validation in Spring 2012. If there is any delay to this validation we will continue to offer BTEC HND Horology.

## What's covered in the course?

The academic structure of this new course is designed, via 15 modules, to allow you to simultaneously gain the qualifications of the British Horological Institute at the highest professional level, and also to secure a degree-level academic qualification.

Whilst focusing on the delivery of well-established traditional and modern niche skills of repair, conservation and restoration required for watch making, there will be elements of your study that embed transferable employability skills through Business, CAD, and Critical Studies modules.

The introduction of reflective and evaluative practise will form a fundamental thread throughout, culminating in the production of a 'masterpiece' that showcases your skills acquisition across the course.

A stimulating and dynamic environment develops not only your proficiency, but also your entrepreneurial mindset.

## What are the opportunities after studying?

You will have the choice of entering the service industries for modern watch and clock servicing, antique clock and watch restoration, retail sales or self employment.

Students in recent years have found employment with global watch brand leaders such as *Patek Philippe*, *Cartier*, *Rolex*, *Swatch*, *Tag Heuer* and significant specialist restoration / repair businesses such as *Robert Loomes & Co*, *Time in Hand* and *Steven Hale Watch Restoration*.

Birmingham's Jewellery Quarter is the ideal base to seek industry insight and establish your credentials for employment in modern watch and clock servicing, antique clock and watch restoration, retail sales or self-employment.

## “ What our students say

“As soon as I finished the course I started working for a major watch brand in their servicing department and am really using the skills I learned on the course; in fact people here come to ask me how things work!”

Thomas Mason

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Jewellery Design and Related Products\* (p222)

\*Subject to validation in 2012.

## Course information

<b>UCAS course code:</b>	W723
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	Vittoria Street

## Essential entry requirements

At least 280 UCAS points, or a BTEC National Diploma with 280 points (DMM), a Level 3 Foundation Diploma (Art and Design), with merit or distinction in the final stage, or an equivalent qualification or experience, or demonstration and evidence of a sound academic ability, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You may need to purchase materials, small hand tools and pay for professional fees, where appropriate.

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£10,100** per year



# BA (Hons) Jewellery Design and Related Products\*

This is simply one of the most respected creative courses in the country, offering the freedom to let your inspiration guide you within a unique location in which to absorb the creative flair and business sense of some of the industry's most entrepreneurial players in Birmingham's Jewellery Quarter.

## Why choose this course?

- You are encouraged to develop your own personal philosophy and look beyond horizons – there is no 'house style', no rigid templates, just pursuit of innovation.
- You will be based in Birmingham's Jewellery Quarter, near to our Jewellery Industry Innovation Centre (JIIC) – internationally known for its 'concept-to-prototype' approach to new product development.
- There is the chance to design, develop and launch your own highly innovative, contemporary and thought provoking products.
- Our School of Jewellery is Europe's largest institution for training and education across the specialisation.

## What's covered in the course?

The course looks to you to create and nurture your individual creative identity, by encouraging you to experiment with a variety of materials, processes and techniques. You learn by 'doing', and design via making.

You become accustomed to questioning concepts, instead of merely accepting them, and are introduced to a design methodology and critical thinking where an integrated approach to theory and practice helps to contextualise your work and enhances your knowledge of the field.

Employability is embedded throughout the course. During your first year, the Professional Collaboration module introduces aspects of professional practice, and offers you the opportunity to participate in live projects and competitions set by external companies.

The second year explores employability, and setting up a business as a designer maker. You form a company to develop and sell your products to the public in the run-up to Christmas. You also research possible career directions, prepare your professional portfolio and secure work experience as part of our Professional Experience module.

In the third year, you will develop your own personal brief which then acts as a guide for your decisions, the area you wish to pursue, and the materials and process you wish to investigate. Eventually, you design and make your own final collection for our graduate exhibition.

## What are the opportunities after studying?

In a stimulating and dynamic environment, the course sees you first and foremost as a creative innovator, and you get ample opportunity to get involved with industry-related practice, as well as to promote yourself with entrepreneurial flair.

Recent graduates are now gaining international recognition through exhibitions and awards, while some progress to Master's and research courses. As a potential artist-jeweller or designer-maker, you have all the advantages of proximity to one of Europe's major jewellery centres.

## “ What our students say

“You're encouraged to be a problem solver, an attribute which can be applied in designing and beyond. The independence in thought and skill allows for innovative and exciting products at the end of each academic year.”

Abby Wainman

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- HND Jewellery and Silversmithing (p226), followed by BA (Hons) Jewellery and Silversmithing - Design for Industry (Top-up) (p224)

## Course information

<b>UCAS course code:</b>	WW27
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	Vittoria Street

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or a BTEC National Diploma (DMM), or a Level 3 Foundation Diploma (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You may need to purchase materials, small hand tools and pay for professional fees, where appropriate.

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£10,100** per year



\*New course title subject to approval in 2012.



## BA (Hons) Jewellery and Silversmithing – Design for Industry (Top-up)

This is a one-year top-up course offering a sharp focus on the role and significance of a designer within the contemporary jewellery and silversmithing industry. Emphasising new technology, it builds on existing traditional skills to enhance your potential as a designer within a company or as a creative entrepreneur.

### Why choose this course?

- You will use well-equipped studio workshops include laser welders, laser cutter and a dedicated CAD facility using the latest relevant CAD packages. You also have the provision of a laptop for the duration of the course, loaded with up-to-date relevant CAD software.
- Sponsorship, support and strong collaborative links with industry will help you to develop an entrepreneurial outlook and an insight into the professional world.
- The course has an excellent reputation for highly employable entrepreneurial graduates with an in-depth understanding of the industry.
- You study near to our Jewellery Industry Innovation Centre (JIIC) – internationally known for its 'concept-to-prototype' approach to new product development.
- Based in Birmingham's Jewellery Quarter, where an estimated 40 per cent of British jewellery is made today, you are among potential industry contacts, inspiration and experience.

### What's covered in the course?

Practical projects allow you to acquire in-depth knowledge of technological processes as you develop ideas from traditional and new technologies to achieve functional products.

You will be involved in analysing trends, creating business plans, exploring brands, marketing and promoting new products. This develops the essential networking, communication and presentation skills required in a competitive industry.

Building your skills through the use of CAD software programmes, exposure to industry practice and looking at new manufacturing techniques, you work towards a self-negotiated project to design, develop and launch a new product range.

You either work towards developing a collection of work to start a business with or to create a professional relevant portfolio for your intended career.

### What are the opportunities after studying?

You emerge as a commercially aware, innovative designer, able to confidently and competently approach employment in the jewellery and silversmithing industry, as a CAD designer, CAD / CAM technician, or independent designer / manufacturer.

You will have the essential networking, communication and presentation skills that mark you out as a professional, persuasive presence in a competitive industry.

### “ What our students say

“The course gave me access to a wide range of skilled people from many different aspects of the jewellery trade. The flexible course structure allowed me to tailor projects to gain experience in my chosen career path of CAD designer. I created a multimedia CV throughout the year, which helped me to go straight into a job on completion. I now work as design manager in a manufacturing company.”

Rachael Briggs

### Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

### Have you also considered?

- BA (Hons) Jewellery Design and Related Products\* (p222)

\*Subject to validation in 2012.

### Course information

<b>UCAS course code:</b>	W790
<b>UCAS points:</b>	n/a
<b>Duration:</b>	Full-time: one year
<b>Campus:</b>	Vittoria Street

### Essential entry requirements

A Higher National Diploma in Jewellery and Silversmithing, or a Foundation Degree in Jewellery and Silversmithing, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

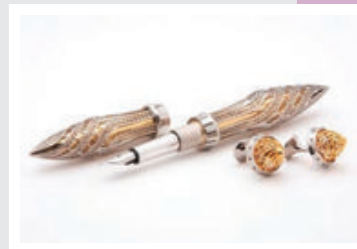
### Additional costs

You will need to pay for rapid prototyped models and precious materials where appropriate.

### Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£10,100** per year



# BTEC HND Jewellery and Silversmithing

Blending the latest design skills with workshop practice, this course guides you towards a high level of professional competence. You produce pieces both by hand and by mechanical means, with a particular focus on manipulating metal for the jewellery and silversmithing industry.

## Why choose this course?

- The course has an excellent reputation for highly employable graduates with a practical understanding of the needs of the industry.
- Our well-equipped studio workshops offer a laser welder and a dedicated CAD facility using the latest relevant CAD packages.
- Sponsorship and support from associated companies gives the course industry relevance and insight.
- Based in Birmingham's Jewellery Quarter, where an estimated 40 per cent of British jewellery is made today, you are among potential industry contacts, inspiration and experience.
- Study at our School of Jewellery, part of Birmingham Institute of Art and Design (BIAD) – one of the UK's largest and most prestigious institutes of art, architecture and design education.

## What's covered in the course?

This is a design-based course where each project involves a new technique or process, resulting in individual functional pieces constructed in precious and non-precious metals.

You learn how to apply your creativity through problem solving, developing your knowledge and skills through hands-on workshop experience.

You will learn how to communicate design ideas effectively and with instruction in 2D and three-dimensional CAD software programmes you will create a professional portfolio.

Trade professionals recognise the relevance this course has to current industry practice. Your employment prospects are also boosted by entering national and international competitions, and participating in live projects.

## What are the opportunities after studying?

Our graduates typically go on to become designers employed in the jewellery or silversmithing industry, as CAD designers or technicians or independent designer / manufacturers, as production technicians and as retail and marketing employees.

Alternatively, you may choose to further your studies and progress to our BA (Hons) Jewellery and Silversmithing – Design for Industry (Top-up) course.

## “ What our students say

“The HND course allowed me to gain confidence in hand skills whilst exploring many new technologies. I am now able to create individual designs combining several techniques and have progressed on to the top-up degree where I can build greater expertise in CAD and laser technology.”

Liz Rollo

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Jewellery Design and Related Products\* (p222)

\*Subject to validation in 2012.

## Course information

<b>UCAS course code:</b>	72WW
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Vittoria Street

## Essential entry requirements

At least 120 UCAS points, or a BTEC National Diploma (MMP), or a Level 3 Foundation Diploma (Art and Design), or equivalent qualification(s) or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will need to invest in basic hand tools and precious materials.

## Fees 2013/14

**UK/EU**  
**£6,000** per year

**International**  
**£10,100** per year



## Creative Self Development Short Courses Jewellery and Silversmithing

Creative Self Development classes free your study from the burden of working towards an award, allowing you to enjoy creative study for its own sake. You can choose the area of jewellery and silversmithing that most appeals to you, and get the most from a relaxed and supportive, yet always highly motivated and creatively inspired atmosphere, where you have freedom to fully express your craftsmanship.

### Why choose these classes?

- Choose from six key areas: enamelling, hand engraving, jewellery, Rhino three-dimensional (CAD), stone setting, or silversmithing.
- Gain practical experience in highly equipped workshops, where you're free to experiment and develop at a comfortable pace.
- You are taught and encouraged by experts, practising designers / makers who can colour their teaching with insights from the creative front line.
- We ask to see no formal qualifications to enter, but we do look for a desire on your part to take full advantage of this excellent opportunity to fulfil your creative passions.
- The atmosphere is informal, relaxed and fully supportive of your creative interests and ambitions.

### What's covered in the classes?

#### Enamelling

For beginners, this course introduces you to vitreous enamel, properties and techniques, initially involving projects working with copper, before moving on to silver. If you're more experienced, you get to produce samples and experimental work, completing finished pieces to a professional standard.

#### Hand Engraving

This course covers the relevant contemporary skills of hand engraving, such as lettering, ornamental engraving, heraldry and other aspects of surface decoration. Before engraving, you evaluate - through drawing - the aesthetic qualities of your design. Please note: you'll need to purchase the necessary tools from a recommended list.

#### Jewellery

This course covers aspects of jewellery manufacture including hand and quantity production techniques, creating pieces of jewellery to your own design, using gemstones of your choice, and surface treatments such as polishing, reticulation and oxidising.

#### Rhino three-dimensional (CAD) for Designer Makers - Fundamentals

This course initially shows you how to create 2D artwork including laser marking and graphic design, before moving on to to-scale

three-dimensional objects, modelling strategies and rapid prototyping. Throughout, the course considers the practicality of three-dimensional design for the lost wax casting process.

#### Stone Setting

This course introduces you to contemporary stone setting techniques, including claw, grain and pave settings, channel, tension and burnished settings. To help with your making, you will be able to buy cast mounts of rings, pendants and a selection of stones at cost price.

#### Silversmithing

For beginners or more advanced designer/makers, this course initially explores hand production techniques such as forming, planishing, filing and soldering, before putting these skills into action as you produce simple yet attractive pieces, such as vessels, containers, cutlery and items of tableware.

### “ What our students say

“Studying at the School of Jewellery has been a great experience with its up-to-date facilities, and pleasant atmosphere.”

Sangeun Kim

### Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad). To book, or for more information on fees, please contact Ruth O'Neill at our School of Jewellery on 0121 331 5940 or email [ruth.o'neill@bcu.ac.uk](mailto:ruth.o'neill@bcu.ac.uk).

### Have you also considered?

- Creative Self Development Art and Design Short Courses (p68)

### Course information

UCAS course code: n/a

**Duration:** Courses run for a full academic year, three hours per week from the beginning of October to the following June, with the exception of the Rhino CAD course, which is delivered as two individual courses.

**Campus:** Vittoria Street

### Essential entry requirements

Part of our commitment to life-long learning, these classes enable you to explore your particular interest and build on existing skills. The focus is on learning through creative practice for its own sake and without the constraints of studying for an award.

No formal qualifications are required but you should be motivated and demonstrate an interest in the subject you wish to pursue. While largely for adults of all ages with some experience, there are a few opportunities for beginners. For further details, please visit the course web page.

### Additional costs

There is a small additional cost for enamelling materials, engraving tools and for the stone setting class. Information is given at the start of the course.

### Fees 2013/14

UK/EU  
£420 per course

This course is not open for international students



# Jewellery School Summer Short Courses

Reflecting bespoke industry, professional or creative study requirements, these intensive Summer Short Courses allow you to rapidly acquire key specialist jewellery techniques in small, intimate workshops. You enjoy close, expert guidance of some of the very best tutors from both academia and industry, and use outstanding facilities in the largest School of its kind in Europe.

## Why choose this course?

- These short courses offer a chance for beginners and professionals to quickly gain specialised industry skills in a wide range of jewellery-related areas.
- Your tutors bring trade expertise, insight and inspiration to intimate teaching sessions, of between six and ten students, where you can ask the all the questions you need to ask.
- Obtain access to purpose-built fully equipped workshops, in an inspiring contemporary building.
- Make useful jewellery industry contacts and enjoy learning in the heart of Birmingham's famous Jewellery Quarter.

## What's covered in the course?

Our Jewellery School Summer Short Course programme offers a wide range of courses such as: Colourful Resin Jewellery; Polishing for Jewellers and Silversmiths; Surface Pattern and Texture; CAD Rhino: An Introduction; Valuation and Appraisal of Jewellery and Antique Jewellery Revealed.

You could consider a one-day course such as: Introduction to Enamelling; Unique Silver Beads from Precious Metal Clay; or Gemstone or Glass: What are you buying?

Further courses cover specific aspects of jewellery such as making with silver; catches, clasps and clips; fine techniques; and essential product knowledge. You can opt for either an introductory or technical improvement course in stonemasonry.

Masterclasses are occasionally offered in specialist areas such as palladium fabrication and casting; polishing for jewellers and silversmiths; wax carving and sculpting; and creative microfolding and forming.



## What our students say

"Fantastic, brilliant and awe inspiring, everything I wanted"

Sally Elliot

"Invaluable opportunity to focus on a specialist area and consolidate what has been learned over a sufficient time period. The tutor was knowledgeable, flexible, approachable and very willing to share his expertise."

Kate Harrison

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad). To book, or for more information on fees, please contact Dawn Meaden-Johnson at our School of Jewellery on 0121 248 4584 or email [dawn.meaden-johnson@bcu.ac.uk](mailto:dawn.meaden-johnson@bcu.ac.uk).

## Have you also considered?

- Creative Self Development Classes - Jewellery and Silversmithing (p228)
- Creative Self Development - Art and Design Short Courses (p68)

## Course information

UCAS course code: n/a

Duration: Course lengths vary – visit our website for full details

Campus: Vittoria Street

## Essential entry requirements

Summer courses are open to all and are part of our commitment to training and education for creative industry professionals or jewellery enthusiasts. Our courses have been continuously developed and informed by our clients over the last 20 years and our specially designed summer short course programme provides a wide variety of innovative, industry specific and efficient course options. The focus is learning the specific industry techniques you require to move your creative work forward to the next level without the constraints of studying for an award; however a Certificate of Attendance is given if you complete your course. For further details, please visit the course web page.

## Additional costs

Many courses are of a practical nature therefore you should make allowance for the additional cost of purchasing hand tools and/or materials if necessary, this is dependent on the individual project you have chosen to do, the course content or both.

## Fees 2013/14

### UK/EU

Fees vary per course – visit our website for full details.

This course is not open for international students



# BTEC Level 3 Extended Diploma Jewellery - Art and Design (Design Crafts)

Delivered in the unique environment of Birmingham's Jewellery Quarter, and benefiting from industry sponsorship, this course explores every facet of the design, presentation drawing and production of fine jewellery. It strongly emphasises the workshop practices and techniques that help mould you as an innovative and resourceful designer / maker.

## Why choose this course?

- The expertise and experience of our staff team is second to none, including nationally-respected names in the fields of jewellery and silversmithing.
- Based in Birmingham's Jewellery Quarter, where an estimated 40 per cent of British jewellery is made today, you are among potential industry contacts, inspiration and experience.
- Sponsorship from local bullion dealer Cookson Precious Metals Ltd gives the course a firm grounding in the business of creativity.
- The skills you learn are those recognised by professionals, making you a highly attractive proposition for any employer in the industry.
- Founded in 1890, our School of Jewellery is the largest school of its kind in Europe.

## What's covered in the course?

You initially explore basic hand and quantity production techniques. Following this, you go on to design and manufacture pieces of jewellery and small objects in gold and silver.

Your studies introduce you to specialised techniques and processes, and you explore drawing and design as well as the maintenance and efficient use of materials and tools.

Armed with new skills and fully encouraged to find your own individual route to creative expression, you go on to approach more complex pieces of work using advanced fine jewellery techniques.

Many of our recent students have received industry awards for outstanding creative work, and the course has a proud record of producing skilled craftspeople employed in the jewellery and allied industries.

## What are the opportunities after studying?

The course fully equips you to make your mark either as a designer / maker in industry, or in stepping up to a full Honours art and design degree at the University.

## “ What our students say

“I really loved the course as it provided a great base of technical skills to allow me to experiment and realise my potential in the jewellery trade.”

Alex Clamp

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BTEC HND Jewellery and Silversmithing (p226)

## Course information

<b>UCAS course code:</b>	Direct application
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Vittoria Street

## Essential entry requirements

A good portfolio, plus four GCSEs at grade C minimum, including English language, or equivalent qualifications and experience. For further details, please visit the course web page.

## Additional costs

You may need to purchase materials, small hand tools and pay for professional fees, where appropriate.

## Fees 2013/14

**UK/EU**  
**£1,260** per year

**International**  
**£7,800** per year



# Graduate Diploma (GDL) Law

The GDL, also known as the Common Professional Examination (CPE), is a law conversion course for graduates without an LLB law degree awarded by a University of England and Wales. Successful completion means you are eligible to undertake the next stage of professional legal training; the Bar Professional Training Course or the Legal Practice Course. GDL graduates can also progress to advanced legal study at Masters level.

## Why choose this course?

- An established course accredited by the Joint Academic Stage Board of England and Wales.
- Dedicated GDL teaching sessions with the option to attend additional academic support sessions.
- Small seminar groups with close, personal support from expert academics and ex-practitioners.
- Comprehensive law library with many resources available online.
- Two mock law courts and an e-learning suite allow you to develop relevant legal skills in a stimulating and professional environment.
- Opportunity to partake in our US Internship Scheme where you can gain practical experience working in a US Attorney's office\*.
- An active and successful student mooting society who arrange internal and national competitions.
- Strong professional links with local legal firms, including Cobbets, Challinors and Squire Sanders LLP as well as Birmingham Law Society (the UK's largest Law Society outside London).
- Chance to meet a variety of legal professionals through organised career events and professional mentoring opportunities.
- Close links with legal voluntary organisations such as local citizens advice bureaux and the Legal Ombudsman Scheme based in Birmingham.

## What's covered in the course?

The course is based on eight 'Foundations of Legal Knowledge' modules as determined by the Joint Academic Stage Board of England and Wales. Foundation modules include Legal Method, the Law of Tort, the Law of Contract, Criminal Law, Constitutional and Administrative Law, Law of the European Union, Land Law, Equity and Trusts. In addition you will also study an eighth area of law which requires you to complete a project in an area of law that interests you or to undertake the American Legal Practice module\*.

You will begin your training in Legal Skills and Research and the English Legal System (part of the Legal Method module) in the induction period. After completing this period you will receive weekly lectures and fortnightly seminars based on the other foundation modules, as well the chance to attend clinic sessions on particular topics. Part-time students complete five of the core modules in the first year.

\*Subject to final approval by the Joint Academic Stage Board.

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

## What are the opportunities after studying?

A GDL not only prepares you for a career in law, but equips you with a range of transferable skills that will enable you to enter a number of professions. Many graduates go on to become solicitors or barristers, while others pursue other law-related careers both in private or public sector organisations. Others use the skills they have developed to go into areas such as journalism, insurance and accountancy.

Many legal sector employers encourage applications from GDL students as, often, they have had more life and work experience than the average LLB graduate and can bring with them knowledge and skills from a different sector.

## “ What our students say

“I participated in an internal moot, which complemented the lectures and tutorials on the GDL course as it offered another way to apply legal principles and develop legal skills. I am appreciating the benefit of mooting during the GDL, as advocacy is an assessed skill on the Legal Practice Course which I am now studying.”

Darren Middleton

## Want to find out more?

Visit [www.bcu.ac.uk/law](http://www.bcu.ac.uk/law) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- LLB (Hons) Law (Graduate entry) (p236)
- GradCert / GradDip Psychology (p280)

## Course information

- How to apply:** Full-time - apply via the Central Applications Board (CAB) [www.lawcabs.ac.uk](http://www.lawcabs.ac.uk)  
Part-time - apply direct to the University
- Duration:** Full-time: one year  
Part-time: two years
- Campus:** City North

## Essential entry requirements

A good bachelor degree usually 2:2 or above which is conferred by a University in the UK or Ireland. Exceptions may be made for legal executives and for mature applicants with legal experience. For further details, please visit the course web page.

## Additional costs

Cost associated with the US Internship Scheme must be funded by you and costs will vary according to your placement. Please note: places on the scheme cannot be guaranteed.

## Fees 2013/14

UK/EU	
Full-time	(inclusive fees for the whole GDL) per year
<b>£4,995</b>	
Part-time	per year* (£625 per module)
<b>£2,500</b>	

International	
	(inclusive fees for the whole GDL) per year
<b>£10,100</b>	

\*Second year fees will be calculated on a pro-rata basis.



# LLB (Hons) Law

Our LLB is universally recognised for its academic rigour and innovative teaching. All of our LLB programmes are Qualifying Law Degrees, accredited by the Joint Academic Stage Board; and satisfy the academic stage of training to become a solicitor or barrister. Choose a general LLB (Hons) Law route, or a specialist route from: Law with American Legal Studies; Law with Business Law; or Law with Criminology.

## Why choose this course?

- Outstanding facilities include two mock court rooms and an e-learning suite.
- Comprehensive law library and 'open door' policy of lecturers gives you ample access to information, experience and insight.
- Employability is embedded within the course with compulsory skills modules in the first and second year.
- Opportunity to partake in clinical legal education through the Legal Advice and Representation Unit or the American Legal Practice Module.
- The School's Centre for American Legal Studies (CALS) operates the UK's largest US Internship scheme; giving you the opportunity to gain practical experience in Federal and State Public Defenders offices, private attorney offices, American University Law Schools and a range of other law projects.
- Thriving moot society which regularly achieves national success.
- Strong professional links with Birmingham Law Society (the UK's largest Law Society outside London), and the four Inns of Court, especially Lincoln's Inn and Temple Inn.
- A regular programme of visiting speakers from the profession as part of a developed careers programme.
- An opportunity to study for a year at our partner college in Singapore.

## What's covered in the course?

You are required to study a number of core modules as part of all our LLB programmes: Skills Scholarship and Process, Criminal Law, Law of Contract, Law of Tort, Professional Skills and Practice or Professional Skills and Ethics, Land Law, Law of the European Union, Equity and Trust, and Public Law and Civil Rights. These core modules include those subject areas required by the Joint Academic Stage Board for a Qualifying Law Degree.

The general LLB (Hons) Law course allows you to choose any combination of option modules. Optional modules include: American Criminal Procedure and Evidence, Commercial Law, Employment Law and Practice, Family Law, Immigration Law, Medical Law and US Supreme Court Decision Making.

You can also follow a specialised LLB course: LLB (Hons) Law with American Legal Studies; LLB (Hons) Law with Business Law; LLB (Hons) Law with Criminology, although your module choice will be more limited.

## What are the opportunities after studying?

The LLB (Hons) not only develops your problem solving, research and personal skills, but also gives you real self-confidence and a sense of personal responsibility. As well as going on to become solicitors or barristers, other graduates pursue law-related careers both in private or public sector organisations.

The transferable skills you acquire enable you to enter professions in areas such as the Civil Service; legal departments of large businesses; and specialist enforcement agencies such as the Health and Safety Executive, the Probation Service and the Police Service.

## “ What our students say

“At the end of my second year I travelled to America for two months to undertake a legal internship. I was offered a place to live with an Attorney in Arizona, working on a total of four death penalty cases, a drugs case and an immigration case. This experience was one of the best things I have ever done and has been life changing. To go independently to America and work one-to-one with such a highly trained professional was a fantastic opportunity.”

Sarah Deakin

## Course information

**UCAS course codes:** Law - M100  
Law (Graduate Entry) - M100  
Law and American Legal Studies - M130  
Law and Business Law - M1MG  
Law and Criminology - M1MF

**UCAS points:**

**Duration:** Full-time: three years  
Part-time (daytime study only): four years, apply direct to the University City North

**Campus:**

## Essential entry requirements

At least three A Levels or equivalent. Remaining points can be made up from a maximum of one AS Level or above in a different subject\*. A Levels in Citizenship, Critical Thinking, General Studies and Key Skills are not accepted. A minimum of four GCSEs or equivalent at grade C. For further details, please visit the course web page.

## Additional costs

Students who wish to undertake the American Legal Placement or Legal Advice and Representation optional modules will be required to pay all costs incurred in undertaking the placement.

## Fees 2013/14

### UK/EU

Full-time

**£8,200** per year

Part-time

**£1,025** per 15-credit module

### International

**£10,100** per year

\*Subject to validation in 2012.



## Specialist options

### LLB (Hons) Law with American Legal Studies

With this route, you must complete the following option modules: American Criminal Procedure and Evidence; American Legal Practice or US Supreme Court Decision Making; and US Constitutional Law. The American Legal Practice module gives you the chance to put theory into practice through an internship in the USA.

### LLB (Hons) Law with Business Law

Your choice of modules must include the following: Commercial Law, Company Law, and Employment Law and Practice.

### LLB (Hons) Law with Criminology

You must complete the following option modules: Core Issues in Crime and Punishment, Transnational Organised Crime, Crime Prevention, War on Terror and American Foreign Policy and Green Criminology.

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## Want to find out more?

Visit [www.bcu.ac.uk/law](http://www.bcu.ac.uk/law) or contact our Course Enquiries team on 0121 331 5595.

## Also available

### LLB (Hons) Law (Graduate Entry)

If you already hold a Bachelor's degree, this course allows you to complete the LLB in two years (full-time) rather than three. To find out more, visit the course web page.

## “ What our students say

“From the first year, you get to learn legal practice skills, such as how to speak and stand. It makes you think of yourself as a lawyer, not a student and, because you do it from the first year, it really prepares you for a career in law.”

**Tasmina Manzur**





# LLB (Hons) Law (Recognised by the Bar Council of India)\*

Uniquely recognised by the Bar Council of India, this four-year LLB (Hons) is designed for Year 12 HSCE / CBSE / ICSE students from India. On graduation, you must complete an additional one-year postgraduate course to receive Bar Council of India recognition and to be able to practise law in India.

## Why choose this course?

- This is the only four-year LLB (Hons) course in the UK recognised by the Bar Council of India.
- The Bar Council of India only recognises a three-year LLB (Hons) if you enter a course as a graduate; if you do not have a degree and want to practise law in India, this unique four-year course is the answer.
- It allows non-graduate entrants from India to combine law with another discipline, such as accountancy, criminal investigation, criminology or sociology.
- The additional one-year's postgraduate study needed for Bar Council of India recognition can be achieved via one of our LLM courses, our Legal Practice Course (to qualify as a Solicitor), or the Bar Professional Training Course (to qualify as a Barrister).
- See LLB (Hons) Law course overview on page 236.

\*This course is only open to Indian students.

## What's covered in the course?

Students can choose from the following four-year Joint Honour courses: LLB (Hons) Law and Accountancy; LLB (Hons) Law and Criminal Investigation; LLB (Hons) Law and Criminology; or LLB (Hons) Law and Sociology. Students will study the core modules taught on the general LLB programme alongside a number of modules from their chosen discipline. The core modules from the LLB are: Skills Scholarship and Process, Criminal Law, Law of Contract, Law of Tort, Land Law, Law of the European Union, Equity and Trust, and Public Law and Civil Rights.

After graduating from our four-year LLB, in order to receive Bar Council of India recognition, you must complete one of the following one-year full-time courses: Bar Professional Training Course (to qualify as a Barrister of England and Wales); Legal Practice Course (to qualify as a Solicitor of the Supreme Court of England and Wales - you would also need to complete a two-year training contract); LLM International Business Law; or LLM International Human Rights.

## What are the opportunities after studying?

This course is academically rigorous and always seeks to apply theory to real-life situations. It gives you not only the technical skills to move towards a career as a Solicitor or Barrister, it also ensures you emerge with the incisive research skills, analytical ability, personal confidence and transferable skills which employers value highly.

## “What our students say

“The University's IT systems are very impressive. I particularly like the University's intranet iCity and Moodle, the University's virtual learning environment with all its discussion forums.”

Jayantha Ramasubramanyam

## Want to find out more?

Visit [www.bcu.ac.uk/law](http://www.bcu.ac.uk/law) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>How to apply:</b>	Direct to the University
<b>UCAS points:</b>	240
<b>Duration:</b>	Full-time: four years
<b>Campus:</b>	City North

## Essential entry requirements

You must complete the 12th Standard HSCE / CBSE / ICSE with a minimum average grade of 65 per cent or three A Levels at grade C and IELTS 6.0 or equivalent. For further details, please visit the course web page.

## Additional costs

Students will be required to purchase one core textbook per module and possibly a textbook on case materials or a statute book if recommended.

## Fees 2013/14

**International**  
**£10,100** per year



# HND Legal Studies

Professionally recognised and respected, and offering you two qualifications, this course provides a cogent and comprehensive overview of legal studies. It can also be used as a stepping stone to the full LLB (Hons), and is perfect for mature students with relevant work-based experience.

## Why choose this course?

- For those who have studied law at GCSE or A Level, or as part of another course; and those with an interest in Law, but without the A Level grades to allow them to join the LLB degree.
- Also suitable for mature students with relevant work-based experience.
- Recognised by the Solicitors Regulation Authority and the Bar Standards Board as providing exemptions from the academic stage of training.
- Gives you both the Higher National Diploma and a Certificate in Higher Education, entitling you to progress to Level 5 of the LLB (Hons) Law at the University.
- Attend both the University and Birmingham Metropolitan College, enjoying the advanced facilities of both institutions, and sharing ideas and perspectives with full-time LLB students.
- See inside the legal world on placement modules, gaining confidence, competence and professional contacts.

## What's covered in the course?

Modules include: Skills, Processes and Scholarship; Criminal Law; Law of Tort; Law of Contract; Crime and Deviance; The Justice System in the UK; Civil Litigation; Criminal Litigation; and Citizens' Rights.

Successful completion of LLB core modules gives you a Certificate in Higher Education, entitling you to progress to second year (Level 5) of the LLB (Hons).

In addition, successful completion of HND-specific modules lets you develop both practical and vocational skills which - together with your LLB core modules - gives you an HND in Legal Studies.

Once enrolled at Birmingham City University, you attend both Birmingham Metropolitan College and the University for lectures, seminars, tutorials and workshops. You will enjoy the facilities of both institutions, and have access to all University libraries and IT resources.

## What are the opportunities after studying?

This vocational qualification is highly valued by employers and prepares you for the expanding field of paralegal work.

If you want to go on to qualify as a Solicitor or Barrister, you can progress to Level 5 (second year) of the LLB (Hons) at the University. The HND Legal Studies is recognised by the Solicitors Regulation Authority and the Bar Standards Board as forming part of a 'qualifying' Law degree if you complete your LLB with us.

## “ What our students say

“My placement at St Philips Chambers was very useful, I was only there for a short period of time, but I learned so much and it reassured me that this was the career I wanted.”

Jade Cheung

## Want to find out more?

Visit [www.bcu.ac.uk/law](http://www.bcu.ac.uk/law) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>UCAS course code:</b>	039M
<b>UCAS points:</b>	160
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	City North and Birmingham Metropolitan College (Sutton Coldfield Campus)

## Essential entry requirements

At least two subjects at A2 Level and GCSE English language at grade C or above (or equivalent). Applicants with BTEC National or GNVQ Advanced qualifications will also be considered, as will mature students without formal entry qualifications and students with professional qualifications such as ILEX. Mature applicants with non-standard or Access to Higher Education course qualifications are encouraged to apply. Advanced Diplomas and Progression Diplomas in appropriate disciplines (such as Business) are acceptable as all or part of the required tariff points. For further details, please visit the course web page.

## Additional costs

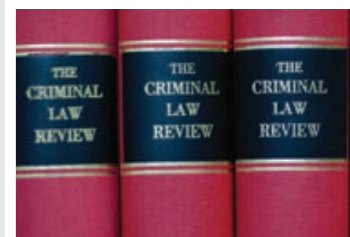
There are no additional costs associated with this course.

## Fees 2013/14

**UK/EU**  
**£4,500** per year

## International

Please see the Birmingham Metropolitan College website ([www.bmetc.ac.uk](http://www.bmetc.ac.uk)) for current fee information.



# HND Media and Communication

This course offers an inspiring introduction to the production, theoretical and professional aspects of media. It gives you a solid and respected platform from which you can progress to further study or present yourself as a competent and credible candidate for employment in the media and communication industries.

## Why choose this course?

- Underlining our innovative approach to media studies as a Skillset Media Academy, we are the UK's sole provider of an HND in Media and Communication.
- Delivered at one of our highly-regarded partner institutions, Birmingham Metropolitan College, the course is managed, maintained and monitored by the University.
- A placement allows you to absorb the day-to-day realities of a media production business.
- Gain from the experience, close support and encouragement of expert staff.
- Share all the facilities, contacts and advantages of a Birmingham City University student, and feel part of a dynamic, creative and enquiring media production community.
- Your HND qualification gives you direct entry to the second year of our BA (Hons) Media and Communication course at the University, with a choice of eight specialist routes.

## What's covered in the course?

We strongly believe in the practical application of theory to real-life situations; we are fortunate to have very strong links with employers in the media industry who see great value in our approach.

You study five modules: Broadcast Production; Publication Production; History and Structure of the Media; Media Texts and Cultural Contexts; and Professional Studies, in which Birmingham Metropolitan College will support you in securing a two-week placement in a media production business.

Your studies cover key aspects of audio, the moving image, journalism, and television studio practice.

You explore page design and layout, photography and photojournalism, radio features and promotional video production, as well as television drama and film studies.

You focus on future employment in a Career Development workshop. You also gain the crucial research and academic techniques to enable you to effectively source, collate and analyse information.

## What are the opportunities after studying?

The course offers concise, practical preparation for a career in a competitive sector, as well as solid academic grounding to take your studies to BA (Hons) level and beyond.

You could begin to open up career options in areas such as journalism; press and public relations; video / television production and presentation; radio presentation; publishing; photography.

Successful completion gives you access to the second year of our BA (Hons) degree in Media and Communication, where you can follow a pathway that best suits your future aims.

## Want to find out more?

Visit [www.bcu.ac.uk/media](http://www.bcu.ac.uk/media) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- HND Media, Communication and Production (p250)
- BA (Hons) Media and Communication (p246)

## Course information

<b>UCAS course code:</b>	003P
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Birmingham Metropolitan College

## Essential entry requirements

A good portfolio, plus 120 UCAS points or equivalent. For further details, please visit the course web page.

## Additional costs

This is a practical course and you may be required to purchase materials to support your learning and development. Please contact Birmingham Metropolitan College for details: [www.bmetc.ac.uk](http://www.bmetc.ac.uk) / T: 0845 155 0101.

## Fees 2013/14

Please see the Birmingham Metropolitan College website ([www.bmetc.ac.uk](http://www.bmetc.ac.uk)) for current fee information.



# BA (Hons) Media and Communication

A pioneering institution in delivering some of the first UK media degrees, the University is a respected part of an accredited network of Skillset Media Academies. This dynamic course gives you a choice of eight specialisms to suit your future ambitions, and with a strong emphasis on mirroring the workflow of the industry, it offers practical, professional preparation for a rewarding career.

## Why choose this course?

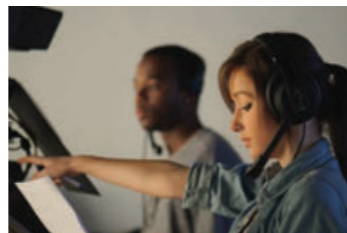
- Flexibility to opt for a general study of Media and Communication, or a specialist route in: radio, television, web and new media, journalism, event and exhibition industries, media photography, music industries or public relations.
- Two (or more) industry placements give you insight, contacts and lessons from life.
- Specialised, sophisticated equipment for every area, including radio and TV studios, editing suites, music production studios, new media suite, newsroom, and photography studio.
- Enjoy the supportive guidance, and contemporary perspective, of staff who are established media professionals.
- A huge range of guest speaker 'masterclasses', which have included newsreader Huw Edwards; Web Development Editor at 'The Times', Jo Geary; UB40's Brian Travers; 'Vogue' fashion photographer Eliot Siegel and BSKyB's Head of Production Services, Dave Rooke.
- Mixing media production skills with an academic study of the industry, the course encourages you to take creative risks and be a 'thinking' media worker, able to adapt to a fast-moving industry and lead change, not just be a cog in a machine.

## What's covered in the course?

Helped by strong links with many influential media organisations, the course offers an industry-relevant blend of production, theory and professional studies, regardless of the pathway you choose.

The Professional Studies module prepares you for at least two placements in a media or cultural industries organisation, such as the BBC, Maverick Television, Warwickshire County Cricket Club, newspapers, magazines, PR companies and local radio stations.

Teaching takes place in environments where you gain most, such as radio, TV and photography studios, editing suites, a new media production suite, and a newsroom, as well as lecture theatres, seminar rooms and online. You use blogs, create wikis, and employ social media channels and other interactive media to support your work and self-development.



## What are the opportunities after studying?

We enjoy an excellent reputation for graduate employment in media-related roles. Your chosen route will allow you to focus on a specific part of the industry, increasing your chances of meeting detailed job specifications.

A high number of graduates have gone into producer / director roles, journalism, public relations and web development. Many have started their own business, or now operate freelance. We also offer a range of postgraduate programmes directly relating to the specialist pathways in this course.

## “ What our students say

“Learning what you need to pass your degree is one thing, but finding the right university that gives context and practical application for your knowledge in a fun and exciting environment is what, for me, makes Birmingham City University the number one for Media and Communication.”

Chris Williams

## Want to find out more?

Visit [www.bcu.ac.uk/media](http://www.bcu.ac.uk/media) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Visual Communication (p288)
- HND Media and Communication (p244)
- HND Media, Communication and Production (p250)

## Course information

### UCAS course codes:

BA (Hons) Media and Communication - P910  
 BA (Hons) Media and Communication (Public Relations) - P9P2  
 BA (Hons) Media and Communication (Radio) - P9P3  
 BA (Hons) Media and Communication (Television) - P9WP  
 BA (Hons) Media and Communication (New Media)\* - G493  
 BA (Hons) Media and Communication (Event and Exhibition Industries) - PN38  
 BA (Hons) Media and Communication (Journalism) - P9P5  
 BA (Hons) Media and Communication (Media Photography) - P9W6  
 BA (Hons) Media and Communication (Music Industries) - PJ39

**UCAS points:** 300 (BBB)

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

BBB from three A2 Levels, excluding General Studies and Critical Thinking, plus a good portfolio and interview. For further details, please visit the course web page.

## Additional costs

Most students agree that it is useful to have their own laptop and printer, and (depending on your pathway) you may wish to have copies of specific software on your own computer.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year

\*Subject to validation in 2012.

## Available routes

### BA (Hons) Media and Communication (Public Relations)

Intimately linked to industry, this pathway provides you with the skills and knowledge that today's PR professionals need in a fast-moving media environment. The course is recognised by the Chartered Institute of Public Relations (CIPR) and provides plenty of opportunities to build contacts with some of the UK's leading PR organisations, working on genuine campaigns and pitching ideas to clients. You organise press conferences, interviews and promotional events, and take part in our PR students' conference, a major annual event attended by PR professionals and students. Proof of our contemporary relevance lies in the fact the CIPR Midlands Student of the Year award has been won by students from this course every year since 2006.

### BA (Hons) Media and Communication (Radio)

Whether you see yourself in front of the microphone or in the background as an editor, researcher or producer, this pathway allows you to gain the competence, confidence and contacts to make yourself a valuable part of any team in the radio industry. You learn how to operate a studio, present a show, record interviews, and use digital technology to edit and mix sound. As your studies advance, you put together music radio shows and short features as you prepare to run a live radio station at the University.

\*New course title subject to approval in 2012.

### BA (Hons) Media and Communication (Television)

Supported by an outstanding range of sophisticated facilities, this pathway gives you the opportunity to participate in group productions in our TV studios (from 2013). You acquire all the necessary skills and technical knowledge required for location shooting – working with a single camera, sound, lighting and editing equipment – and apply your creativity to create a short video piece. The programme prepares you to confidently approach specific roles in post-production; in presenting; or perhaps in research or production.

### BA (Hons) Media and Communication (New Media)\*

From the technical and visual design skills needed to create effective websites to engagement with emerging technologies, this pathway explores new approaches to media publishing and online promotion. Innovation-led, it places you at the forefront of new media production and prepares you to play an influential role in any media team. You are closely supported by exceptional facilities which include a new media suite, and staff with their fingers on the pulse of new media innovation.

### BA (Hons) Media and Communication (Event and Exhibition Industries)

This pathway balances media production skills with the all-round ability to effectively produce and manage events or exhibitions. We enjoy excellent connections with local and national events and exhibitions organisations including the NEC Group and Eventia, as well as with Birmingham-based events companies such as Big Cat and Capsule. You put theory to work in organising both your own events and those offered to you by real clients.

### BA (Hons) Media and Communication (Journalism)

This pathway allows you to develop the knowledge, nous and 'nose' of a news reporter, including how to find stories, interview and write for different readers and audiences. Working against the clock to tight deadlines (as you will in your career), you write stories weekly, produce news for a printed newspaper and live website, and for live TV and radio news programmes. You also start to make those crucial industry contacts that benefit both your stories and your future employment.

### BA (Hons) Media and Communication (Media Photography)

This pathway focuses on what it takes to forge a successful career as a commercial or editorial photographer. You develop both the 'hand' and the 'eye' as you gain key skills in professional photographic production and creative visual literacy. You develop skills in camera technique, studio and location lighting and post-processing in Photoshop and Lightroom. You explore the working practices in specific photographic fields, such as documentary, portraiture, fashion, music, sport, travel and product photography. You will work to live creative briefs with real-world industry clients and develop a focused portfolio of published work.

### BA (Hons) Media and Communication (Music Industries)

Ideal if you want to look in depth at promotion, music PR and music media, running a record label, or producing music videos and websites, or be at the forefront of creating and developing innovative ideas and exploring niche markets within the music industry. You could set up a record label, promote artists or organise a music event for a paying audience. You develop practical business know-how and you can apply your skills to a creative music enterprise project, explore music entrepreneurship, music online, music promotion and PR, music video, and television and music programming. You see the industry in action on placement, just like recent and past students who have gained experience and paid employment at EMI Publishing, NEC Group, Sony Records, Kerrang, and the O2 Academy. Many graduates have gone on to set up their own niche music enterprises.

## “ What our students say

“I learned things that I now use in my day to day working life such as event planning and management, promotional skills, working to deadlines, and time management.”

**Charlotte Smith**

# HND Media, Communication and Production

Shining a light on issues central to the media industries, their products and their audiences, and offering you hands-on skills in vocational areas, this course is managed by the University and delivered at one of the region's most respected colleges.

## Why choose this course?

- The course emphasises the practical application of theory, and allows you to show employers your full potential as a competent, creative media operator.
- Successful completion gives you access to the second year of our BA (Hons) degree in Media and Communication, with eight areas of specialisation.
- Take advantage of our strong links with employers and the media industry, and spend two weeks gaining invaluable experiences and contacts through a work placement.
- Delivered at South Birmingham College, one of very few institutions to achieve the government's Training Quality Standard in three or more sector areas, and holder of Customer Service Excellence status.
- Birmingham City University was among the first places in the UK to deliver media degrees, and is now an important member of a network of accredited Skillset Media Academies.

## What's covered in the course?

Your studies will strongly encourage you to put your learning into practice, and as part of the Professional Studies module you spend two weeks seeing the realities of life and work in a media production business.

The course introduces and develops skills in television and video production, radio presentation and production, photography, desktop publishing, journalism, and multimedia production

Module titles include: Communication and Research; Digital Imaging; Video Production; Radio Production; Film and TV studies; New Media and Contextual Studies. You will also undertake a project relating to an appropriate aspect of media.

## What are the opportunities after studying?

The course addresses not just the theories, but also the practical experience and professional profile you need to stand out in a testing market.

The skills and knowledge you acquire give a solid basis on which to build towards a career in areas such as video or television production and presentation, radio presentation, press and public relations, photography or journalism.



## What our students say

“The course included a variety of areas from the field of media. This gave the insight I needed to decide what area to specialise in when I moved on to my degree course. This course is great for meeting new people and the college is very lively.”

**Krisna Mistry**

## Want to find out more?

Visit [www.bcu.ac.uk/media](http://www.bcu.ac.uk/media) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- HND Media and Communication (p244)
- BA (Hons) Media and Communication (p246)

## Course information

<b>UCAS course code:</b>	39PP
<b>UCAS points:</b>	120
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	South Birmingham College

## Essential entry requirements

A good portfolio, plus 120 UCAS points or equivalent. For further details, please visit the course web page.

## Additional costs

This is a practical course and you may be required to purchase materials to support your learning and development. Please contact South Birmingham College for details: [www.sbc.ac.uk](http://www.sbc.ac.uk) / T: 0121 694 5000.

## Fees 2013/14

Please see the South Birmingham College website ([www.sbc.ac.uk](http://www.sbc.ac.uk)) for current fee information.



# FdA Radio Production

Developed in association with partner organisations from the UK's leading radio broadcasters, this two-year, full-time course guarantees you a four-month placement with a broadcasting organisation. The scope of the vocational content enables you to fully immerse yourself in radio broadcasting, and eventually decide from first-hand experience the route you would like your career to take.

## Why choose this course?

- This unique blend of academic and work-based learning offers a thorough introduction to contemporary radio practices such as music programming, commercial production for radio, documentary production and live radio skills.
- The location and nature of your 12-week internship will be selected to suit your personal situation and media ambitions.
- During that time, you work alongside an experienced industry professional who will act as a personal mentor.
- Reflecting industry practice, our own excellent facilities include portable recorders, music scheduling and play-out software, and multi-track digital editors.
- Get professional perspectives, and close support and guidance from tutors who have worked in radio broadcasting.
- Gain from the input of guest speakers who include Andy Ashton, Xfm Network programme director; Bobby Friction, Radio One / BBC Asian Network presenter; and Ian Fish, award-winning producer for Global Radio.

## What's covered in the course?

Initially, you are based on campus where you explore a range of practical radio, research and employability skills. You then get to put your skills to work in the 'live' situation of the work place in the second teaching period.

You gain basic radio production skills in both speech and music-based broadcasting. You learn to operate a production desk, and use portable audio recorders and multi-track digital editing tools, such as ProTools and Adobe Audition.

The course gives you production, presentation and programming skills for traditional radio broadcasting, as well as digital platforms such as DAB, podcasting, on-demand audio and the production of audio slideshows.

You get the opportunity to produce 'real-world' audio content of a professional standard that will be broadcast or streamed to actual listening audiences. Throughout, you will be given personal feedback from tutors and mentors to help you develop your practical skills as well as your critical faculties.

## What are the opportunities after studying?

The course allows you to work towards a role such as: (assistant) producer, live radio presenter, studio engineer, radio documentary producer, travel editor / producer / presenter, breakfast show assistant, online radio content producer, commercial copywriter / producer, or traffic manager (scheduling / commercials / content).

You could also opt to complete an additional third year, allowing you to progress to a full Honours degree.

## “ What our students say

“The course was full of hands-on production work, using the latest digital technology. This really enabled me to hone my skills ready for the workplace.”

**Jim Butterworth**

## Want to find out more?

Visit [www.bcu.ac.uk/media](http://www.bcu.ac.uk/media) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Media and Communication (Radio) (p246)

## Course information

<b>UCAS course code:</b>	P312
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	City Centre

## Essential entry requirements

A minimum of five GCSEs at grade C or above, including English language and mathematics (grade B or above), or equivalent qualifications. For further details, please visit the course web page.

## Additional costs

This is a practical course and you may be required to purchase materials to support your learning and development. Advice will be given at the start of the course.

## Fees 2013/14

**UK/EU**  
**£7,500** per year

This course is not open for international students



# BMus (Hons)

With intensive individual tuition, ample opportunity to perform and the chance to tailor your studies to your individual interests, this course provides the perfect preparation for a successful career of musical performance.

## Why choose this course?

- Thirty hours of individual specialist tuition per year, far more than is typically offered by academic university music courses.
- Our Performance Coaching programme – the first of its kind in UK – uniquely and innovatively applies the principles of sports psychology to elite musical performance.
- Birmingham Conservatoire is recognised by the Association of European Conservatoires – all tutors are professional musicians who bring a lifetime's musical experience and insight to their teaching.
- Perform in our prestigious Adrian Boult Hall and Recital Hall, and make use of our state-of-the-art recording / editing studios and organ practice rooms.
- Work towards a major project – for instance, a chamber music or accompaniment project, recorded performance or dissertation – allowing you to explore a specialism and format that suits the way you see your professional future.

## What's covered in the course?

You enjoy intensive individual tuition alongside many activities designed to develop your artistry, musical fluency, and personal and professional awareness.

On the practical side, you benefit from masterclasses, individual ensemble coaching / playing, performance / composition workshops, and teaching techniques. Academic work explores themes such as musicianship, music history and professional development.

As well as a thorough grounding in technical and performance skills, including an emphasis on harmony and aural training, you cover areas such as time management and analysis of your individual learning style.

As you progress, you begin to specialise and, provided you attain an appropriate level of skill, you will be offered the opportunity to spend a term or semester abroad at one of our partner institutions. A major project lets you explore a specialism and format to match to your professional aspirations, which can be anything connected to music, from performances to business projects, dissertations to multi-media installations.

## What are the opportunities after studying?

The course prepares you for a diversity of music-based careers by ensuring you gain transferrable skills such as team-working, adaptability, self-promotion, time management, critical thinking and more. Alongside your course, a wide range of professional experience schemes give you a first-hand view of the challenges and opportunities ahead of you, as well as excellent professional contacts.

Teaching is a very serious option, either freelance or at an institution. The programme provides you with opportunities to develop skills in music education, community and outreach work as well as teaching your own first study instrument.

## “ What our students say

“The Conservatoire is fantastic as it pushes you to succeed but, at the same time, is friendly and relaxed. This balanced environment generates a wonderfully creative atmosphere to study in.”

Alison Bach

## Want to find out more?

Visit [www.bcu.ac.uk/conservatoire](http://www.bcu.ac.uk/conservatoire) or contact the Conservatoire Admissions team on 0121 331 5901.

## Have you also considered?

- BMus (Hons) Jazz (p256)
- BMus Popular Music Performance (p260)

## Course information

<b>CUKAS course code:</b>	300F
<b>UCAS points:</b>	80
<b>Duration:</b>	Full-time: four years (three years with direct entry to the second year, subject to ability)
<b>Campus:</b>	Birmingham Conservatoire

## Essential entry requirements

GCSE passes in five subjects plus two passes at A2 Level or equivalent. Please note that admissions decisions are based on performance at audition. Composers and music technologists will be expected to bring a portfolio to interview rather than audition. For further details, please visit the course web page.

## Additional costs

This depends on the nature of your first study. May include the cost of a good instrument, scores and accessories (eg reeds).

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£14,600** per year





# BMus (Hons) Jazz

Perfectly in tune with the needs of the modern jazz performer, the course emphasises practical work, with the majority of time dedicated to one-to-one lessons, small group coaching and private practice. You emerge as a fully rounded, professional musician with an awareness of the commercial realities and entrepreneurial opportunities ahead of you.

## Why choose this course?

- Modules are specifically and skilfully designed for jazz musicians and Conservatoire jazz tutors are all active professional musicians.
- Enjoy much more one-to-one tuition time than on a typical academic university music course or, in fact, than on many conservatoire courses.
- Professionally supported by Birmingham Jazz, a leading jazz promoter and key contact for international masterclasses.
- Promoters, peers and professional jazz (staff) musicians give you immediate, constructive feedback on your performance.
- We were ranked the joint-highest UK conservatoire in the 2011 National Student Survey.
- Prepares you for a portfolio career in the contemporary music scene with performance as its centrepiece as well as offering transferrable skills including team-working, adaptability, self-promotion, time management and critical thinking.

## What's covered in the course?

Delivered by performers, band leaders and composers who colour their teaching with professional experience, insights and connections, the course hones both your performance and professional awareness.

Covering several different areas of musicianship, you receive 30 hours of individual tuition in your first study area plus five student allocated hours. This increases to 35 and five respectively in your final year. With your tutor, you develop a productive practice regime, lay a foundation for technical skills, and focus on improvisatory processes.

With a typical group of two or three frontline instruments plus rhythm section, you get intensive weekly coaching on core repertoire, before running your own small group, with your choice of repertoire and players.

You explore in-depth the relationship between improvisation and composition, which is central to developing an individual voice. You also work towards a major project (eg recording project, performance or dissertation) which reflects your own specialist interests and career aims.

An intensive set of media modules prepare you for life as a modern jazz musician, covering Jazz and the Music Industry, Jazz in the Digital Age and cutting-edge Enterprise projects in your senior years. Electives in the Art of Teaching and further pedagogical study are also available.

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

## What are the opportunities after studying?

The course encourages you to be imaginative about your musical growth, yet think logically and sensibly about your professional aims. At present, the majority of graduates begin portfolio careers or undertake postgraduate study either at a conservatoire or university.

Alongside your course, a wide range of professional experience schemes give you a first-hand view of the challenges and opportunities ahead of you, as well as excellent professional contacts.



## What our students say

“The many artists who visited during our time there, as well as the regular tutors, inspired us to pursue careers as musicians and undoubtedly we wouldn't have had those opportunities otherwise.”

**Chris Mapp and Percy Pursglove**

## Want to find out more?

Visit [www.bcu.ac.uk/conservatoire](http://www.bcu.ac.uk/conservatoire) or contact the Conservatoire Admissions team on 0121 331 5901.

## Have you also considered?

- BMus (Hons) (p254)
- BMus Popular Music Performance (p260)

## Course information

**CUKAS course code:** 310F

**UCAS points:** 80

**Duration:** Full-time: four years (three years with direct entry to the second year, subject to ability)

**Campus:** Birmingham Conservatoire

## Essential entry requirements

GCSE passes in five subjects plus two passes at A2 Level or equivalent. Please note that admissions decisions are based on performance at audition. For further details, please visit the course web page.

## Additional costs

You will need to allow for the cost of a good instrument and any incidentals related to this (eg reeds).

## Fees 2013/14

**UK/EU**  
**£9,000** per year

**International**  
**£14,600** per year



# BA (Hons) Music Business\*

Delivered by respected external partners, Access To Music, this two-year full-time music business degree concisely provides the skills to enable you to confidently approach a management role in the music industry. You gain a solid mix of business skills, understand how new technology links with emerging music business models, and gain practical experience of developing music industry ventures.

## Why choose this course?

- Delivered four days-per-week over six 15-week trimesters, this accelerated course is a compact, comprehensive study giving you invaluable practical experience.
- Work on projects which allow you to see the realities of creating music industry ventures.
- Explore the effect of new technologies on the creative industries and use technology to develop your business ideas.
- Enjoy the encouragement and expert guidance of working professionals, able to share first-hand experience of the music industry at work.
- Use the advanced facilities of Heath Mill Studios including six rehearsal rooms, a recording studio with two control rooms, a performance venue with a stage, PA and lighting, plus music technology suites.
- Feel fully part of Birmingham City University's vibrant and colourful student community, with all our facilities and services to hand.

\*Subject to validation in 2012.

## What's covered in the course?

The course offers you a solid understanding of business and management fundamentals. You explore key issues such as organisational structure, finance, managing people, and strategy and decision making.

You take a close look at the workings of the music industry, covering aspects such as music marketing, law and contracts, and publishing. You examine the changes that have taken place, and how the future might well look, especially with regard to the impact and influence of new technologies.

With this in mind, you investigate how to effectively apply platforms such as e-commerce and social networking, as well as website development, in producing successful commercial ventures.

You also get a chance to work on industry projects in association with ATOM Live and other local and national organisations. Through creating and developing music industry events, marketing campaigns and online distribution sites, you not only gain a hands-on, practical appreciation of contemporary music business challenges, you also start to put together a network of invaluable industry contacts.

## What are the opportunities after studying?

The course gives you the skills to move directly into employment or self-employment, as well as the encouragement to develop as an individual, showing you how to think critically and apply theory to find practical solutions.

Alternatively, you could choose to progress directly to postgraduate study via our excellent portfolio of Master's awards.

## “ What our students say

“The course encapsulates all that a music business student in today's world needs to develop and survive in a competitive industry. It has furthered my understanding of the music industry including the current climate and past climates. Also, creative aspects including trends and marketing, that can only be put down to the motivational and inspirational words from my tutors, has boosted my confidence and helped me visualise realistic goals.”

William Clapson

## Want to find out more?

Visit [www.accesstomusic.co.uk](http://www.accesstomusic.co.uk) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Media and Communication (Music Industries) (p246)
- HND Popular Music Practice (p262)

## Course information

<b>UCAS course code:</b>	TBC
<b>UCAS points:</b>	200
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	Heath Mill Studios, Digbeth, Birmingham and City North

## Essential entry requirements

At least 200 UCAS points obtained from a minimum of one 12-unit or two 6-unit A levels, or a Rockscool Level 3 Music Practitioner qualification, or a National Diploma in a music-related subject, plus four passes at GCSE including mathematics and English language. Applicants with non-standard qualifications and / or experience are encouraged to apply and will be considered if they can demonstrate appropriate ability through their audition and interview. For further details, please visit the course web page.

## Additional costs

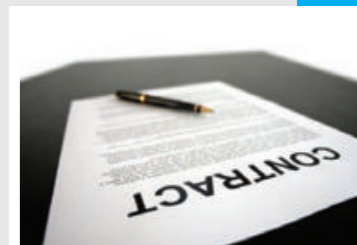
You will need your own laptop.

## Fees 2013/14

UK/EU  
**£6,000** per year

## International

Please visit:  
[www.bcu.ac.uk/international](http://www.bcu.ac.uk/international)



# BMus Popular Music Performance\*

This is an accelerated two-year degree course for guitarists, bassists, drummers, keyboard players and vocalists looking to work as freelance popular musicians. Expertly delivered by our external partner, Access To Music, it shows you how to perform individually and within groups as a player, performer and composer, and how operate as a business within the contemporary popular music industry.

## Why choose this course?

- Covering just two years, this full-time degree is a fast-track programme of study, delivered four days-per-week over six 15-week trimesters.
- Learn from leading professional session players who bring inspirational talent and first-hand insight of the music business to the classroom.
- Guest speakers and workshops, as well as performances at - and involvement in - music events, allow you to get the most from the richness of the city's musical fabric.
- Work with the advanced facilities at Heath Mill Studios featuring six rehearsal rooms, a recording studio with two control rooms, a performance venue with a stage, PA and lighting, plus music technology suites.
- Share in the diversity and excitement of Birmingham City University's music performance community, with all our outstanding support, facilities and technology at your disposal.

\*Subject to validation in 2012.

## What's covered in the course?

The course equips you with the skills to allow you to take advantage of a range of freelance opportunities focusing on music performance.

You develop instrument-specific technical and interpretative skills, as well as a practical understanding of how to performing effectively as part of an ensemble. You look at compositional technique, and acquire industry-specific music technology skills.

You see how theoretical musical knowledge is practically applied in addressing real entrepreneurial challenges, and begin to understand how your musical skills can be applied to the creation of a successful business venture.

On the performance side, module titles include: Ensemble Performance Skills; Instrumental Skills; Musicianship; Songwriting; Composition and Arrangement; and Final Major Performance Showcase.

Giving you awareness of how your musical prowess can be harnessed to create an effective venture, modules include: Music Technology and Business Projects; Music Marketing; Project Management; Entrepreneurship; and Final Major Project, where you explore in depth a relevant area of your choice.

## What are the opportunities after studying?

Welcoming students from a wide range of musical backgrounds and experiences, the course aims to equip you with the competence to confidently approach either an employer or your own musical business venture.

It also serves as solid preparation for further postgraduate study.

## “ What our students say

“The Popular Music Degree has been invaluable in training me to become a self-employed musician. I have particularly valued the regular opportunities to play with other experienced musicians and record at some of the UK's best studios. The course tutors promote an excellent attitude, encouraging students to be as versatile as possible in the music industry, which is an essential characteristic for any modern day freelance musician.”

Tom Fripp

## Want to find out more?

Visit [www.accesstomusic.co.uk](http://www.accesstomusic.co.uk) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- HND Popular Music Practice (p262)
- BMus (Hons), first study Music Technology (p254)

## Course information

UCAS course code: TBC

UCAS points: 80

Duration: Full-time: two years

Campus: Heath Mill Studios, Digbeth, Birmingham and City North

## Essential entry requirements

A level (A2) passes in two subjects (or two Scottish Advanced Highers), or a Rockscool Level 3 Music Practitioner qualification, or a National Diploma in a music-related subject, plus four passes at GCSE including mathematics and English language. Applicants with non-standard qualifications and/or experience are encouraged to apply and will be considered if they can demonstrate appropriate ability through their audition and interview. For further details, please visit the course web page.

## Additional costs

You will need your own laptop, musical instrument(s) and equipment.

## Fees 2013/14

UK/EU  
**£6,000** per year

## International

Please visit  
[www.bcu.ac.uk/international](http://www.bcu.ac.uk/international)



# HND Popular Music Practice

Offered by respected partner institution, South Birmingham College, this course helps develop you creatively and gives you essential practical industry skills in performance, production and composition.

## Why choose this course?

- The main areas of the course – Performance, Production and Composition – reflect the reality and scope of the commercial music industry in which you can aim for a variety of roles.
- South Birmingham College's advanced facilities, including a 440-seat auditorium, as well as specialist recording studios and music technology suites, put you in a professional working environment from day one.
- A chance to work with current music industry professionals and possibly undertake a relevant commercial placement.
- Developing your creative, practical and professional skills, it shows you how products such as performances, tours, CDs and radio shows are put together.
- The College has Customer Service Excellence status, and is one of only a handful of training providers to achieve the government's Training Quality Standard in three or more sector areas.

## What's covered in the course?

By involving you heavily in the development of professional products such as performances, tours or radio shows, the course helps you build your own professional profile and artistic identity. Working with your colleagues will show you the importance of effective team collaboration.

The key areas covered are Performance, Production and Composition, which mirror the working realities of the commercial music industry. Your studies give you an all-round grasp of the inherent challenges as well as specific skills to deal with clearly defined issues surrounding performance and production via live musical situations, and producing finished products such as recordings and composition portfolios.

In the second year, you work in an area of specialisation, allowing you to develop more advanced skills. Much of the work in the final year is self-directed and always takes place in professional-standard settings.

## What are the opportunities after studying?

Throughout, the course encourages you to form your individual professional and artistic identity, so employers can see a unique package of professionalism and personality. Exploring the differing, yet complementary, aspects of the contemporary music industry allows you to see a preferred direction for your future career.

The course provides excellent preparation to progress to the latter stages of a full Honours degree at university.

## “ What our students say

“There are plenty of things to do in and around the city and the central location allows access to London, Manchester and Liverpool. It's great having easy access to London without having to have the expensive cost of living.”

Miriam Rowe

## Want to find out more?

Visit [www.bcu.ac.uk/conservatoire](http://www.bcu.ac.uk/conservatoire) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Media and Communication (Music Industries) (p246)
- BA (Hons) Music Business\* (p258)

\*Subject to validation in 2012.

## Course information

<b>UCAS course code:</b>	143W
<b>UCAS points:</b>	80
<b>Duration:</b>	Full-time: two years
<b>Campus:</b>	South Birmingham College

## Essential entry requirements

You must have 80 UCAS points obtained from at least one full A2 Level or equivalent. For further details, please visit the course web page.

## Additional costs

This is a practical course and you may be required to purchase materials to support your learning and development. Advice will be given at the start of the course.

## Fees 2013/14

Please see the South Birmingham College website ([www.sbc.ac.uk](http://www.sbc.ac.uk)) for current fee information.



# BSc (Hons) Midwifery

Offering the unique satisfaction of a career caring for the health of the mother and her family, this excellent course is accredited by the Nursing and Midwifery Council (NMC). Placements are an essential part of the Midwifery programme, but you do not need to have previously worked in health care.

## Why choose this course?

- The course leads to registration with the NMC as a Registered Midwife.
- Getting you close to the people you care for, up to half your course is spent on placement, including night duty and weekend shifts.
- Huge scope for placements across NHS Midlands Trusts with continuous support and encouragement from both your personal tutor and midwifery mentors.
- All University staff have worked in practice and many still do, which means your learning has real substance and is intimately linked with current practice.
- Complementary facilities include a home environment, birthing area and teaching tools including use of the PROMPT birth simulator and neonatal mannequins to help simulate a variety of birth scenarios.
- Your course fees are paid by the Department of Health.

## What's covered in the course?

You experience a mixture of teaching, self-directed learning and practice-based clinical placements, through which you are expected to participate in the care of child-bearing women across the full range of shifts including night duty and weekends.

You start your clinical placement within a few weeks of commencing your programme, fully supported by a midwifery mentor and your personal tutor.

With the midwifery lecturers to advise you on your academic work, you attend seminars, lectures, small group work and skills workshops, as well as carrying out case study analysis, simulation and reflections on practice.

Your studies are enhanced by our Midwifery Virtual Case Creator, which provides a highly interactive online simulation of clinical situations. It enables you to develop skills, prioritise care and make practice-related decisions in a safe environment.

## What are the opportunities after studying?

Whatever your background and life experiences, we look forward to preparing you for proficient midwifery practice as an autonomous and accountable professional.

Once NMC registered, you can practice as a midwife in hospitals, the community, in the NHS or private sector, in the UK or overseas. You can also choose from the Faculty's portfolio of post-registration courses that focuses on Continuing Professional Development.

## “ What our students say

“Seeing my first actual birth was a big highlight, really lovely to be involved, it was an amazing experience and solidified the reasons why I wanted to be a midwife.”

**Melanie Green**

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BSc (Hons) Nursing; Adult (p268)
- BA (Hons) Children and Integrated Professional Care (p148)

## Course information

<b>UCAS course code:</b>	B720
<b>UCAS points:</b>	300
<b>Duration:</b>	Full-time: three years
<b>Campus:</b>	City South

## Essential entry requirements

At least 300 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language, mathematics and a science subject. For further details, please visit the course web page.

## Additional costs

We recommend that you join a Union, or professional organisation approximate annual fee of £16 - £21. Please also allow up to £60 to cover work shoes and a fob watch / cardigan where required.

## UK/EU Funding

Department of Health funded. Not available to international students.



# BSc (Hons) Midwifery Shortened Programme

This concise 18-month course is only open to registered Adult nurses looking to gain entry to the midwifery part of the NMC's professional register. It teaches you how to apply evidence-based knowledge to best midwifery practice and gives you the crucial interpersonal skills to effectively support mums, babies and families building upon your previous training and experience.

## Why choose this course?

- Fully NMC accredited, this is a compact, yet comprehensive course exploring the physiology of childbirth, care for the new-born, and the 'human touch' that forms the most successful care for the mothers and their families.
- You will learn to respond to the individual needs of women in a way which promotes normality, respects diversity and ensures equality.
- Spend up to half of your time on placement, fully supported by both your personal tutor and Trust placement manager.
- Outstanding learning facilities for procedures such as taking blood pressure, giving injections, the abdominal examination of pregnant women and care of babies in incubators.
- Midwifery Virtual Case Creator software contains a range of scenarios to let you experience birthing situations and decide on appropriate interventions in a safe environment.
- Your course fees are paid by the Department of Health.

## What's covered in the course?

Your studies perfectly complement clinical practice, and you undertake the placements necessary to develop the confidence and competence to practice as a registered midwife. At least half of the programme involves clinical experience activities, with around 40 per cent involving theory.

You explore the psychological, social, emotional and spiritual factors that may positively or adversely influence normal childbirth. You gain the recommended interpersonal skills to support women and their families.

You learn how to approach obstetric and neonatal emergencies, and how to support women throughout their pregnancy, labour, birth and postnatal period in all settings.

You investigate the factors influencing decision-making surrounding the referral of either the woman or baby to other health professionals or agencies. You also examine complicated childbirth, and management and legal issues.

## What are the opportunities after studying?

Successful completion allows you to practice as a midwife in hospitals, the community, in the NHS or private sector, in the UK or overseas.

After graduation, a range of Continuing Professional Development courses is also available to help you progress in a specific area.

## “ What our students say

“I wanted a change of career and decided to go for it... seeing my first actual birth was a big highlight... and that solidified the reasons why I wanted to be a midwife.”

**Melanie Green**

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

## Course information

<b>Duration:</b>	18 months
<b>Campus:</b>	City South
<b>Application:</b>	Apply direct to the University

## Essential entry requirements

You must be registered with the NMC as a general nurse (adult) and consolidated this with a period of three months nursing experience.

You must also have evidence of 240 UK university credits, 120 of which should be Level 5 (diploma level) or equivalent. For further details, please visit the course web page.

## Additional costs

We recommend that you join a Union, or professional organisation approximate annual fee of £16 - £21. Please also allow up to £60 to cover work shoes and a fob watch / cardigan where required.

## UK/EU Funding

Department of Health funded. Not available to international students.



# BSc (Hons) Nursing (Adult/Child/Learning Disability/Mental Health)

Professional accreditation by the Nursing and Midwifery Council (NMC), providing you with a choice of one of four branches of nursing which are Adult, Child, Learning Disability, Mental Health. This course expertly supports you in gaining the hands-on clinical and care skills that reassure patients / service users and their family that a professional is at their side.

## Why choose this course?

- Successful completion enables you to apply for registration with the NMC.
- Choose from Adult, Child, Learning Disability or Mental Health Nursing
- These courses are delivered by the largest regional provider of qualified staff to the NHS for health and social services.
- These courses provide huge scope for placements within NHS Midlands Trusts and non-NHS providers, allowing you to gain first-hand work experience and access to a network of invaluable contacts.
- The Faculty of Health was commended in a recent BSc Programme review as achieving 'good practice' for placement support through its close links with NHS Trusts.
- Birmingham City University has an international reputation for pioneering approaches to teaching, through the creation of cutting-edge simulated learning experiences.

## What's covered in the course?

Initially you will study how the body functions in health and attain the clinical skills you will practice both in University and on placement. You will also learn about aspects of caring for patients from all the four specialist fields.

Supported by clinical placements over the course of the three years of study, the programme teaches you how to assess, implement, plan and evaluate care for patients in a variety of settings.

A state-of-the-art simulation facility and skills suite complement your clinical placement experience. In parallel with your practice, you will explore important aspects of values, ethics, research, physiology and social policy.

Towards the end of the course, you will focus on making the transition from nursing student to registered nurse, and you have the opportunity to explore a relevant area of your choice. Throughout, you nurture and hone the personal and professional skills which are key to your future employment.

## What are the opportunities after studying?

With NMC registration, you can practice in the UK and many countries overseas. You could find yourself working within the NHS, the private, voluntary or independent sectors, in the community, at GP surgeries, at schools, prisons plus many more.

Nursing provides you with the opportunity for lifelong learning and you will find many opportunities for post-registration and postgraduate study.

## “ What our students say

“It's the opportunity to become more than a nurse – you become a vital link for people to live their lives.”

**James Hickin, Learning Disability branch**

“My placements have reinforced the need for team work, communication, dedication and commitment needed .... I work with a variety of people from severely disabled patients to very intellectual consultants.”

**Liam Sanders, Learning Disability branch**

## Course information

### UCAS course codes:

#### April intake:

Adult B740  
Child B730  
Mental Health B760

#### October intake:

Adult B741  
Child B731  
Learning Disability B761  
Mental Health B762

#### Tariff Points:

280

#### Duration:

Full-time: three years

#### Campus:

City South

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least five GCSEs at grade C or above, including English language, mathematics or a science subject (GCSE equivalents are not accepted eg Key Skills Level 2, Adult Numeracy, Adult Literacy). For further details, please visit the course web page.

## Additional costs

We recommend that you join a Union or professional organisation, approximate annual fee £10. Please also allow up to £60 to cover work shoes and a fob watch / cardigan where required.

## UK/EU Funding

Department of Health funded. Not available to international students.



## Available Fields:

### Adult Nursing

The cultural diversity of the city ensures you develop the sensibilities needed to be an effective all round performer, with an appreciation of the complex healthcare needs of a broad cross-section of society.

### Child Nursing

Access to specialist hospitals, for example the world famous Birmingham Children's Hospital and the Royal Orthopaedic Hospital NHS Foundation Trusts, help you acquire the necessary specialist clinical skills.

### Learning Disability Nursing

The goal of Learning Disability nursing is to place the service-user at the centre of all decision making and to support the promotion of a full life and meaningful experiences for people with learning disabilities. Teaching methods involves the inclusion of service users and carers in classroom settings and practice placements, ensuring that throughout the course, their experiences are your prime focus.

## Want to find out more?

Visit [www.bcu.ac.uk/health](http://www.bcu.ac.uk/health) or contact our Course Enquiries team on 0121 331 5595.

### Mental Health Nursing

Find out about working with people with mental health problems across all age ranges – from young children and adolescents, to older people and adults.

## “ What our students say

“The teaching here is really hands-on, I find the scenarios we do very helpful, it helps you to consolidate what you have learnt, prepares you a lot more for when you go out in practice.”

**Jemima Beider, Mental Health branch**

“Birmingham City University had the best facilities for my course, including excellent practice areas. This enabled me to get an insight into what it would be like to work in a hospital ... from the mock wards.”

**Susan Donegal, Adult branch**

“The guidance and support is second to none.”

**Janine Byrne, Child branch**





# BSc (Hons) Criminal Investigation

Designed in line with National Occupational Standards, and Professionalising of the Investigative Process Standards, this course examines the criminal investigation process with both a practical and theoretical focus. It offers flexibility to meet the needs of part-time students, and fully prepares you for a career in the criminal justice system (CJS) or private sector industries.

## Why choose this course?

- Studying the response to and prediction of criminal trends, you enjoy both a practically engaging and theoretically thorough curriculum.
- You look into specialist areas such as forensic analysis of crime scenes, as well as less obvious roles like records investigation to uncover information from data sources.
- Experience the realities of local prisons, courts and police establishments, and undertake a placement with, for example, the Youth Offending Service or Police Special Constabulary.
- Our Centre for Applied Criminology – led by Professor David Wilson, one of the UK's leading criminologists – is a University research Centre of Excellence.
- Work with mock court room facilities and the very latest interview equipment to record interviews of suspects and witnesses.
- Flexible, part-time study is available; if you are a mature student, or working full-time, and / or with childcare responsibilities, you may find this arrangement attractive.

## What's covered in the course?

You initially gain a thorough grounding in core areas such as criminal law, theoretical perspectives and the workings of the criminal justice system, before moving on to the context and guidelines that frame criminal investigations.

The course introduces you to criminology, psychology and policing. You look at crime analysis and legal processes, and explore contemporary policing issues, including principled policing. You examine criminal and forensic psychology, principles of investigation, as well as interpreting forensic evidence and interviewing.

Throughout the course, you get the chance to visit local prisons, courts and police establishments to see how the theory stands up in practice.

In your final year, you can opt for our 'Working in Criminal Justice' module which gives you working experience and insight into the day-to-day operations of bodies like the Youth Offending Service, Police Special Constabulary or Local Community Safety Partnerships.

## What are the opportunities after studying?

The course is excellent preparation for a role in the Police, Serious and Organised Crime Agency, Customs and Revenue, probation, youth justice, community safety and the Prison Service, as well as the growing private and voluntary sectors.

Flexible part-time study can especially enhance the careers of those already employed within the CJS including serving police officers, police staff, customs officers, prison officers and those working in the Immigration and Nationality Service.

For any career where investigative skills are required, the course is a perfect starting point or opportunity for professional development.

## “ What our students say

“I really like that this course introduces practical elements. It has a good relationship with the West Midlands police which meant I could take part in some of their training activities.”

Yiannis Ioannou

## Want to find out more?

Visit [www.bcu.ac.uk/social-sciences](http://www.bcu.ac.uk/social-sciences) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Criminology and Policing (p274)
- LLB (Hons) Law with Criminology (p236)

## Course information

<b>UCAS course code:</b>	F410
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Part-time: five years, apply direct to the University
<b>Campus:</b>	City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or equivalent (may include General Studies), plus at least four GCSEs at grade C or above, including English language. Key Skills is not accepted as part of the points. For further details, please visit the course web page.

## Additional costs

There are no additional costs associated with this course.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£8,200</b> per year
Part-time
<b>£1,025</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# BA (Hons) Criminology

Offering you a choice of specialist routes, as well as the chance to get invaluable experience through regular voluntary work, the course offers an in-depth study of crime, punishment and victimisation. With its close relationship to key areas of social science, it offers complete relevance and the practical skills you need to approach a professional career with confidence.

## Why choose this course?

- After a first year look at the subject and its related areas, you confirm or change your original choice of degree to suite your future aims.
- Your choices are: Criminology and Policing; Criminology and Psychology; Criminology and Security Studies; or the general Criminology route.
- The University has a pioneering reputation for education in policing, criminal justice and criminology, with over two decade's experience of offering rigorous, practical courses.
- Chance to gain a practical insight into criminal justice processes through visits to prisons, courts and police establishments.
- Course's professional relevance is supported by our close links with Midland Regional Police Forces, the National Police Improvement Agency, the Government Office of the West Midlands, and Community Safety Partnerships.
- Our Centre for Applied Criminology – led by Professor David Wilson, one of the UK's leading criminologists – is a University research Centre of Excellence.

## What's covered in the course?

The first year introduces you not only to criminology, but also to security studies, psychology and policing in preparation for your eventual choice of specialist study.

No matter which specific course you apply for, ie Criminology and Policing; Criminology and Psychology; Criminology and Security Studies; or the general Criminology route, your first year will be the same, letting you explore various aspects before finding the route that suits your future aims.

Second year modules include Core Issues in Crime and Punishment, Criminal and Forensic Psychology, Addiction and Criminality, and Crime and the Media. The third year looks at areas such as Theories of Rights, Crime Prevention, Victimology and Restorative Justice, and Transnational, Corporate and Organised Crime.

The Working in Criminal Justice module brings real life to your studies, giving you the chance to carry out regular voluntary work.

The course has a focus on employability and demonstrates a commitment to encouraging students to volunteer by arranging opportunities for students to meet with relevant agencies.

## What are the opportunities after studying?

Besides specialist training, the course develops personal skills such as responsibility, analytical thinking and problem-solving, and strongly encourages your interest in people and their behaviour.

It can open doors to a criminal justice-related career, such as in the Police Service, Customs and Excise, probation, youth justice, community safety and the Prison Service, as well as the voluntary sector. Flexible part-time study in Criminology can significantly enhance your career prospects if you are already employed within the Criminal Justice Service.

## “ What our students say

“I took part in a life-changing outing to HMP Grendon as part of a student / prisoner debate. As a result of my performance in the debate I was recruited to take part in a prison management scheme by the General Manager of the National Offender Management Service for the South East / West of England. The management schemes offered will officially train me to become a prison governor one day.”

Matthew Popo

## Course information

**UCAS course codes:** Criminology - M900  
Criminology and Policing - ML9K  
Criminology and Psychology - MC9K  
Criminology and Security Studies - ML94

**UCAS points:** 280

**Duration:** Full-time: three years  
Part-time: five years, apply direct to the University

**Campus:** City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, or equivalent (may include General Studies), plus at least four GCSEs at grade C or above, including English language. Key Skills is not accepted as part of the points. For further details, please visit the course web page.

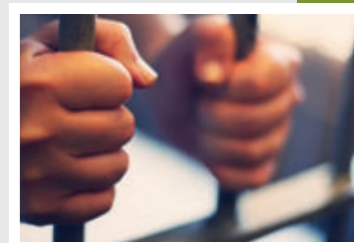
## Additional costs

Any educational visits undertaken as part of the course will be at the student's expense. Approximately £250 in books (purchasing essential reading for the course).

## Fees 2013/14

**UK/EU**  
Full-time  
**£8,200** per year  
Part-time  
**£1,025** per 15-credit module

**International**  
**£10,100** per year



### Available specialist routes:

#### Criminology and Policing

This route takes advantage of our excellent links with Midland Regional Police Forces. Work placement opportunities include Police Special Constabulary, where you can appreciate the day-to-day realities of police operations and practically apply the theories you consider in modules such as Principled Policing, Policing the State, and Contemporary Issues in Policing.

#### Criminology and Psychology

This route takes the theory surrounding major perspectives in psychology, such as developmental psychology, cognitive psychology, abnormal psychology and social psychology, and applies it in a range of criminological and psychology contexts. Please note that this course is not accredited by the British Psychological Society (BPS); for BPS accredited degrees, please refer to our BSc (Hons) Psychology programme.

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### Want to find out more?

Visit [www.bcu.ac.uk/social-sciences](http://www.bcu.ac.uk/social-sciences) or contact our Course Enquiries team on 0121 331 5595.

#### Criminology and Security Studies

With questions in security so prevalent – either from radical religious groups and terrorist campaigns, or created by declining resources or a changing environment – this route investigates their underlying causes and governmental / group responses to it. The Criminology and Security Studies route is possibly a unique programme, currently not offered by any other UK higher education institution.

### ““ What our students say

“What attracted me to the BA (Hons) Criminology and Security Studies course was its relevance to current affairs, both domestically and internationally and additionally the opportunities to take part in practical elements such as a trip to Chicago, a Counter-Terrorism workshop and a visit to HMP Grendon.”

Ruth Sim Mutch



# BSc (Hons) Psychology

This highly respected and professionally accredited course offers a fascinating investigation into how individuals behave, think, perceive and interact with the world, as well as the impact others can have on them. With the support of highly qualified staff, you gain the skills not only for a specialist career in psychology, but which are also vital in many related areas such as human resources, counselling, and teaching.

## Why choose this course?

- Fully accredited by the British Psychological Society (BPS), the course is rigorous, rewarding and recognised for its professional, academic and practical basis.
- Providing you complete with a 2:2 class of degree or above, including the accomplishment of your empirical dissertation, you will also be eligible for GBC (Graduate Basis for Chartered Membership).
- With the close help of your personal tutor, you compile and maintain an e-portfolio in order to prove you meet the core requirements of GBC.
- The professional experience and contacts of your highly qualified staff team bring colour and currency to your studies, and help you set up invaluable work experience placements.
- Excellent facilities include four laboratories, an observation suite, counselling rooms and specialist software, such as E-Prime, SPSS, Pinnacle Studio and NVIVO.
- Gain the key transferable skills valued by employers, such as data collection and analysis, presentation skills, concise report writing skills, reflective practice and more.

## What's covered in the course?

The course helps you answer questions such as why criminals re-offend, why people become depressed, and why certain individuals are prone to psychological or mental disorders.

It explores the key areas of psychology, including their historic and scientific development, and relevance to contemporary issues. You learn to think critically and creatively, gain appropriate research methods and skills, and explore the ethical considerations within psychological research.

Working with advanced facilities, software and supporting equipment, such as editing suites, interview suites, audio / visual feedback cameras, and observation rooms you will develop your general skills, before tailoring your degree through a choice of optional modules in the following areas of psychology: Health, Forensic, Organisational, Occupational, Community, Popular Images and Psychological Understanding, Coaching, Counselling, and Human Computer Interaction.

In your final year, you will conduct research into an area of psychology of your choice – supervised by a specialist tutor, which is particularly useful if you wish to go onto specialist postgraduate study.

## What are the opportunities after studying?

Within the psychology field, you can become a qualified psychologist after postgraduate studies, leading to roles in clinical psychology, educational psychology, forensic psychology, health psychology and other career paths.

The course also offers you the transferable / personal skills employers look for, leading to a possible career in human resources, counselling, teaching, research, government and many more. You could also opt to follow a Master's programme at the University, based on the chartered divisional areas in Psychology.

## “ What our students say

“The lecturers are enthusiastic and passionate about their subject, it is infectious, and I still feel just as enthusiastic, passionate, and excited as I did on the first day!”

Emily Cooper

## Want to find out more?

Visit [www.bcu.ac.uk/social-sciences](http://www.bcu.ac.uk/social-sciences) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Criminology and Psychology (p274)
- BA (Hons) Sociology and Psychology (p282)

## Course information

<b>UCAS course code:</b>	C800
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Part-time: five years, apply direct to the University
<b>Campus:</b>	City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of two A Levels at A\* or three A Levels at BBC, or equivalent. The remaining points can be made up with a maximum of two AS Levels in different subjects. For further details, please visit the course web page.

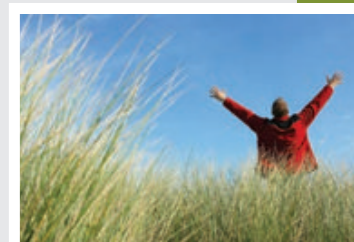
## Additional costs

During your studies you are encouraged to gain student membership of the British Psychological Society. The costs of which must be met by you. Costs are subsidised for occasional field trips which must be paid by you.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£8,200</b> per year
Part-time
<b>£1,025</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



# GradCert / GradDip Psychology

The Graduate Diploma in Psychology is a conversion course offered to graduates who would like to pursue a career as a professional psychologist. This course confers eligibility for Graduate Basis for Chartered Membership (GBC) and is the first step towards becoming a Chartered Psychologist. GBC is a necessary pre-requisite for entry onto postgraduate training courses in the various chartered divisional psychology areas which are accredited by the British Psychological Society (BPS).

## Why choose this course?

- Graduate Diploma (GradDip) route is accredited by the British Psychological Society (BPS).
- Graduate Certificate (GradCert) route enables you to gain the required credits to progress onto the GradDip.
- Guidance offered to pursue work-related opportunities in clinical, educational and forensic psychology.
- Expert staff in Chartered Psychology areas (eg health, occupational, forensic, psychotherapy) and active in research.
- We have exceptional facilities in a modern learning environment, including four laboratories, an observation room, a video recording / editing suite, counselling rooms, two large computer rooms and an open-plan study area for our Psychology students.
- There is access to specialist software packages such as E-prime, NVIVO and SPSS.
- GradDip route offers two start dates in September and in January. GradCert route starts in June. Both routes offer full and part-time study options.

## What's covered in the course?

The aim of the GradDip Psychology is for you to study the core GBC syllabus specified by the BPS which will confer eligibility for GBC (providing a minimum of 50 per cent has been obtained and the empirical project has been successfully completed).

The aim of the GradCert Psychology is for the student to accumulate 60 credits in Psychology and then be eligible to gain entry onto the Graduate Diploma in Psychology.

The GradCert Psychology route is offered as an online distance learning course whilst the GradDip Psychology route is based on campus.

The GradDip route has six 15 credited single modules and one 30 credited double module. The Psychology Dissertation double module begins during the second term and is the only module which runs over the summer period when you will write up your research findings. Full-time students attend two days per week (plus private study time on or off campus). Part-time students can select modules that suit their other commitments and will attend one day per week (plus private study time on or off campus). Over summer, the student will be required to only attend dissertation supervision meetings at an agreed time. Students will also be expected to conduct private study, reading and preparation in their own time.

[www.bcu.ac.uk/courses/grad-psychology](http://www.bcu.ac.uk/courses/grad-psychology)

## What are the opportunities after studying?

Graduates who successfully complete this programme and who meet the GBC eligibility standards can apply for postgraduate studies aligned to chartered divisional areas in Psychology at MSc level which are recognised by the BPS.

90 per cent of psychology graduates work within the first six months after graduation (Kingston, 2003). Only 20 per cent go on to pursue a career as a professional psychologist which requires further training at MSc and or doctorate level.

GBC graduates who do not wish to pursue a career in professional psychology also enter careers in recruitment consultancy, human resources, the civil service, research and data analysis, IAPT, counselling and teaching.



## What our students say

“The Graduate Diploma in Psychology is a rewarding course that will push you beyond what you thought was possible. The course can be demanding at times but once you get involved and have a genuine interest for the subject matter you will find your desire to succeed and interest increases.”

Mercedes Chambers

## Want to find out more?

Visit [www.bcu.ac.uk/social-sciences](http://www.bcu.ac.uk/social-sciences) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- Graduate Diploma in Law (GDL) (p234)

## Course information

- How to apply:** Apply direct to the University
- Duration:** GradCert full-time: three-four months  
GradCert part-time: six-eight months (online distance learning)  
GradDip full-time: 12 months  
GradDip part-time: 24 months (on-campus learning)
- Campus:** City North

## Essential entry requirements

GradDip: a 2:2 degree or above with at least 60 credits of appropriate psychology at degree level or a GradCert Psychology. You must have at least 50 per cent overall to meet GBC criteria.

GradCert: a 2:2 degree or above (for those without a GradCert Psychology or without 60 credits of appropriate psychology).

For further details, please visit the course web page.

## Additional costs

During your studies you are encouraged to gain student membership of the British Psychological Society. The costs of which must be met by you. Costs are subsidised for occasional field trips which must be paid by you.

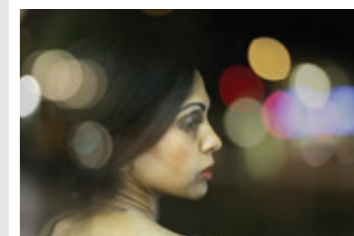
## Fees 2013/14

**GradCert:**  
**£1,700** <sup>FT (60 credits) /</sup>  
£29 per credit PT

**GradDip:**  
**£3,700** <sup>FT (120 credits) /</sup>  
£31 per credit PT

## International

Please visit:  
[www.bcu.ac.uk/international](http://www.bcu.ac.uk/international)



# BA (Hons) Sociology

Sociological knowledge helps us understand the societies in which we live and our place within them. It can also be applied in a broad range of careers. As one of the University's longest established courses with over two decades of building links with local organisations, you will benefit from excellent opportunities to make professional contacts and apply your studies to real-world situations.

## Why choose this course?

- Highly qualified teaching staff specialising in a range of areas.
- Consistently high scores in National Student Surveys demonstrating a high level of satisfaction with the quality of the course.
- A focus on your employability and professional development.
- Guest speakers enrich the curriculum and enable you to see how your academic theory can be transferred to the work place.
- A common first year with a choice of specialist pathways from the second year eg Single Honours Sociology, a specialist study of Public Sociology, or Sociology combined with Psychology or Criminology.
- The placement pathway (Public Sociology) allows you to spend a semester in the UK or overseas practically applying your knowledge; recent students have travelled to the USA, India, Spain and Sweden.
- You can also participate in the Erasmus scheme, allowing you to take a semester at a university in Europe.
- The most recent Research Assessment Exercise praised the School of Social Sciences as achieving 'National Excellence in Research Activity'.

## What's covered in the course?

This course encourages you to become engaged with the public issues of today and to discover new ways to view the world around you and your place within it. Discover who the powerful people in society are, who controls the media, and who controls the people in control. Examine social hierarchies and inequalities in the workplace and at home, how we spend our leisure time, and why and how people transform their lives. The course covers a broad range of topics including education, crime, culture, health, media, work and politics. You will also explore how sociological knowledge can connect with a range of non-academic audiences and how it can equip you with the skills needed to participate in debates not just about what society is but what it could yet be.

Modules include: Understanding Society, Social Construction of Deviance, Understanding Popular Culture, Social Policy and Social Problems, Social Identities, Sociology of the Media, Music and Society, Sociology of the Internet, Globalisation.

## What are the opportunities after studying?

Your employability and professional development are addressed throughout the degree. In your final year, career consultants help you to identify and prepare for suitable employment.

You will emerge able to work independently with initiative, and as part of a team. You will have important critical and analytical skills, key research skills, and you will know how to source, filter, collate and communicate information. These skills, and insight into how society works, make you an attractive prospective employee. Recent graduates have entered education, teaching, the media, social services and health administration.

## “What our students say

“Through my study I have found out that a lot of very interesting people over the course of history have been involved in the development of sociological theories and studies. Each year I find that the course has more to show, more theory and ultimately more questions.”

Michael Russ

## Course information

<b>UCAS course codes:</b>	Sociology - L300 Sociology and Criminology - LM39 Sociology and Psychology - LC38 Public Sociology - L390
<b>UCAS points:</b>	280
<b>Duration:</b>	Full-time: three years Part-time: five years, apply direct to the University
<b>Campus:</b>	City North

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or equivalent, plus at least four GCSEs at grade C or above, including English language. General Studies and Key Skills are not accepted as part of the points. For further details, please visit the course web page.

## Fees 2013/14

<b>UK/EU</b>
Full-time
<b>£7,500</b> per year
Part-time
<b>£940</b> per 15-credit module

<b>International</b>
<b>£10,100</b> per year



### Available Joint Honours courses:

#### BA (Hons) Sociology and Criminology

This pathway comprises an equal number of sociology and criminology modules. It also gives you a chance to benefit from the cutting-edge thinking of the University's Centre for Applied Criminology, a research Centre of Excellence led by one of the UK's foremost criminologists. The course introduces you to sociological theories about crime, criminals and criminogenic factors, and the operation of criminal justice agencies. The criminology modules cover topics such as: Crime and the Media, Core Issues in Crime and Punishment, Criminal and Forensic Psychology, Terrorism Theory, Applied Criminology, Crime Prevention, Transnational Corporate and Organised Crime.

#### BA (Hons) Sociology and Psychology

The complementary nature of these subjects means that this pathway comprises an equal number of sociology and psychology modules. The psychology modules include: Abnormal Psychology, Issues in Social Psychology, Identity and Subjectivity, Developmental Psychology, Cognitive Psychology. Bear in mind that this course is not accredited by the British Psychological Society (BPS); if you are looking for a BPS-accredited degree, please refer to our BSc (Hons) Psychology programme.

### Want to find out more?

Visit [www.bcu.ac.uk/social-sciences](http://www.bcu.ac.uk/social-sciences) or contact our Course Enquiries team on 0121 331 5595.

### Also available:

#### BA (Hons) Public Sociology

The University is one of the first in the UK to offer a specialist degree in this rapidly evolving area. It encourages you to become fully engaged with pressing public issues involving local communities and organisations, agencies, charities, think-tanks and activist groups. You gain the skills to influence debates around the current and future health of our society. Covering themes such as employment, social security, poverty and welfare, you look at how sociology can connect with a range of non-academic audiences. You can take either the straight public sociology routeway, where you work with the local community in one of a number of ways, or the placement routeway in which you spend a semester working in an appropriate area.

### “ What our students say

“I took the opportunity to go on placement (Public Sociology) in a secondary school as a mentor and the experience was amazing – it opened my eyes and gave me an idea of what I would like to do in the future, which is either youth work or as a mentor in a secondary school.”

**Inderveer Chonk**



# BA (Hons) Theatre, Performance and Event Design

Encompassing design for plays, dance, opera, pop / rock concerts, exhibitions, product launches and much more, the course offers a satisfying mix of traditional design skills and new media applications. Closely linked to the professional world of theatre and performance, it gives you a variety of opportunities to gain essential work experience.

## Why choose this course?

- Follow the design route that particularly appeals to you – a chance for you to specialise in the area which you feel most passionate.
- Belonging to the Association of Courses in Theatre Design, this is the only course of its kind in the UK.
- Benefit from the insight and experience of staff who are experienced designers and makers with backgrounds in a variety of performance and visual communication contexts.
- Close industry links – including Birmingham Repertory Theatre, Midlands Arts Centre, Birmingham Royal Ballet, Merlin Leisure and Live Nation's Download Festival – give the course real professional relevance and let you see theory in context.
- The Faculty's annual exhibition of BA (Hons) final year projects lets employers and professionals appraise your work, and shows you what it takes to get noticed in a professional event.

## What's covered in the course?

Your chance to break free and explore ideas that inspire you, whether in design for plays, dance, puppetry, themed environments, opera, award shows, concerts, installations, carnivals, exhibitions, product launches, film, TV, festivals, animation or any other area of the entertainment industry.

By initially embracing all aspects of performance-related design, and exploring established theatre design principles applicable in many situations, you are introduced to skills that open up design opportunities across various performance contexts.

You work on individual studio-based projects as well as team-based designs. Your second year introduces work placement and live project initiatives with professional companies, giving you real-world awareness and encouraging your own creativity.

Reflecting the challenges of the contemporary performance designer, the course builds to a formal presentation of your creative design, which is assessed against professional standards of practice.

## What are the opportunities after studying?

You are asked to be ambitious in your thinking, to embrace all aspects of performance-related design, and to discover your own personal direction.

The structure and ethos of the course mean that you have an incredibly wide range of career paths to pursue, which mainly depend on your specialism.

That's why you'll also be encouraged to gain the transferable, intellectual and personal skills that give you a crucial competitive edge in a challenging market.

## “What our students say

“Having been given the opportunity to explore many different practices and design style approaches, I gained the necessary experience and skills to work as a freelance designer and fabricator.”

Ian Cooper

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Visual Communication (p288)
- BA (Hons) Stage Management (p58)

## Course information

**UCAS course code:** W460

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or a BTEC National Diploma (DMM), or a Level 3 Diploma in Foundation Studies (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

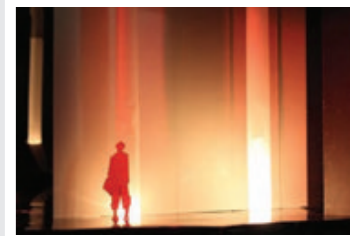
## Additional costs

You will be able to access materials and printing at minimal cost through our workshops and technical areas. There are additional costs for UK and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year





# BA (Hons) Visual Communication

Skillfully helping nurture your creativity, and eventually sharpening your focus on a chosen path from: graphic communication, illustration, animation and moving image, or photography, the course offers the expert staff support, state-of-the-art facilities and professional experience opportunities to help turn your creativity into a satisfying and rewarding career.

## Why choose this course?

- We take the view that you naturally hone your interests and abilities in visual communication as you look deeper into the subject to find your real passion / specialism.
- Learn from experienced staff with years of industry experience, including practising designers, illustrators, photographers, animators and film-makers, specialists in visual communication history and theory, as well as dedicated technical support staff.
- The School has outstanding traditional and digital facilities, and is the first in Europe with MILO motion capture technology, offering nine axes of portable, precise, rigid and completely repeatable camera motion.
- Exceptional levels of employer involvement, with visiting professionals supporting lectures, workshops and seminars, with master classes, career advice, mentorship and placements.
- End of year awards are sponsored and presented by high profile names, with most award winners offered placements which have led to permanent employment.

## What's covered in the course?

Reflecting the ever-changing face of the creative industries, while working towards your chosen route from Graphic Communication, Illustration, Animation and Moving Image or Photography, your specialism is developed within the wider context of visual communication, enabling you to absorb and share ideas from other disciplines and students.

Throughout, you are encouraged to explain and discuss ideas about creative practice. Live projects, industry links and competitions show you the business realities that underpin your creative development.

You will be encouraged to widen your creative perspective through field trips and overseas study. You will be supported in researching an area of employment which matches your career aims, getting insight through networking, freelance practice, entrepreneurship, self-promotion and introductory media.

You work towards a major project portfolio, the best of which is showcased in the graduate show, where you have the opportunity to be nominated for a Visual Communication Graduate Award.

## What are the opportunities after studying?

The scope of the course sees our graduates find openings in a huge range of creative ventures.

Many operate as freelance practitioners across all subjects. Others find satisfying and responsible roles with organisations and businesses in the creative industries. Many work in other sectors that recognise the value of creative, thinking, problem-solving graduates.

## “ What our students say

“I had a great time developing my skills as a photographer and the facilities and encouragement from the staff and my peers made it a very rewarding and positive workplace.”

Mark Johnson

## Want to find out more?

Visit [www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad) or contact our Course Enquiries team on 0121 331 5595.

## Have you also considered?

- BA (Hons) Theatre, Performance and Event Design (p286)
- BA (Hons) Art and Design (p66)

## Course information

### UCAS course codes:

BA (Hons) Visual Communication - PW92  
 BA (Hons) Visual Communication (Graphic Communication) - W211  
 BA (Hons) Visual Communication (Illustration) - W220  
 BA (Hons) Visual Communication (Animation and Moving Image)\* - UCAS code TBC  
 BA (Hons) Visual Communication (Photography) - W640

**UCAS points:** 280

**Duration:** Full-time: three years

**Campus:** City Centre

## Essential entry requirements

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels or a BTEC National Diploma (DMM), or a Level 3 Diploma in Foundation Studies (Art and Design) with merit or distinction in the final stage, or an equivalent qualification or experience, plus a good portfolio. For further details, please visit the course web page.

## Additional costs

You will be able to access materials and printing at minimal cost through our workshops and technical areas. There are additional costs for UK and international field trips, if you participate in these.

## Fees 2013/14

**UK/EU**  
**£8,200** per year

**International**  
**£10,100** per year



\*Subject to validation in 2012.

# HOW TO APPLY

## GENERAL ENTRY REQUIREMENTS

We're committed to an admissions policy that provides opportunities for people from all educational backgrounds and experience. We welcome applicants with a mix of academic and vocational qualifications and consider each application on its merits. For those without standard entry qualifications we may even take account of alternative qualifications and / or relevant experience.

## SUITABLE ENTRY QUALIFICATIONS

We accept a wide variety of qualifications to meet the general entry requirements for our first (sometimes called undergraduate) degrees, foundation degrees and higher national courses. Suitable entry qualifications include GCE A Levels / AVCEs, Advanced GNVQs, Baccalaureates, National Diplomas, Diplomas in Foundation Studies (Art and Design), Advanced Diplomas, Access to Higher Education and certain equivalent international qualifications.

Our general entry requirements ensure you are sufficiently prepared and have the ability and experience to complete your chosen course successfully. We prefer applicants who are recent school / college leavers to have followed a full programme of study in Year 13. Be aware though that satisfying our general entry requirements is not a guarantee of a place.

## COURSE-SPECIFIC ENTRY REQUIREMENTS

Some courses have specific entry requirements so please check the individual requirements of that course (they are detailed on the relevant course page). For some, an interview, audition or portfolio review is an essential part of the selection process. You can contact our Course Enquiries team for guidance on 0121 331 5595, so that your individual circumstances can be assessed before applying.

## ENTRY REQUIREMENTS

The following information represents our general entry requirements for the different course levels.

## FIRST DEGREE COURSES

One of the following:

- Minimum of two passes at GCE A Level / AVCE
- Minimum of three Scottish Certificate of Education / Scottish Qualifications Authority passes at higher level
- Four Irish Leaving Certificate passes at higher level
- National Certificate or Diploma awarded by BTEC / Edexcel
- Higher National Certificate or Diploma awarded by BTEC / Edexcel
- Advanced GNVQ

- International Baccalaureate Diploma
- Welsh Baccalaureate Advanced Diploma
- Diploma in Foundation Studies (Art and Design)
- Successful completion of an Access to Higher Education Diploma.

The entry requirements for some of our courses demand a higher number of credits than the number required to pass the Access Diploma. Please use the contact details on the relevant course page to get more information.

Please note that applicants holding an Access to Higher Education Diploma qualification will need to have a suitable range of experience appropriate to their course of study.

## FOUNDATION DEGREES / HIGHER NATIONAL DIPLOMAS / CERTIFICATES (HND/C)

Normally, you should satisfy one of the criteria for first degree courses. However, for some foundation degrees and higher national courses, one GCE A Level / AVCE is acceptable.

## EXTENDED DIPLOMAS

A minimum of four GCSE passes at grade C or above, including English.

Competence in English language.

Our courses are taught and assessed entirely in English. Therefore, if your first language is not English, you will need to demonstrate appropriate proficiency before you join us. Please include in your application details of any English language qualification you have taken or plan to take.

## APPLICANTS WITH DISABILITIES

Applicants with disabilities will be considered on the same basis as other applicants and you will be given the opportunity to discuss any arrangements that may be necessary to allow you to succeed in your studies. See pages opposite for more information.

## CREDIT ACCUMULATION

Our courses are credit-based and will provide opportunities for 'credit accumulation'. Each module is assessed individually and credits are awarded for each module passed. Credits may be transferable between courses and institutions. This means that if you have family commitments or other obligations, you can accumulate the credits needed to achieve a full award over a longer period of time. Transfer between full-time and part-time study may also be possible. For more information please use the contact details given on the specific course page.

## DIRECT ENTRY TO A LATER STAGE OF A COURSE

If you already have an advanced qualification or significant relevant experience, you may be eligible for admission with credit. This means that you can be admitted to a later stage of the course. Again, use the contact details on the relevant course page to get more information on this.

## APPLICATIONS

The details on each course page indicate where you should apply. Part-time courses applications should be made direct to the University. Applications for full-time first degrees, foundation degrees or higher national diploma courses should be made online through UCAS apart from:

- Foundation degree in Health and Social Care, where you should apply direct to the University's admissions unit
- BSc (Hons) Midwifery Shortened Programme, for which you can apply directly to the University's admissions unit
- Music degrees, which should be submitted through the Conservatoires UK Admissions Service (CUKAS)
- BA (Hons) Acting and Foundation Course in Acting, for which you can apply directly to the School of Acting online.
- Graduate Diploma in Law (full-time only), for which you should apply via the Central Applications Board (CAB) [www.lawcabs.ac.uk](http://www.lawcabs.ac.uk)

International students can apply either through UCAS or directly to the International Office, Birmingham City University, City North Campus, Perry Barr, Birmingham, B42 2SU.  
T: +44 (121) 331 5389.

## UNIVERSITIES AND COLLEGES ADMISSIONS SERVICE (UCAS)

Our institution code for applications is **B25 BCITY**.

To make the application process as easy as possible, there are full instructions and help text available at [www.ucas.com](http://www.ucas.com) for all types of applicant. UCAS publishes a comprehensive guide called 'Applying Online', which can be downloaded from [www.ucas.com/apply](http://www.ucas.com/apply).

When completing your UCAS application form, you can get advice from your school, college, and various careers organisations such as Connexions. They have a great deal of experience in advising applicants. For international applicants, advice about the UCAS application process is available from British Council offices. UCAS can be contacted at: Rosehill, New Barn Lane, Cheltenham, Gloucestershire, GL52 3LZ

**T: 01242 223707**

**F: 01242 544961**

**E: [enquiries@ucas.ac.uk](mailto:enquiries@ucas.ac.uk) Mini: 01242 544942**

**W: [www.ucas.ac.uk](http://www.ucas.ac.uk)**

## CONSERVATOIRES UK ADMISSIONS SERVICE (CUKAS)

CUKAS is an online application service for UK music colleges. Birmingham Conservatoire, part of Birmingham City University, is a member of CUKAS.

For further information please contact Birmingham Conservatoire on:

**T: 0121 331 5901/5902**

For general enquiries contact CUKAS at: Rosehill, New Barn Lane, Cheltenham, Gloucestershire, GL52 3LZ

**T: 01242 223707**

**W: [www.cukas.ac.uk](http://www.cukas.ac.uk)**

## ADDITIONAL INFORMATION

All application forms are designed to provide admissions tutors with the information they need. However, sometimes we might ask you for further information. If full information is not provided, we might not be able to consider your application.

## DATA PROTECTION

The information that you provide on your application form will be used to help us make a decision about whether you can be offered a place and to deal with the accompanying administration. Under the Data Protection Act 1998, we need your consent before we can do this. We assume that by submitting an application you have given this consent.



# UCAS TARIFF TABLES

The Universities and Colleges Admissions Service – better known as UCAS – is the organisation that coordinates all full-time undergraduate applications and to which such students must apply. The UCAS tariff is a means of assessing through a points-based system examination results and universities will usually express the entry requirement for their undergraduate course as a UCAS tariff points requirement. We recognise the importance of the UCAS tariff system in helping to ensure fairness in offer-making. Many of our offers will be expressed using the UCAS tariff point score but some will be expressed in terms of the actual grades that you need to achieve. Go to [www.ucas.com/students/ucas\\_tariff/tarifftables](http://www.ucas.com/students/ucas_tariff/tarifftables) for the latest tariff information.

GCE and VCE					
GCE and VCE					UCAS TARIFF POINTS
GCE and AVCE Double Award	A level with additional AS (9 units)	GCE A level and AVCE	GCE AS Double Award	GCE AS and AS VCE	
A*A*					280
A*A					260
AA					240
AB					220
BB	A*A				200
BC	AA				180
	AB				170
CC					160
	BB				150
CD	BC	A*			140
DD	CC	A	AA		120
	CD		AB		110
DE		B	BB		100
	DD		BC		90
EE	DE	C	CC		80
			CD		70
	EE	D	DD	A	60
			DE	B	50
		E	EE	C	40
				D	30
				E	20

A\* grades were introduced to GCE A level achievement from 2010.

International Baccalaureate (IB) Diploma	
IB Diploma points	UCAS TARIFF POINTS
45	720
44	698
43	676
42	654
41	632
40	611
39	589
38	567
37	545
36	523
35	501
34	479
33	457
32	435
31	413
30	392
29	370
28	348
27	326
26	304
25	282
24	260

CACHE Level 3 Award, Certificate and Diploma in Child Care and Education*					
GRADE	UCAS POINTS	GRADE	UCAS POINTS	GRADE	UCAS POINTS
Award		Certificate		Diploma	
A	30	A	110	A	360
B	25	B	90	B	300
C	20	C	70	C	240
D	15	D	55	D	180
E	10	E	35	E	120

\* For tariff points for the CACHE Diploma in Child Care and Education prior to 2009 visit [www.ucas.com](http://www.ucas.com).

For a full list of our courses, please refer to our Undergraduate course index on pages 312 - 320.

New courses are introduced throughout the year. Please make sure that you check the website for a comprehensive list and the most up-to-date entry requirements.

You'll find everything you need to know on our comprehensive website – from the modules you'll study to career options to how to apply.

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

BTEC qualifications (QCF) (Suite of qualifications known as Nationals)					
GRADE					TARIFF POINTS
Extended Diploma	Diploma	90 credit Diploma	Subsidiary Diploma	Certificate	
D*D*D*					420
D*D*D					400
D*DD					380
DDD					360
DDM					320
DMM	D*D*				280
	D*D				260
MMM	DD				240
		D*D*			210
MMP	DM	D*D			200
		DD			180
MPP	MM	DM			160
			D*		140
PPP	MP	MM	D		120
		MP			100
	PP		M		80
				D*	70
		PP		D	60
			P	M	40
				P	20

Diploma in Foundation Studies (Art and Design, and Art, Design and Media)

GRADE	POINTS
Distinction	285
Merit	225
Pass	165

# MAKING THE MOST OF YOUR APPLICATION

To have the best chance of getting on the course you want, you need to ensure the Personal Statement on your application form and your performance at interview (if applicable) conveys your strengths and interests as strongly as possible.

The application process is your chance to show us that you are someone who will prove a valuable addition to our community, and the right research and preparation can go a long way to helping you achieve this.

## WRITING A PERSONAL STATEMENT

The Personal Statement on your UCAS application or application form is one of the most important parts of your application. If your chosen course does not carry out interviews, it is your main opportunity to sell yourself to course tutors. If there is an interview component, a well-written Personal Statement is still vital to ensure you get that far.

## WHAT TO INCLUDE

### Your course choice:

Discuss why you have chosen to apply for the course/s concerned. Admissions tutors want to see that you are enthusiastic about your chosen subject. It may be that the course is directly relevant to your intended career, or perhaps you have already studied it at GCSE or A Level and found it particularly enjoyable. Or perhaps your interest comes from outside the classroom? If you are applying for more than one course, try to explain your reasons for each of them.

### School and college life:

Include details of what you studied at school or college, as well as any sporting or extra-curricular activities, or positions of responsibility (eg prefect, librarian) that you held. This is the chance to show that you are ready for the academic rigours of the course, as well as being the sort of person who is able to fit into wider university life.

### Work experience:

This could include work experience placements and any part-time work you have done. Work experience shows your dedication and commitment to your future career, while part-time work shows you are disciplined and organised enough to hold a position of responsibility and balance the time spent working with your school or college commitments.

### Interests and activities:

Any other activities you are involved in outside of school such as volunteering in the community, music, team sports, and any other hobbies or leisure interests. If you are taking, or have taken, a year out, it is useful to state your reasons why and what you achieved or hope to achieve.

## THINGS TO REMEMBER

Good spelling and grammar is very important; it may be a good idea to ask a teacher, careers adviser or friend to take a look over it.

Give evidence for your claims – don't just say you have good organisational skills; try to give examples of why.

Don't be tempted to copy parts of someone else's statement or lift ideas from the web – UCAS operates a Plagiarism Detection Service, which checks forms against a statement library and web sources to ensure all statements are personally written.

Make sure you keep a copy of what you've written as it may be referred to at interview (if you have one) – or the information may be useful in future job applications.



## PREPARING FOR AN INTERVIEW

### IN ADVANCE

If you do not have much previous experience of interviews, it may be a good idea to speak to an older friend or relative who has previously been to one, or see whether your school or college will run a mock interview for you.

Make sure you have looked at the prospectus/website and know a reasonable amount about the University and course. We would expect that any student planning to study here will have done some background research.

Prepare answers for some of the most common interview questions – such as why you have chosen that course and University, what you like to do in your spare time and your plans for the future. Also, try to think of a couple of questions that you can ask the interviewer – you will be asked if you have any questions at the end, and asking good questions is a way of demonstrating your interest.

Try to get a good night's sleep beforehand – if you stay up half the night preparing, you won't be at your best on the day.

### ON THE DAY

Dress smartly – jeans and trainers aren't a good idea! You don't necessarily have to wear a suit and tie, unless you want to, but it's good to look like you have made an effort.

Ensure you have the date and time right and know exactly where the interview is going to take place. Aim to arrive in plenty of time – it is better to be early than late.

Remember to bring your Record of Achievement, as well as any other specified work such as a portfolio, and be prepared to discuss them with the interviewer. Also, make sure you can remember what information you put in your application, as you are bound to be quizzed on your background and reasons for applying.

### DURING THE INTERVIEW

#### Interests and activities:

While academic qualifications are important, we will also want to hear about your interests and activities outside school or college, to give us a more rounded picture of your character.

#### Work experience:

We place a great emphasis on employability, so whether it is a work experience placement in your chosen industry, or a part-time job alongside your studies, we will be interested to hear about any time you have spent in the workplace.

During the interview, you may be nervous but try not to let it show. Listen to the interviewer's questions and don't be afraid to pause before answering, or ask them to repeat anything you are unsure about. Maintain eye contact and try to smile!

Don't be unnerved by difficult or challenging questions; we are not trying to trip you up, but we do want to see how you react in certain situations.



# DIRECT APPLICATION TO THE UNIVERSITY

For some courses you will need to apply directly to the University. Where this is the case, full details are indicated on the course pages. Direct applications should be made to:

## **BIRMINGHAM CITY UNIVERSITY**

Admissions Unit, City North Campus, Perry Barr  
Birmingham B42 2SU

**T: 0121 331 6295**

## **DIRECT APPLICATION TO OUR COLLABORATIVE PARTNERS**

We have made a considerable commitment to widening access to our courses across all sections of the community. This is supported by our collaborative partners, where a number of our programmes are delivered.

## **BIRMINGHAM METROPOLITAN COLLEGE**

Sutton Coldfield Campus, Lichfield Road, Sutton Coldfield,  
West Midlands B74 2NW

**T: 0121 355 5671**

Matthew Boulton Campus, Jennens Road, Birmingham B4 7PS

**T: 0121 446 4545**

## **SOUTH BIRMINGHAM COLLEGE**

Floodgate Street, Digbeth, Birmingham B5 5SU

**T: 0121 694 5000**

## **WHAT HAPPENS AFTER APPLICATION?**

Careful consideration will be given to all the information you have provided, including your personal statement and your referee's report. You may be invited for an interview or to visit the department before an offer is made. This will give you the chance to look around the University, the department and meet current students. If you are invited to attend an interview, you will be told what you need. Other courses may invite you to visit their department for a University Applicant Visit Day after making the offer.

If you are considered suitable for a course, you will be offered a place, which can be either conditional or unconditional. In the case of a conditional offer, the conditions will vary between courses and will depend on a number of different factors.

If you have applied through UCAS or CUKAS, they will send the formal offer letter to you. We may also send you additional information about the University and the course and the next steps in the application process.

If you have applied directly to us, we will send the formal offer letter to you together with additional information. The offer letter will include information on how to accept or decline the offer. If you accept a conditional offer, you will be asked to tell us your examination results as soon as they are available. We will confirm

your place on the course once you have met the conditions of our offer. Sometimes, even if you do not achieve the required grades, it may still be possible to reserve a place for you on the course.

If we are unable to offer you a place, you will be notified by whoever you applied to. Wherever possible, we will contact you to suggest an alternative course that may be more appropriate for you.

## **CLEARING**

Clearing is a service that is available towards the end of the application cycle which helps people find vacancies on higher education courses. If you have applied but have not gained a place or have declined your offers, you may be eligible for Clearing. Courses with vacancies will be listed on our website. If you don't have a confirmed offer and are in Clearing, please call our advisers who can be contacted on the Clearing Helpline:

**T: 0121 331 6777**

**E: [clearing@bcu.ac.uk](mailto:clearing@bcu.ac.uk)**

The Clearing Helpline opens early on the morning the A Level results are published. Check our website at [www.bcu.ac.uk](http://www.bcu.ac.uk) for opening times. We also hold Clearing Open days in August.

## **DEFERRED ENTRY**

If you are thinking about taking a year out before coming to Birmingham City University, we will be happy to consider an application for deferred entry, particularly if you're planning to use your time constructively.



## INFORMATION FOR SCHOOLS AND CAREERS ADVISERS

At Birmingham City University, we understand going to university can be a big step for students and one of the most important decisions they will make in their early adult life or as a mature student. We also recognise the vital role parents, guardians, teachers and careers advisors play in ensuring they receive the right guidance and information to make the best decision.

The education liaison team is always open to suggestions and works closely with schools and colleges to meet their needs and those of their students. To speak to a member of the team or to arrange for a member of staff to attend your school / college contact us:

**T: 0121 331 6318**

**E: [education.liaison@bcu.ac.uk](mailto:education.liaison@bcu.ac.uk)**

We've developed a range of activities designed to enlighten students about the Birmingham City University experience. With the support of our teaching staff, we organise fun, educational and informative activities such as:

- Summer schools "... one of the best weeks I've ever had!"
- Conferences for young people
- Masterclasses "... loved the afternoon. Informative, entertaining, relevant and well presented and would like to know when the next one is on!"

These activities provide participants with the opportunity to find out about the diverse range of courses available and the level of support a prospective student might expect.

We also organise school visits for Year 9 to Year 13 pupils throughout the year. These visits are an excellent opportunity for pupils to experience the university environment and programmes are tailored to suit the year group attending. All of our visits incorporate contact with our team of Student Ambassadors – current students who share their experiences of academic and student life.

We not only develop links with local schools, colleges and information and guidance services, we also provide face-to-face guidance to prospective students, their parents and advisers. We attend the UCAS network of HE conventions across the UK, as well as local school and college events. We're also pleased to visit schools and colleges to talk and run workshops about all aspects of entry into HE such as how to choose a course, application processes, student finance, student life and any other issues surrounding HE. It's not only the Education Liaison team that go into the community, our students are involved again through a mentoring project where second-year undergraduates meet local pupils for regular one-on-one support and guidance.

Working with the local community enables us to identify any gaps in information and seek to develop new ways to meet those needs. It is for this reason, and due to the demand for flexibility, that the role of the Service continues to evolve.

For more information:

**T: 0121 331 6318**

**E: [education.liaison@bcu.ac.uk](mailto:education.liaison@bcu.ac.uk)**





## FIND OUT MORE / OPEN DAYS

Flicking through this prospectus is sure to prompt some questions, so we've made it as easy as possible for you to get the facts you need to make an informed choice about your future. We are on hand to answer your queries – whether by phone, email or through social media. Our BCYou web page provides personalised information relevant to your area of interest, while our programme of Open Days and Visit Days offers an invaluable opportunity to see the University, and speak to staff and current students, first-hand.

### SOCIAL MEDIA

We know that you may well like to keep in touch with your friends via Facebook and Twitter – and the good news is you can communicate with us that way as well. Just visit [www.facebook.com/birminghamcityuniversity](http://www.facebook.com/birminghamcityuniversity) or [www.twitter.com/MyBCU](http://www.twitter.com/MyBCU) to find out the latest University news and information. If you have any questions, feel free to contact us via those sites and we'll try to answer you as quickly as possible.

### COURSE ENQUIRIES HOTLINE

Our friendly advisers can help you to find the best course for your career aspirations and interests. They know the University inside out and can provide expert advice on planning your time here.

Contact us to talk about:

- Entry qualifications
- Applications advice, including personal statements

- Access routes for mature students
- Accommodation
- Child care
- Welfare services
- Financial support.

### FOR UK / EU COURSE ENQUIRIES:

Call us: +44 (0)121 331 5595

Contact us online: [www.bcu.ac.uk/enquiries](http://www.bcu.ac.uk/enquiries).

### FOR INTERNATIONAL COURSE ENQUIRIES

T: +44 (0)121 331 6714

E: [bcuinternational@enquiries.uk.com](mailto:bcuinternational@enquiries.uk.com)

F: +44 (0)121 331 6314

W: [www.bcu.ac.uk/international](http://www.bcu.ac.uk/international)

### OPEN DAYS

To really get a feel for life at the University, there is nothing better than visiting us in person – and our Open Days allow you to do just that. You can chat to our staff and students in person, listen to a talk from our Vice-Chancellor, view our fantastic facilities, learn more about the Students' Union or take a tour of our accommodation.

We have University Open Days\* in June and October, and an Open Day in August aimed at those applying through Clearing. You can check out the latest dates on our website at [www.bcu.ac.uk/opendays](http://www.bcu.ac.uk/opendays). Some of our faculties also have their own Open Days, details of which can also be found online.

\*Please note that Birmingham School of Acting and Birmingham Conservatoire are not open during the main University Open Days. However, they do have their own specialist Open Days which allow you to gain a greater understanding of these areas.

Information about how to book a place on any of our Open Days is available at [www.bcu.ac.uk/opendays](http://www.bcu.ac.uk/opendays) while you can find helpful maps at [www.bcu.ac.uk/maps](http://www.bcu.ac.uk/maps).

For dates and information for our overseas visits see [www.bcu.ac.uk/international/discover-bcu/your-country](http://www.bcu.ac.uk/international/discover-bcu/your-country).

### VISIT DAYS

If you have already applied to study with us, attending an Applicant Visit Day will give you the perfect opportunity to meet staff and students and view our excellent facilities, whilst gaining a better appreciation of what it's like to be a student here.

Even if you have already attended an Open Day, attending an Applicant Visit Day will give you a more in-depth picture of the course and how to make the most of it. If it is your first visit to the University, we will give you an insight into what you can expect as a student and what you can do to ensure you are as successful as possible during your time here. For more information, please see [www.bcu.ac.uk/visitdays](http://www.bcu.ac.uk/visitdays).

# bcyou!

## YOUR PERSONALISED WEB PAGE

bcyou is your own personalised web page giving you everything you need to know about studying at Birmingham City University, all in one place.

Simply select the subject(s) you are interested in and the information that is most relevant to you by filling in one of our quick registration forms. You can also use your page to access further details about such crucial areas as accommodation, Open Days, life in Birmingham and student finance.

We will keep updating your page with new information, so make sure you check back regularly. If your interests change over time, you can also edit your profile to alter the information that is displayed.

By registering, you'll also receive regular email updates straight to your inbox, including a tailored BCYou newsletter containing a round-up of news related to your subject choice(s), as well as the wider University.

To sign up, just visit [www.bcu.ac.uk/bcyou](http://www.bcu.ac.uk/bcyou).

# HOW TO FIND US

As Britain's second city, Birmingham benefits from a fantastic transport network with access to regular services for airlines, buses, trains and trams to allow you to negotiate the city and surrounding areas with ease.

Getting to and from Birmingham couldn't be easier as the city is located at the hub of the UK's road and rail networks. Two mainline train stations, Birmingham New Street and Birmingham International, serve the city and Birmingham also acts as the centre of Britain's national coach network, connecting directly with around 500 destinations. Air links are also excellent and the city's international airport is the seventh busiest in the UK, home to around 40 airlines serving an ever-expanding number of destinations.

Public transport across the city is fantastic, with a network of bus, metro and train services providing easy access to all University sites. See [www.networkwestmidlands.com](http://www.networkwestmidlands.com) for information on all public transport in the city and details of Network Student tickets for reduced-price travel.

All of our sites are marked on the map. For detailed information on getting to any of our campuses, please visit [www.bcu.ac.uk/about-us/maps-and-campuses](http://www.bcu.ac.uk/about-us/maps-and-campuses).



# DISCLAIMERS

## SUPPORTING YOUR ABILITIES

The University has over 2,300 disabled students enrolled in any one year, which is about 10 per cent of our total student population. The majority have an unseen disability such as dyslexia, a mental health difficulty or a chronic medical condition.

The University welcomes applications from disabled people and strongly encourages you to tell us about your disability, as it is helpful to know in advance about any support needs you may have. If you indicate you have a disability on your application form, an adviser from Student Services will contact you. You will be offered information, advice and practical support to help you succeed in your studies, where appropriate:

- Advice and help with applications for Disabled Students' Allowances and help with arranging study needs assessments.
- Advice about enabling equipment and software.
- Advice, screening and diagnostic referrals for students who think they may have dyslexia or who have other specific learning difficulties.
- A Personal Assistance Scheme (PAS) supplying one-to-one support workers for study-related tasks, eg note-taking, dyslexia support tuition, mentoring, communication support.
- Advice and guidance to your Faculty and teaching staff about your support for exams, assessments, teaching sessions and your access to course materials and information.

- Information about campus accessibility, adapted rooms in residences, car parking and many more individual support requirements.
- Liaison with external agencies such as Social Services for your personal care needs and living assistance.

We offer a confidential service, staffed by experienced advisers. However, we strongly encourage disclosure of your disability so we can advise and support you more effectively from the earliest point during your time at university.

For more information, please contact our Disability Support team:

**T: 0121 331 5588**

**E: [disability@bcu.ac.uk](mailto:disability@bcu.ac.uk)**

**W: [www.bcu.ac.uk/student-services/disability](http://www.bcu.ac.uk/student-services/disability)**

## EQUAL OPPORTUNITIES

We promote equality of opportunity in respect of every aspect of our provision. University policy and practice will seek to provide an environment that's free from discrimination against students, staff and others. The University and its staff will ensure that all prospective students are treated solely on the basis of their merits, abilities and potential. For full details of our Equal Opportunities policy please visit [www.bcu.ac.uk](http://www.bcu.ac.uk).

## LEGAL

The University's prospectuses and web pages are intended as a general guide to the University's courses and facilities and form no part of any contract between you and the University except as provided below:

The prospectus and web pages are prepared in advance of the academic year to which they relate. Although reasonable steps are taken by the University to provide the courses and services described, the University cannot guarantee the provision of any course or facility. Any course may be altered, temporarily suspended or withdrawn if it is reasonably considered to be necessary by the University. Such circumstances include (but are not limited to) industrial action, lack of demand, departure of key personnel, change in Government policy, withdrawal or reduction of funding, change of law or change of UCAS procedure.

If the courses described in the University prospectus are not provided, the University will take such steps as are available to it to minimise the effect of any alteration or withdrawal of a course. Such steps may include alterations to delivery of teaching or assessment, the offer of a place on an alternative course or the offer of transfer to another course at the University or elsewhere, which you may decline.

If you receive an offer of a place at the University, we suggest that before you accept such an offer you write to the relevant faculty at the University to request up-to-date information on the course content, teaching, examination, assessment and other educational services and facilities that will be provided in relation to your course at the University.

The decision Birmingham City University takes about your application is made on the basis of the information that you have provided on your application form and / or in any other information provided by you to ourselves and subject to meeting any entry requirements set down by the University in the formal letter from UCAS or the relevant University Admissions Officer.

If we find that you have made a false statement or have left out significant information, we reserve the right either to withdraw or amend our offer. Similarly, the decision that Birmingham City University makes about your fee status (whether you pay home or overseas fees) is taken on the basis of the information that you have provided. If we find that you have made a false statement, given ambiguous information or have left out significant information, we reserve the right to amend your fee status or withdraw our offer or cancel your enrolment.

It is likely that the time between your acceptance of an offer and the commencement of the course will be more than 30 days. Acceptance of the offer assumes general agreement to that interval.

Enrolment at the University is subject to your acceptance of the conditions of enrolment, which include (but are not limited to) you agreeing to be bound by the University's regulations, which will become part of any student contract. If you would like to receive a copy of the conditions of enrolment and / or the University's regulations, please write to:

Academic Registrar, Birmingham City University, City North Campus, Perry Barr, Birmingham, B42 2SU.

The University welcomes comments on its courses from students' parents and sponsors. However, the University's contracts with its students do not confer benefits on third parties for the purposes of the Contracts (Rights of Third Parties) Act 1999. For further information, see [www.bcu.ac.uk](http://www.bcu.ac.uk).

#### DATA PROTECTION

During the application procedure and throughout your time at Birmingham City University, the University will be provided with a range of personal information relating to you. Any personal information will be processed and held in accordance with the requirements of the Data Protection Act 1998 and the University's Data Protection Statement to Students.

#### PAYMENT OF FEES

It is your responsibility to ensure that all fees are paid in full and on time. Unless otherwise agreed, a student shall cease to be a registered student if arrangements for payment of fees are not fulfilled. The fees payable are subject to change and therefore the University reserves the right to make changes to fees each academic year.

#### CONDUCT

Students are expected to abide by the University regulations relating to conduct and to attend such lectures, tutorials, examinations and other activities which form part of their programme. Misconduct or breaches of regulations may lead to disciplinary action being taken under the University's Student Disciplinary Policy and Operating Process.

#### DIVERSITY

The University prides itself on being a diverse community and so seeks to create a study environment which is free from harassment and one which fosters tolerance. The dignity of all students is to be preserved regardless of sex, sexual orientation, racial or ethnic background, religion or disability.

#### CRIMINAL CONVICTIONS

When you apply to the University you must disclose any unspent criminal convictions and the University shall decide if any criminal convictions you may have are incompatible with study at the University and inform you of its decision before the first day of term.

#### CRIMINAL RECORDS BUREAU AND OCCUPATIONAL HEALTH CHECKS

Applicants to some of our courses are required to obtain a satisfactory CRB disclosure and Occupational Health report. We will send you information about these requirements if applicable.

#### COMPLAINTS

If you have a complaint about the University, it is recommended that you use the University's Admissions Complaints Procedure. This procedure has been produced to help to resolve any complaints as promptly, fairly and amicably as possible.

#### SMOKING POLICY

All University buildings except designated student bedrooms are smoke-free areas. All areas that are substantially enclosed, eg Kenrick Tunnel and all of the Quad level two walkway at City North Campus, are smoke-free areas.

Building entrances, particularly those with overhanging canopies, will be smoke-free areas at least five metres from the entrance and canopy, together with other designated areas. Signs will be provided to identify partially enclosed areas that are designated smoke-free areas. Smokers are required to respect the need for staff to be able to work in a smoke-free environment and therefore to smoke well away from office windows. Persistent breaches of the smoking policy will be dealt with appropriately by the University's respective disciplinary procedures for staff and students.

Covered smoking areas are provided on selected campuses to give sheltered areas for people to smoke. Staff and students will be given advice and assistance, if they wish to give up smoking.

#### EMPLOYABILITY STATEMENT

Birmingham City University is committed to preparing students for successful employability and professional careers.

We have an innovative approach to employability that will help you obtain an interesting and well-paid graduate job. Read our Employability Statement to find out more: [www.bcu.ac.uk/courses/employability-statement](http://www.bcu.ac.uk/courses/employability-statement).

#### IMAGES

Whilst every effort has been made to ensure the accuracy / permission of image representation, Birmingham City University or its faculties cannot be held responsible for any errors or omissions.

#### ACKNOWLEDGEMENTS

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# UNDERGRADUATE COURSE INDEX

\* Subject to validation or revalidation in 2012.

Course Title	UCAS Code	FT	SW	PT	Tariff	Campus	Faculty	Page
Accountancy   BA (Hons)	N400	•	•		280	City North Campus	Birmingham City Business School	92
Accountancy and Business   BA (Hons)	NN41	•	•		280	City North Campus	Birmingham City Business School	94
Accounting and Finance   BA (Hons)	NN43	•	•		280	City North Campus	Birmingham City Business School	96
Acting   BA (Hons)	Direct Application	•			160	City Centre Campus	Performance, Media and English	54
Architectural Technology   BSc (Hons)	K236 / Direct Application	•		•	280	City Centre Campus	Technology, Engineering and the Environment	76
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Automotive Engineering   BEng (Hons)	H330 / Direct Application	•	•	•	280	City Centre Campus	Technology, Engineering and the Environment	158
BMus (Hons)	(CUKAS) 300F	•			80	Birmingham Conservatoire	Birmingham Conservatoire	254
Building Services Engineering   HNC	Direct Application			•		South Birmingham College	Technology, Engineering and the Environment	78
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Business Administration (Top-up)   BA (Hons)	N101	•			240	City North Campus	Birmingham City Business School	100
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Business and Finance   BA (Hons)	NN13	•	•		280	City North Campus	Birmingham City Business School	104

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Business and Management   HNC	Direct Application			•		Birmingham Metropolitan College	Birmingham City Business School	108
Business and Management   HNC	Direct Application			•		South Birmingham College	Birmingham City Business School	108
Business and Management   HND	122N	•			120	Birmingham Metropolitan College	Birmingham City Business School	110
Business and Management   HND	022N	•			120	South Birmingham College	Birmingham City Business School	110
Business and Marketing   BA (Hons)	NN15	•	•		280	City North Campus	Birmingham City Business School	116
Business Information Technology   BSc (Hons)	G520	•	•		280	City Centre Campus	Technology, Engineering and the Environment	130
Business Management (Level 6 Top-up Online Learning)   BA (Hons)	Direct Application			•		Distance Learning	Birmingham City Business School	114
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Community and Applied Dance Theatre   BA (Hons)	W590	•			240	City Centre Campus	Performance, Media and English	56
Community and Applied Theatre   BA (Hons)	W490	•			240	City Centre Campus	Performance, Media and English	56
Computer Games Technology   BSc (Hons)	G450	•	•		280	City Centre Campus	Technology, Engineering and the Environment	132
Computer Networks   BSc (Hons)	G422	•	•		280	City Centre Campus	Technology, Engineering and the Environment	134
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Computer Science   BSc (Hons)	G401	•	•		280	City Centre Campus	Technology, Engineering and the Environment	138
Construction   HNC	Direct Application			•		City Centre Campus	Technology, Engineering and the Environment	82
Construction   HNC	Direct Application			•		South Birmingham College	Technology, Engineering and the Environment	82
Construction Management and Economics   BSc (Hons) *	LK12 / Direct Application	•		•	280	City Centre Campus	Technology, Engineering and the Environment	84
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Course Title	UCAS Code	FT	SW	PT	Tariff	Campus	Faculty	Page
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Criminology and Policing   BA (Hons)	ML9K / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	274
Criminology and Psychology   BA (Hons)	MC98 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	274
Criminology and Security Studies   BA (Hons)	ML94 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	274
Diagnostic Radiography   BSc (Hons)	B821 / Direct Application	•		•	280	City South Campus	Health	200
Early Childhood Education Studies (Top Up)   BA (Hons)	X310 / Direct Application	•		•		City North Campus	Education, Law and Social Sciences	152
Early Childhood Education Studies   BA (Hons)	X320	•			240	City North Campus	Education, Law and Social Sciences	150
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Economics and Finance   BA (Hons)	LN13	•	•		280	City North Campus	Birmingham City Business School	118
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English and Creative Writing   BA (Hons)	QW38 / Direct Application	•		•	300	City North Campus	Performance, Media and English	168
English and Drama   BA (Hons)	QW34 / Direct Application	•		•	300	City North Campus	Performance, Media and English	168
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Enterprise Information Systems   BSc (Hons)	H212	•	•		280	City Centre Campus	Technology, Engineering and the Environment	162
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Course Title	UCAS Code	FT	SW	PT	Tariff	Campus	Faculty	Page
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Fashion Design with Fashion Accessories   BA (Hons) *	TBC	•	•		280	City Centre Campus	Birmingham Institute of Art and Design	176
Fashion Design with Fashion Communication   BA (Hons)	W290	•	•		280	City Centre Campus	Birmingham Institute of Art and Design	176
Fashion Design with Fashion Management and Buying   BA (Hons) *	TBC	•	•		280	City Centre Campus	Birmingham Institute of Art and Design	176
Fashion Design with Garment Technology   BA (Hons)	W2JK	•	•		280	City Centre Campus	Birmingham Institute of Art and Design	176
Fashion Retail Management   BA (Hons)	W2N2	•			280	City Centre Campus	Birmingham Institute of Art and Design	180
Film Production and Technology   BSc (Hons)	WP63	•	•		300	City Centre Campus	Technology, Engineering and the Environment	190
Film Technology and Special Effects   BSc (Hons)	W614	•	•		300	City Centre Campus	Technology, Engineering and the Environment	192
Fine Art   BTEC HND	001W	•			120	Birmingham Metropolitan College (Sutton Coldfield Campus)	Birmingham Institute of Art and Design	72
Fine Art   BA (Hons)	W101	•			280	Margaret Street	Birmingham Institute of Art and Design	74
Forensic Computing   BSc (Hons)	FG44	•	•		280	City Centre Campus	Technology, Engineering and the Environment	140
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Gemmological Association   Gemmology Diamond Diploma	Direct Application			•		Vittoria Street	Birmingham Institute of Art and Design	218
Gemmological Association   Gemmology Diploma	Direct Application			•		Vittoria Street	Birmingham Institute of Art and Design	218
Gemmology   BTEC HND	067W	•			120	Vittoria Street	Birmingham Institute of Art and Design	216
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Course Title	UCAS Code	FT	SW	PT	Tariff	Campus	Faculty	Page
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Health and Wellbeing (Nutrition Science)   BSc (Hons)	BB94	•			240	City South Campus	Health	204
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Information and Communication Technology   BSc (Hons)	G420	•	•		280	City Centre Campus	Technology, Engineering and the Environment	144
Information and Communications Technology   FdSc	G421	•			220	City Centre Campus	Technology, Engineering and the Environment	142
Information and Communications Technology   FdSc	G421 / Direct Application	•		•	220	Birmingham Metropolitan College	Technology, Engineering and the Environment	142
Information and Communications Technology   FdSc	G421 / Direct Application	•		•	220	South Birmingham College	Technology, Engineering and the Environment	142
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Interior Products Design   BA (Hons)	W241	•			280	City Centre Campus	Birmingham Institute of Art and Design	184
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International Finance (Top-up)   BA (Hons)	N390	•			240	City North Campus	Birmingham City Business School	122
International Marketing (Top-up)   BA (Hons)	N550	•			240	City North Campus	Birmingham City Business School	124
Jazz   BMus (Hons)	(CUKAS) 310F	•			80	Birmingham Conservatoire	Birmingham Conservatoire	256
Jewellery and Silversmithing Creative Self Development Short Courses	Direct Application				•	Vittoria Street	Birmingham Institute of Art and Design	228
Jewellery and Silversmithing – Design for Industry (Top-up)   BA (Hons)	W790	•			280	Vittoria Street	Birmingham Institute of Art and Design	224
Jewellery Design and Related Products   BA (Hons) *	WW27	•			280	Vittoria Street	Birmingham Institute of Art and Design	222
Jewellery and Silversmithing   BTEC HND	72WW	•			120	Vittoria Street	Birmingham Institute of Art and Design	226

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Jewellery - Art and Design (Design Crafts)   BTEC Level 3 Extended Diploma	Direct Application	•				Vittoria Street	Birmingham Institute of Art and Design	232
Jewellery School: Summer Short Courses	Direct Application			•		Vittoria Street	Birmingham Institute of Art and Design	230
Landscape Architecture   BA (Hons)	K310	•			280	City Centre Campus	Birmingham Institute of Art and Design	64
Law   LLB (Hons)	M100 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	236
Law (Graduate Entry)   LLB (Hons)	M100 / Direct Application	•		•		City North Campus	Education, Law and Social Sciences	236
Law (Recognised by the Bar Council of India)   LLB (Hons)	Direct Application	•			240	City North Campus	Education, Law and Social Sciences	240
Law   Graduate Diploma (GDL)	Direct to CAB / University	•		•		City North Campus	Education, Law and Social Sciences	234
Law with American Legal Studies   LLB (Hons)	M130 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	236
Law with Business Law   LLB (Hons)	M1MG / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	236
Law with Criminology   LLB (Hons)	M1MF / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	236
Legal Studies   HND	039M	•			160	Birmingham Metropolitan College (Sutton Coldfield Campus) / City North Campus	Education, Law and Social Sciences	242
Marketing   BA (Hons)	N500	•	•		280	City North Campus	Birmingham City Business School	126
Marketing, Advertising and Public Relations   BA (Hons)	NLM2	•	•		280	City North Campus	Birmingham City Business School	128
Mechanical Engineering   BEng (Hons)	H300 / Direct Application	•	•	•	280	City Centre Campus	Technology, Engineering and the Environment	164
Media and Communication   BA (Hons)	P910	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Event and Exhibition Industries)   BA (Hons)	PN38	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Journalism)   BA (Hons)	P9P5	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Media Photography)   BA (Hons)	P9W6	•			300	City Centre Campus	Performance, Media and English	246

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Media and Communication (Music Industries)   BA (Hons)	PJ39	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (New Media)   BA (Hons)	G493	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Public Relations)   BA (Hons)	P9P2	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Radio)   BA (Hons)	P9P3	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication (Television)   BA (Hons)	P9WP	•			300	City Centre Campus	Performance, Media and English	246
Media and Communication   HND	003P	•			120	Birmingham Metropolitan College	Performance, Media and English	244
Media, Communication and Production   HND	39PP	•			120	South Birmingham College	Performance, Media and English	250
Midwifery (Shortened Programme)   BSc (Hons)	Direct Application	•				City South Campus	Health	266
Midwifery   BSc (Hons)	B720	•			300	City South Campus	Health	264
Motorsports Technology   BSc (Hons)	H334	•	•		280	City Centre Campus	Technology, Engineering and the Environment	166
Multimedia Technology   BSc (Hons)	P310	•	•		280	City Centre Campus	Technology, Engineering and the Environment	194
Music Business   BA (Hons) *	TBC	•			TBC	Heath Mill Studios, Digbeth, Birmingham / City North Campus	Performance, Media and English	258
Music Technology   BSc (Hons)	W350	•	•		300	Birmingham Conservatoire / City Centre Campus	Performance, Media and English / Technology, Engineering and the Environment	196
Nursing RN Adult   BSc (Hons)	B740 (April Intake) B741 (Oct Intake)	•			280	City South Campus	Health	268
Nursing RN Child   BSc (Hons)	B730 (April Intake) B731 (Oct Intake)	•			280	City South Campus	Health	268
Nursing RN Learning Disability   BSc (Hons)	B761 (Oct Intake)	•			280	City South Campus	Health	268
Nursing RN Mental Health   BSc (Hons)	B760 (April Intake) B762 (Oct Intake)	•			280	City South Campus	Health	268

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Operating Department Practice   Dip HE	B990	•			200	City South Campus	Health	206
Parademic Science   Dip HE	TBC	•			180	City South Campus	Health	208
Planning and Development   BSc (Hons) *	K420 / Direct Application	•		•	280	City Centre Campus	Technology, Engineering and the Environment	86
Popular Music Performance   BMus *	TBC	•			TBC	Heath Mill Studios, Digbeth, Birmingham / City North Campus	Performance, Media and English	260
Popular Music Practice   HND	143W	•			80	South Birmingham College	Performance, Media and English	262
Primary Education with QTS   BA (Hons)	X120	•			300	City North Campus	Education, Law and Social Sciences	156
Product Design   BA (Hons)	W243	•			280	City Centre Campus	Birmingham Institute of Art and Design	186
Psychology   BSc (Hons)	C800 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	278
Psychology   GradCert/GradDip	Direct Application	•		•		City North Campus	Education, Law and Social Sciences	280
Public Sociology   BA (Hons)	L390 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	282
Quantity Surveying   BSc (Hons) *	K240 / Direct Application	•		•	280	City Centre Campus	Technology, Engineering and the Environment	88
Radio Production   FdA	P312	•				City Centre Campus	Performance, Media and English	252
Radiotherapy   BSc (Hons)	B822 / Direct Application	•		•	280	City South Campus	Health	210
Real Estate   BSc (Hons) *	N230 / Direct Application	•		•	280	City Centre Campus	Technology, Engineering and the Environment	90
Social Work   BSc (Hons)	L501	•			280	City South Campus	Health	212
Sociology   BA (Hons)	L300 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	282
Sociology and Criminology   BA (Hons)	LM39 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	282
Sociology and Psychology   BA (Hons)	LC38 / Direct Application	•		•	280	City North Campus	Education, Law and Social Sciences	282
Sound Engineering and Production   BSc (Hons)	J930	•	•		280	City Centre Campus	Technology, Engineering and the Environment	198
Speech and Language Therapy   BSc (Hons)	B620 / Direct Application	•		•	300	City South Campus	Health	214
Stage Management   BA (Hons)	W450	•			240	City Centre Campus	Performance, Media and English	58



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Telecommunications and Networks   BEng (Hons)	H643 / Direct Application	•	•	•	280	City Centre Campus	Technology, Engineering and the Environment	146
Textile Design   BA (Hons)	W231	•			280	City Centre Campus	Birmingham Institute of Art and Design	188
Textile Design (Constructed Textiles)   BA (Hons)	W222	•			280	City Centre Campus	Birmingham Institute of Art and Design	188
Textile Design (Embroidery)   BA (Hons)	W223	•			280	City Centre Campus	Birmingham Institute of Art and Design	188
Textile Design (Printed Textiles and Surface Design)   BA (Hons) *	W232	•			280	City Centre Campus	Birmingham Institute of Art and Design	188
Textile Design (Retail Management)   BA (Hons)	W2N5	•			280	City Centre Campus	Birmingham Institute of Art and Design	188
Theatre, Performance and Event Design   BA (Hons)	W460	•			280	City Centre Campus	Birmingham Institute of Art and Design	286
Visual Communication   BA (Hons)	PW92	•			280	City Centre Campus	Birmingham Institute of Art and Design	288
Visual Communication (Animation and Moving Image)   BA (Hons) *	TBC	•			280	City Centre Campus	Birmingham Institute of Art and Design	288
Visual Communication (Graphic Communication)   BA (Hons)	W211	•			280	City Centre Campus	Birmingham Institute of Art and Design	288
Visual Communication (Illustration)   BA (Hons)	W220	•			280	City Centre Campus	Birmingham Institute of Art and Design	288
Visual Communication (Photography)   BA (Hons)	W640	•			280	City Centre Campus	Birmingham Institute of Art and Design	288

## Notes

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